

# The Billboard

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NOVEMBER 24, 1956  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY 

## Uncle Sam's a Cool Cat, Digs Jazz Beat

Largest Employer of Musicians at Home; Organizations Send Artists Out to World

By MILDRED HALL

WASHINGTON—Uncle Sam is on a jazz push, at home and around the world, cold or hot wars notwithstanding. At home, the government will better its own record as the largest single employer of musicians in the country, fostering over 40,000 talent presentations annually in its Defense Department alone. Overseas, Ambassador Jazz will get a push from a combo of the State Department's Cultural Exchange and Voice of America programs, Commerce's International Trade Fairs displays, plus an assist from a battery of record companies, music associations and jazz artists.

### At the Capitol

Starting under the Capitol dome, the jazz push here has already begun, with re-elected Rep. Frank Thompson (D., N. J.) renewing his crusade to get close liaison between the massive government music program and outside leaders in the music world. Thompson legislation would enlarge the 46-year-old National Commission of the Arts to include performing arts representatives. A special music committee would have an ex-officio advisory group chosen from top-notchers in the American Society of Composers, Authors and Publishers, Broadcast Music, Inc., the networks, American Federation of Musicians and the Jazz Institute.

### Defense Department

In the Defense Department, jazz promotion by the Special Services division goes well beyond the musical performances, an estimated 24,000 annually in the Army alone, ranging from band concerts to jam sessions. Defense goes all out to find or foster talent, graduating such names as Julius La Rosa, Vic Damone, Eddie Fisher, Ronnie Caylord, jazz specialists Dave Brubeck and Andre Previn, Peter Palmer, hit star of "Lil' Abner," first won acclaim in the big 1956 Army talent show, with Billboard

## Goodman to Tour Orient

NEW YORK—Benny Goodman, the next jazz ambassador to go abroad under State Department auspices, hit the domestic concert trails last week to warm up his aggregation for its opening at the Bangkok (Thailand) Fair next month.

Following two regular dance dates, he embarked on a concert-only schedule in Cleveland's Music Hall Wednesday night (14). The concert, which also featured vocalist Martha Tilton and the vocal-jazz team of Jackie Cain and Roy Kral, was plugged exclusively by disk jockeys in view of a two-week newspaper strike in the city. Never-

(Continued on page 16)

## TIGHT HELIUM SUPPLY LAYS BALLOONS LOW

NEW YORK — Bobbing balloons have always been a mainstay of the Thanksgiving and Christmas amusement trade, but there won't be much bobbing thruout the country this year. In fact, on Thanksgiving Day, traditional time of lavish street parades and mammoth float displays, the helium supply will be so tight that only three of the big balloons will be in evidence, and those three will be part of the Macy's parade here.

For some time now the Bureau of Mines, controller of the helium allocations, has been cutting off the availability of the buoyant gas to the amusement world. No helium has meant no bobbing balloons, period. So the best method of displaying balloons has turned from anchoring them on strings as they float aloft, to tying them to sticks. They sell better when kept aloft by helium.

Only the national stature attained by the Macy's event convinced the government that at least some of the precious gas should be set aside for frivolity on Thanksgiving Day. Helium is a vital element in the welding process, being used as a shielding gas around molten metal arcs.

### Atomic Use Secret

All helium is manufactured by the federal government, which owns the patent, the tank cars used for transporting the gas, and the cylinders in which it is sold to users.

(Continued on page 50)

## Outdoor Showmen To Turn Chi Hotel Into Virtual Midway

Amusement Attraction Suppliers, Buyers to Get Together in Chicago

By HERB DOTTEN

CHICAGO—In the words of old-time outdoor showmen, all roads will lead to Chicago for the opening Sunday (25) in Hotel Sherman of the annual conventions of the various trade groups in the outdoor amusement business.

Key people and many lesser ones, too, in the fair, carnival, amusement park and kiddieland fields, and those who supply them with attractions, equipment and services, will throng to the Windy City for the annual get-togethers which combine serious business with social activities.

### Many Groups to Meet

Major organizations to convene are the International Association of Fairs and Expositions and the National Association of Amusement Parks, Pools & Beaches. Other groups to meet include the American Recreation Equipment Association, the International Motor Contest Association and the Midwest Fair Circuit.

On the social side, highlights will be provided by the Showmen's League of America, the Chicago-based fraternal-benevolent club, the oldest of such organizations in the outdoor amusement world. The women will have their own social activities as well as some jointly with the men. Such women's groups

as the Ladies' Auxiliary of the Showmen's League of America and Caravans, Inc., both headquartered in Chicago, will hold their own social and business programs.

A trade show, sponsored by the park association, will be one of the big features. The show will offer the latest in new amusement riding devices and equipment of many kinds used in permanent amusement installations and by touring units such as carnivals.

Formal sessions will serve to spread ideas developed during the past year and deal with such problems, if any, that may loom. This year no major problem confronts any segment of the business.

### Optimism Runs High

Optimism, in fact, will run high, as the past season for most branches of the business was an excellent one, and business as good, if not better, shapes up for next year.

As a result, buying at the trade show may well hit an all-time high. Amusement rides this past season experienced the best grosses in many years, reflecting not only the generally high economy thruout the U. S. and Canada but also the mounting population in both countries.

Probably the most spirited exhibition will be put on by suppliers of grandstand attractions to fairs. The success of such attractions as ice shows, TV names, cowboy headliners and recording artists in the last two years has jarred the long-existing pattern of grandstand programming . . . a pattern which also was jolted by what on the whole had been declining attendance for revues, long the traditional night grandstand attraction.

## Convention's A Show Itself

CHICAGO—Makers of Glass Houses, the Merry-Go-Round manufacturers, designers of distortion mirrors and Roller Coaster engineers display their wares at one of the most unusual trade shows here next week.

Eighty-four exhibitors will set up 174 booths at the exposition of the National Association of Amusement Parks, Pools & Beaches at the Hotel Sherman here November 25-28. They will take orders for the outdoor amusement equipment and supplies that will entertain millions at amusement parks, kiddielands, carnivals and fairgrounds next summer.

Like the midways it supplies, the trade show throbs to band on-

(Continued on page 58)

## NEWS OF THE WEEK

**Allan Herschell Firm Buys Miniature Train Company . . .**  
Allan Herschell Company, North Tonawanda, N. Y., largest manufacturer of amusement riding devices, purchased the inventory and equipment of the Miniature Train Company, Rensselaer, Ind., and will enter the miniature train manufacturing field. . . . Page 50

**Feelers Put Out on Paramount Movie Releases to Video . . .**  
In an apparent attempt to expedite entry of Paramount feature films into TV, Ted Cott, manager of Du Mont Broadcasting, is reported to be feeling out present market conditions for this product. . . . Page 2

**Number of Advertisers Forsake Sponsor of Half-Hour TV Films . . .**  
A compilation of present major multi-market sponsors of syndicated film series turns up a number of important absentees from last year's roll call. Some important bankrollers are no longer sponsoring half-hour film programs on any broad scale. . . . Page 8

**Competition Keen as Major Labels Vie for Rack Jobbing Business . . .**  
Expansion of the rack jobbing segment of the record business causes major labels to re-evaluate their relations with rack jobbers.

Competitive situation foreseen as diskeries formularize price scales for the racks. Big increase in rack outlets seen during the next year. . . . Page 15

**Victor Phono Sales Double. With Big Increase in Under-\$60 Bracket . . .**  
RCA Victor has more than doubled sales on phonos since its radio, phono and TV set department was broken up and radio and phonos were set up under a separate department two years ago. The biggest increase took place on models in the under-\$60 price bracket. Improved styling and development of new functions for sets played major role in sales success story. . . . Page 19

### DEPARTMENTS AND FEATURES

Amusement Games . . . 107	Music Pop Charts—
Aud-Arena . . . 64	Album Buying Guide . . . 20
Carnival . . . 78	Honor Roll of Hits . . . 32
Circus . . . 88	Best Seller Lists . . . 34
Coming Events . . . 93	Tips on Coming Tops . . . 40
Classified Ads . . . 94	Parks & Pools . . . 72
Coin Machine Market . . . 101	Pines . . . 92
Fairs & Expositions . . . 84	Radio . . . 15
Final Curtain . . . 71	Rinks . . . 77
General Outdoor . . . 50	Routes . . . 71
Letter List . . . 96	Television . . . 2
Merchandise . . . 90	TV Film . . . 7
Music . . . 15	TV, TV Film Reviews . . . 14
Music Machines . . . 99	Vending Machines . . . 102

## DUE IN EARLY '57

# Paramount Verges on Issue Of Movie Backlog to Video

NEW YORK—The Paramount Pictures library is slowly edging its way into TV, with the probability that it will be available sometime early next year. The Paramount organization will probably handle the distribution of the films itself.

Reports are current in the trade that overtures have been made to video stations around the country by Ted Cott, general manager of Du Mont Broadcasting's WABD, here, and WTTG, Washington, both controlled by Paramount Pictures. Cott has been trying to learn what he could expect to get from other stations for the feature film library, so that the Paramount brass might better be able to evaluate the worth of the property and their timing on its release.

Cott's motive is also said to be the freeing of the library for use on his two stations in the East, so that they could better be able to

battle the competing outlets. The current excitement in the ranks of the sponsors over the ratings of the new feature packages may possibly be said to favor the release of the Paramount Pictures at this time.

### Affect Market

What the addition of the Paramount feature product would do to the market at this juncture is not known. One point of view has it that the market cannot absorb any more new feature packages; the other has it that stations will have to continue buying to maintain their position against the competition. And how the release of the Paramount library would af-

fect the National Telefilm Associates search for network clients is another open question.

It is also possible that Paramount might also be interested in offering the library to some stations in exchange for purchasing an equity in these operations in the manner of M-G-M TV. The release of the Paramount library would leave only one more major pre-1948 backlog of features, that of Universal, still unsold to TV.

The release of the features if it is done, might also make available a large enough sum to allow Paramount to go into the production of other product for TV.

## EXECS, SHOWS SHIFT

# Things Look Up as ABC Ratings Perk

NEW YORK — Encouraging strides in Monday-Tuesday ratings were noted by ABC-TV in a week marked by programming shifts (see other story this issue) and executive changes.

Monday night, traditionally a tough nut for ABC to crack, has a new contender in Lawrence Welk's "Top Tunes and New Talent," which picked up 16.3 rating points in the latest American Research Bureau listings. The entire gain, which gives ABC a 19.5 average for the hour (9:30-10:30 p.m.), was made at the expense of NBC-TV's Robert Montgomery show, which dropped in the ARB ratings from an average 38.7 before Welk debuted to its present 25.8.

"December Bride" and half of "Studio One" gave CBS-TV an average ARB figure of 22.1 for the same time period, indicating that what was once an NBC win and later a CBS-NBC battle has now become an evenly weighted three-entry race.

### Tuesdays Up

On Tuesdays, ABC's "Cheyenne" has been a strong entry in the 7:30-8:30 period. Now its alternate week partner, "Conflict," which began as a weak sister, has climbed to almost equal strength, according to Trendex figures. For November 13 telecasts, Trendex gives "Conflict" a 17.1 against CBS's average 18.8 and NBC's 10.9, with ABC scoring a 33.1 audience share against 36.4 for CBS and 21.1 for NBC.

With "Wyatt Earp" capturing the 8:30-9 p.m. slot and "Broken Arrow" in a rising spiral, Trendex indicates the good news for ABC has progressed from alternate Tuesdays to all Tuesdays.

### Exec Row

Along executive row, James Beach, director of the web's Central Division, has been elected an ABC veepee. At the same time, Ollie Treyz, in an expected move, was named ABC veepee in charge of the television network. In other status changes last week, Geraldine Zorboagh, reputed to be the only woman veepee in the history of the radio-TV industry, resigned, as did Harold Morgan Jr., who left the veepee post of controller to join McCann-Erickson. Jason Rabinovitz, assistant controller, has been upped to business manager of ABC-TV.

On the sales front, Seven-Up bought a 13-week participation, and Hartz Mountain Products renewed its participation in "Circus Time." With its parent company, American Broadcasting-Paramount Theaters, declaring an extra stock dividend, things in general were looking up last week at ABC

## NOBLE WINS KRAFT'S 50G

NEW YORK—William A. Noble, a 35-year-old writer, won the \$50,000 prize for the best original play presented on the "Kraft Television Theater" during the year ending October 31. His Kraft Playwright's Award-winning play was his first original TV drama, "Snapfinger Creek."

## New Packages Still Roll On

NEW YORK—The stream of pilot films and newly proposed shows continues unabated. Sidney Kingsley, Pulitzer Prize winner, is at work on a medical drama series, "World in White," for CBS-TV. The idea came from his Broadway hit, "Men in White."

Producer Dee Engelback is prepping a half-hour film series starring Vivian Blaine for NBC-TV. The comedy-with-songs stanza casts the star as a pop singer who marries a rugged but temperamental opera star from Europe.

Packager Hal Gross is turning out a pilot on a half-hour series, "An American at Oxford." The comedy-drama has no connection with the old M-G-M feature, "A Yank at Oxford," also rumored as the basis for a new TV series.

## WSTV Directory And Index Aimed As Advertiser Aid

NEW YORK — WSTV-TV, Steubenville, O., has come up with two devices to assist advertisers—a merchandising directory and an Index of Advertising Effectiveness. The former lists every retail outlet in the tri-State area serviced by the station. The latter is a chart which affords the sponsor a means of comparing results on any two stations he is using.

WSTV, which is offering both ideas to all stations and advertisers as an industry contribution, has been credited by a recognized survey and rating bureau as reaching 4,500,000 people, a market comparable to the nation's fourth largest, Philadelphia.

## 7-Up Launches Giant NBC, CBS Campaign

NEW YORK — Seven-Up has bought 14 daytime quarter hours on NBC-TV and CBS-TV to mount a saturation campaign during the first three weeks of December. The buy involves four NBC shows and two CBS properties.

The quarter-hour buys on NBC are one of "Modern Romances," two of "It Could Be You," two of "Matinee" and three of "Comedy Time." On CBS the sponsor purchased three quarter hours each of Bob Crosby and "Our Miss Brooks."

The purchasing splurge is reminiscent of one mounted by Alcoa last year when it bought a large number of shows on NBC during one day. Seven-Up is said to be trying to make the nation conscious of its soft drink during the upcoming Christmas holidays via explosion advertising. The bot-

tlers' regular video program is "Soldiers of Fortune," which is spot-booked thruout the country. J. Walter Thompson, Chicago, is the agency.

## Half of Phil Silvers May Be Available

NEW YORK—Alternate weeks of the Phil Silvers show, Tuesdays, 8-8:30 p.m., is expected to become available this coming spring when Amana is expected to bow out. Meanwhile, Amana sold two alternate week segments of the show to the J. B. Williams Company for sponsorship during December for holiday season promotion.

R. J. Reynolds remains as the other client of the situation-comedy.

## CBS Saturday Night Line-Up Continues Fluid

NEW YORK — The CBS-TV Saturday night 9:30-11 p.m. situation has not entirely been cleared up as a result of the cancellation of the "Ford Star Jubilee." The 10:30-11 slot, now owned by Hazel Bishop for "You're on Your Own," will run regularly in the time period thru the season.

Procter & Gamble, however, will not produce any additional programs in its "Hey, Jeannie" series for slotting 9:30-10 but will move up its scheduling. This will mean a gap of about seven weeks sometime in late May, unless more half hours of "Jeannie" are scheduled. Liggett & Myers is expected to produce more "Gunsmoke" shows for its 10-10:30 slot.

CBS, however, can use the 9:30-10:30 hour for the once-monthly presentation of "The Big Record," its musical show which is being produced by Lester Gottlieb and which features Patti Page. A kind of the show is to be made this week, and, if it looks good, the show may be presented this season.

MIAMI BEACH — Robert G. Wood has been appointed national sales director of the Storer Broadcasting Company, following the retirement here of Tom Harker, who held the post since 1947. Wood, an alumnus of WOR-Mutual in New York and Chicago, has been assistant to Harker.

## ABC-TV Nixes 'Masquerade'

NEW YORK — Preliminary ABC-TV moves toward its "new look" in programming last week dropped "Masquerade Party" from the web's Saturday 10-10:30 p.m. slot, with "Ozark Jubilee" returning to Saturday night's schedule in the 10-11 period for American Chicle Company.

Emerson Drug's absorption by the Warner-Lambert Company and Lenthier's incorporation into Helene Curtis Industries cost "Masquerade" both its sponsors. The show is being eyed by NBC-TV for colorcasting and by CBS-TV (Continued on page 6)

## H. Curtis Due For 'Susanna'

NEW YORK—Helene Curtis is expected to pick up alternate weeks of "Oh, Susanna," from Nestle shortly. Nestle will cut back to alternate weeks and buy alternate weeks of another show to spread its TV advertising.

The situation-comedy has consistently improved its ratings since its debut and is now said to be outrating Sid Caesar in the latest Nielsen. The show is in the 9-9:30 p.m. Saturday spot on CBS-TV.

## Pan Amer. Airways Buys 9 1/2 Shows of 'See It Now' Series

NEW YORK—Pan American Airways last week made its most important network buy when it purchased nine and a half programs from CBS-TV in the "See It Now" Sunday documentary series, featuring Edward R. Murrow. Half of three "See It Now" programs have already been bought by Shulton.

CBS is extremely elated over the sale, not only because of the large financial commitment by the client, but also because it believes Pan American to be the correct type of soft sell advertiser for Murrow. Pan American, after a cancellation of alternate weeks of "Meet the Press" on NBC-TV, was

to have sponsored alternate weeks of the web's Tuesday 7:45-8 news show.

The deal was not completed, however, because a cross-plug could not be worked out with Studebaker-Packard, which sponsors the same quarter hour of news on Mondays on NBC.

The Pan American sponsorship of "See It Now" will include half of "The Secret Life of Danny Kaye," which is to be presented December 2 in its usual 5-6 p.m. monthly slot. "See It Now" is now in a strong sponsorship position with product bought virtually thru all of 1957.

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# A.R.B. NETWORK RATINGS

for October

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

OCTOBER RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	Wyatt Earp Parker, Gen'l Mills (ABC)	32.2
2.	Line-Up P&G (CBS)	27.6
3.	Robin Hood Wildroot, Johnson & Johnson (CBS)	26.8
4.	Crusader R. J. Reynolds, Colgate (CBS)	26.0
5.	Lassie Kellogg, Campbell (CBS)	24.3
6.	Dragnet L&M (NBC)	24.0
7.	Cheyene L&M, Monsanto, Gen'l Electric (ABC)	23.9
8.	Broken Arrow Gen'l Electric (ABC)	21.6
9.	Zane Grey Gen'l Foods (CBS)	21.2
10.	Sir Lancelot Whitehall, Lever (NBC)	20.0

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Line-Up P&G (CBS)	1.05
2.	Lassie Kellogg, Campbell (CBS)	1.04
3.	Zane Grey Gen'l Foods (CBS)	1.02
4.	Dragnet L&M (NBC)	.98
5.	Crusader R. J. Reynolds, Colgate (CBS)	.96
6.	Wire Service R. J. Reynolds (ABC)	.96
7.	Bold Journey Ralston-Purina (ABC)	.92
8.	Broken Arrow Gen'l Electric (ABC)	.90
9.	Circus Boy Reynolds Metal (NBC)	.88
10.	Wyatt Earp Parker, Gen'l Mills (ABC)	.85

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	Cheyene L&M, Monsanto, Gen'l Electric (ABC)	.87
2.	Broken Arrow Gen'l Electric (ABC)	.84
3.	Wyatt Earp Parker, Gen'l Mills (ABC)	.83
4.	Dragnet L&M (NBC)	.83
5.	Zane Grey Gen'l Foods (CBS)	.82
6.	Bold Journey Ralston-Purina (ABC)	.79
6.	Lassie Kellogg, Campbell (CBS)	.79
8.	Crusader R. J. Reynolds, Colgate (CBS)	.77
9.	Line-Up P&G (CBS)	.76
9.	Buccaneers Sylvania (CBS)	.76
9.	Sir Lancelot Whitehall, Lever (NBC)	.76

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Fury Gen'l Foods, Borden (NBC)	1.84
2.	Tales of the Texas Rangers Curtiss, Gen'l Mills (CBS)	1.82
3.	Rin Tin Tin National Biscuit (ABC)	1.60
4.	Roy Rogers Gen'l Foods (NBC)	1.52
5.	Lone Ranger Gen'l Mills, American Dairy (ABC)	1.48
6.	Circus Boy Reynolds Metal (NBC)	1.38
7.	Adventure of Jim Bowie Amer. Chiclé, Chesebrough- Ponds (ABC)	1.34
8.	Robin Hood Wildroot, Johnson & Johnson (CBS)	1.33
9.	Lassie Kellogg, Campbell (CBS)	1.32
10.	Wild Bill Hickok Kellogg (CBS)	1.25

### Network Dramas

OCTOBER RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	G. E. Theater Gen'l Electric (CBS)	35.4
2.	Alfred Hitchcock Bristol-Myers (CBS)	35.3
3.	Climax Chrysler (CBS)	32.1
4.	The Millionaire Colgate (CBS)	28.4
5.	Lux Video Theater Lever (NBC)	27.3
6.	Loretta Young P&G (NBC)	26.8
7.	Rob't. Montgomery Shick, S. C. Johnson (NBC)	25.8
8.	Alcoa Hour Alcoa (NBC)	25.7
9.	U. S. Steel Hour U. S. Steel (CBS)	23.6
10.	Kraft TV Theater Kraft (NBC)	22.9

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Famous Film Festival Partic. (ABC)	1.21
2.	Alcoa Hour Alcoa (NBC)	1.17
3.	Alfred Hitchcock Bristol-Myers (CBS)	1.16
3.	Du Pont Cavalcade Theater du Pont (ABC)	1.16
5.	Loretta Young P&G (NBC)	1.14
6.	The Millionaire Colgate (CBS)	1.11
7.	Lux Video Theater Lever (NBC)	1.10
8.	Rob't. Montgomery Shick, S. C. Johnson (NBC)	1.09
9.	G. E. Theater Gen'l Electric (CBS)	1.08
9.	Aluminum Hour Kaiser (NBC)	1.08

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	You Are There Prudential (CBS)	1.01
2.	Alfred Hitchcock Bristol-Myers (CBS)	.96
3.	Playhouse 90 Ronson, Singer, Bristol-Myers (CBS)	.95
4.	Alcoa Hour Alcoa (NBC)	.95
5.	G. E. Theater Gen'l Electric (CBS)	.94
6.	Famous Film Festival Partic. (ABC)	.93
7.	Loretta Young P&G (NBC)	.89
8.	Big Story Vick, Amer. Tobacco (NBC)	.87
9.	Kraft TV Theater Kraft (NBC)	.86
10.	Climax Chrysler (CBS)	.83

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Crossroads Chevrolet (ABC)	.86
2.	Telephone Time Bell (CBS)	.74
3.	West Point Gen'l Foods (CBS)	.69
4.	Famous Film Festival Partic. (ABC)	.67
5.	G. E. Theater Gen'l Electric (CBS)	.61
6.	The Millionaire Colgate (CBS)	.58
7.	Playhouse of Stars Schlitz (CBS)	.55
8.	Medie Revlon (NBC)	.52
9.	U. S. Steel Hour U. S. Steel (CBS)	.49
9.	You Are There Prudential (CBS)	.49
9.	The Vise Sterling Drug (ABC)	.49

### WABC Bills 20% Over '55 Quarter

NEW YORK—WABC-TV here has grossed 20 per cent more in billings in the current fourth quarter than in the same period in

1955, according to Robert Stone, general manager. The ABC-TV flagship station claims it topped its six competitors in political program billings, garnering \$45,000 thru a special political sales unit set up for the election period.

### 'AGONIZING REAPPRAISAL'

# Clyne Sees More Agency Activity in Show Creation

NEW YORK—Ad agencies face a year of "agonizing reappraisal" of television in 1957, according to Terence Clyne, veepee and managing director of TV at McCann-Erickson, who predicts one main outcome will be more agency activity in the creation of new shows.

"You can't count on a safe time period any more, your ratings expectancy has been lowered from 30.0 to 20.0 and costs are up 25 per cent over 1955," says Clyne in listing reasons for the needed re-alignment of thought. "Agencies have gotten used to relying on the networks for programming. Now they're not really equipped, many of them, to create winning shows, and the networks can't come up with all of them. The result for clients and viewers is a programming mish-mash."

Pointing to the rising strength of ABC-TV and the importance of "the fourth network" of local stations, the veteran executive is convinced that an advertiser today has a more difficult job of selling on TV than ever before because of the division of his audience. "With cost-per-thousand spiraling to a new high of \$5," says Clyne, "sponsors are naturally seeking protection in their programming."

"The philosophy of the past few years of the 52-week contract is on its way out. Too many sponsors have been stuck with weak programs for long periods. Suppliers will have to face up to this trend," he continues. "Television is a fabulous sales medium, but the time has come to revive such earlier practices as short-term contracts and agency-created programs."

Toward the latter goal, McCann-Erickson in late 1955 revised its TV services into new departments manned by programming experts as well as service and guidance chiefs. In mulling a given production, Clyne and associates use these criteria: Integrity of and confidence in the producer, appeal of the story line, impact of the pilot film and, fourth, cost-per-thousand.

A footnote to building a show today, Clyne adds, is the recognition of broken barriers between audience segments. "What once was specifically a children's show, a

women's show, a mystery lovers' show, etc., is now an all-inclusive family show," he states. "Surveys have proved that all population groups are watching each other's shows now in numbers which render obsolete the concept of directing a program to one specific segment."

## NBC Realigns Morn. Schedule

NEW YORK—Confirming reports of a programming change in the NBC-TV a.m. line-up, a new Monday-thru-Friday schedule has been set to begin December 31. "Ding Dong School" will exit after 1,105 consecutive telecasts to permit Dr. Frances Horwich, its creator, to undertake an extended study of children's TV in Europe and the U. S. for NBC. The web expects Dr. Horwich to return with a new format after her study is completed.

"Home" moves from its 11-12 noon slot into the 10-11 a.m. period. "The Price Is Right," audience-participation show starring Bill Cullen, which debuts November 26 in the 10:30-12 noon show, is still being mulled, but a Don McNeill stanza originating in Chicago is the leading contender.

"Tic, Tac, Dough," the Jack Barry quiz, stays in the 12-12:30 p.m. spot, followed by "It Could Be You."

## Trendex Puts '21' Ratings on Upbeat

NEW YORK—The most recent Trendex rating of "Twenty-One," Wednesday (14) 10:30-11 p.m. on NBC-TV, indicates a continued up-beat in viewer attention.

Trendex in six cities gives it a 16.9 and 34 per cent share of audience, to the 19.2 achieved by the second half of the "United States Steel Hour" on CBS-TV, and the 8.0 received by the last half hour of the Wednesday fights on ABC-TV.

## DUFFY URGES AGENCIES TO CO-PRODUCE SHOWS

NEW YORK—Ad agencies should co-produce TV shows, according to Bernard C. Duffy, president of Batten, Barton, Durstine & Osborn. In a speech before the Radio and Television Sales Executives' Club last week, Duffy called for the agency's re-entry into production as a requisite of rising costs.

"Fewer and fewer sponsors can afford a network show," said Duffy. "Co-sponsorship and multiple sponsorship are accepted ways out. But it's a cold hard fact that prices aren't likely to get lower. In the early days of television, program production was a function of the agency. Over the course of several years, that control was given over to networks and independent packagers. But times have changed, and now the agency must become a co-producer."

Pointing out that it doesn't seem practical for agencies to become sole producers of network shows again, Duffy urged the middle-of-the-road solution to the problem of program control as an aid not only to sponsors but to package producers. "It stands to reason that if an agency is part of a show, it must be solidly behind that show. For the competent producer, the agency's new system can help secure his success," the agency president said.

### Better Shows

"The search for better entertainment is the only means of justifying the rising spiral of TV costs. It is the search for better programs, better entertainment and, if you like, better art, that has necessitated the agency's re-entry into production," Duffy told his audience. "We would be failing in our duty to our clients if we did not step in now. I think now is the time for us to step into television in order to protect (them) from preposterous prices and poor programming."

"The day of expensive programming meaning good programming is a day of the past," Duffy concluded. "Good creative programming at controlled cost should be our goal."

Feature films will be a strong programming element in agency thinking next year, the veepee believes. "We are all exploring this area during a term of watchful waiting, which will crystalize into action before long." Another area agency eyes are trained upon is ABC, which Clyne feels will be a network equal to the others a year from now.

Having spent a record \$90,000,000 in TV this fall, McCann-Erickson is obviously a devoted believer in the medium. It is also a fact that it originates and produces more TV shows than any other agency. This combination of statistics supports the conclusion that the opinions expressed by Clyne will probably reflect those of the entire agency world, if they don't already do so.

# WGAL-TV

LANCASTER, PENNA.

NBC and CBS

## 5<sup>3</sup>/<sub>4</sub>

# BILLION DOLLAR MARKET

One of America's important TV areas—the Channel 8 Multi-City Market! Here 3 1/2 million people, with \$5 3/4 billion to spend every year, own 917,320 TV sets.

Channel 8 Multi-City Market

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

**316,000 WATTS**

STEINMAN STATION  
CLAIR McCOLLOUGH, Pres.

Representative  
the **MEEKER** company, inc.

New York	Los Angeles
Chicago	San Francisco

*for January release!*





52

true dramas

of suspense, fear, and fighting courage...

from TV's most successful adventure series!

# CRUSADER

starring BRIAN KEITH

...a man with a mission

*Local and regional advertisers will welcome this opportunity to catapult their sales with a great network hit.*

**CRUSADER** is rounding out 65 smash weeks for Camels and Colgate-Palmolive on CBS TV. Its 12-month average

*Nielsen rating of 22.1 tops the average rating for all other dramatic series. Each half hour is beautifully cast*

*and produced . . . based on official records . . . packs a terrific wallop for the entire family. High drama, high*

*ratings, higher and higher sales!—all yours when you say **CRUSADER** to MCA. Say it today.*

**MCA TV** America's  
No. 1 Distributor  
of TV Film Programs

*\*Flash! Latest October Nielsen-28.5*

This One



3KAJ-QQW-NGDB

# Summer Spot Coin Off 20%, Says TvB

NEW YORK — The extent of the summer slump in spot spending was revealed in the Television Bureau of Advertising's spot expenditure report for the third quarter of 1956, which was released last week. The estimated gross time expenditure for all kinds of spot TV during the months July, August and September was \$83,863,000. This was approximately a 20 per cent dip from the spring peak.

Virtually every top spot advertiser—except for some summer seasonal products like smokes and drinks—went down in their spending, some by 50 per cent or more. The consistent leader, Procter & Gamble, was down from \$6,500,000 the second quarter to \$2,800,000 the summer quarter. Colgate-Palmolive, also reduced considerably but held its relative position. Lever Bros., the third big soap, which suddenly moved into the top ranks in the last report, continued to up its expenditure, moving up right behind Colgate.

The major cigarette spot advertisers kept their expenditures fairly even, with Brown & Williamson still the top spender and Philip Morris still second. The autos were down sharply, with Ford the top one in 38th place, spending a mere \$400,000 for spot time in the three months.

### Beer Spenders

The beers, for the most part, were off only slightly as a group. The major exception to the trend was Pabst, which tripled its expenditure over the spring quarter, becoming the top beer spender with \$640,000, 23d place overall. Ballantine, the former beer leader, became second, riding in 28th place.

## Bristol-Myers to Get Ronson '90'?

NEW YORK — Ronson is expected to surrender alternate weeks of the 10-10:30 p.m. segment of "Playhouse 90" on CBS-TV to Bristol-Myers after the end of the year.

Ronson will retain an alternate week half hour, but the Bristol-Myers buy will give this client a half hour of the show each week. It already has alternate week ownership of the 9:30-10 segment of the dramatic stanza.

## ABC-TV Nixes

Continued from page 2

as replacement for a similar program.

The "Ozark" move to catch the Lawrence Welk viewers (9-10 p.m.) opens up ABC's Thursday 10-11 p.m. berth for the first of the new shows being prepared by the web's new high-gear programming team.

International Latex, which launched its saturation campaign in August on the barter deal for the RKO features, moved into the top ranks for the first time in this report. It was credited with an expenditure of \$467,900, which put it in 30th place.

Also moving into the top-200 ranks for the first time since TvB started this report for the last quarter of 1955 were Clorox, Sinclair Refining, Eastman-Kodak and Good Humor. Moving into the top 10 for the first time were Carter Products and Continental Baking.

## SARNOFF ASKS

# 'Freedom' Sales Push Requested

NEW YORK—NBC President Robert Sarnoff has passed the word to push the sale of "Call to Freedom," the "Project" teleumentary, between now and the end of the year because of its timeliness. The hour-and-a-half show deals with the history of Austria's successive enslavements and liberations, up to and including her recent escape from Russian control.

The only two available nighttime dates for the presentation of the program are the two Tuesday 9:30-10:30 p.m. hours on which Armstrong is seeking relief, December 11 or 25. Also to be preempted would be "Break the Bank" to obtain the 90 minutes required for the show. The program price is \$128,000 net.

## CBS Income Rises 7.4% Over 1955

NEW YORK—Consolidated net income of Columbia Broadcasting System was \$9,368,073 for the first nine months of 1956, an increase of 7.4 per cent over the comparable period in 1955.

The CBS Board of Directors met last week to declare a cash dividend on its stock and to elect Merle S. Jones, new president of CBS-TV, a veepee and director of the parent company.

## Asbell Joins BB's Chicago TV Staff

CHICAGO—Effective immediately, Bernie Asbell has joined The Billboard's TV editorial staff, covering the Chicago beat.

Asbell has been a contributor to many consumer and trade publications and formerly was managing editor of Chicago Magazine.

## ADVISORY BOARD SURVEY

# Change: Hiatus Fare Up, Family TV Down



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

Altho in the first installment of the current discussion on "portable receivers" The Billboard's TV Editorial Advisory Board indicated the continuance of certain types of programming for both sexes in all age groups, it has clarified its stand on the "all-family program" with this week's discussion.

True that certain types of programming will be enjoyed by all the family, says the Advisory Board, and there will be no demise of such fare, but the all-family show should be on the wane. Some 61 per cent of the responding stations and 63 per cent of the agencies felt this would come, since the portable sets would make possible the split-up of families' viewing habits. Over half of the segments of the industry surveyed concurred on this, while another 27 per cent preferred to wait and see.

Such a reduction is not immediate, either, says one station executive. Perhaps 18 months or a year will lapse before portable circulation will reach the point of affecting programming patterns. Several other board members, voicing minority opinions, felt that several sets in the home did not automatically indicate that different programs would be playing on each set. Here they pointed again to the types of programming—some dramas, comedies, variety shows, etc.—which would still be watched by the entire household.

Underscoring again their faith in music, variety and sports programming for general appeal, a large block of station and agency men believe these types of shows should be emphasized in summer fare.

### No Reruns

One thing seemed certain: They don't want reruns. This was the consensus in answering the question: What, if any, change do you think should be made in summer programming to adjust to the portable set trend? No one reason lies behind this rejection of reruns. Several stand out from Advisory Board members' comments. Summer programming, many say, should be on the caliber of winter programming; it should be fresh and new, lighter in content and breezier.

One conclusion, from the comments, seems obvious. With mobility making outdoor viewing possible, "people will be doing more viewing," says one agency executive. And along with that is the increasing danger of more people having seen the original screening of a film and switching off the repeat.

Other suggestions apropos the changing of

## Stations Say . . .

**BOB WATSON**, station manager, KGNC-TV, Amarillo, Tex.: "We believe summer programming should be strengthened, repeats eliminated and more experimental programming used to develop new formats and performers."

**CHARLES STONE**, vice-president, WMBR-TV, Jacksonville, Fla.: "Most TV programs have a habit of appealing to all the family, whether they are so designed or not," therefore such programs will remain status quo.

**ROY E. MORGAN**, executive vice-president, WILK-TV, Wilkes-Barre, Pa.: "Perhaps it will be desirable to schedule more sports events, particularly during the daytime hours in the summer."

**LAWRENCE H. ROGERS, II**, vice-president and general manager, WSAZ-TV, Huntington, W. Va.: "I can see little possibility that strong all-family shows will decrease in audience—rather they should increase with more sets."

**GEORGE T. FRECHETTE**, vice-president and general manager, WSAU-TV, Wausau, Wis.: "Improve summer programming by using new shows instead of repeats."

## Agencies Say . . .

**ROY MACK, ROY MACK AGENCY**, Los Angeles: "I believe the home type shows are going to go off the air quicker now with this two set possibility. People are tired of sitting down to see an entertainment on their sets and see home life again."

**GEORGE HILL**, radio-TV director, SIMONS-MICHELSON, Detroit: "Many clients are still appealing to the entire family group with their commercials. They might allow for some increase in programs slanted at specific, minority audiences."

**ROBERT W. JENSEN**, radio-TV director, BEARDEN, THOMPSON, FRANKEL, Atlanta: "The increase in these sets could produce more specific, almost tailored, fare for a variety of family segments."

summer fare center around brevity. The opinion here was that no programming should demand unwavering attention, particularly with patio viewers, that listening in short takes would be much more satisfying.

An additional word to cameramen was also included in the comments. The smaller screens would make pygmies of performers when covered by long shots. More close-ups will be needed, was the opinion. Also, as in the first installment of this discussion, was the word of warning about old movies, the quality here being reduced by the mobile units.

The Advisory Board was not unaware of the advertisers' limited coin purses. Several members felt that the advertisers would be able to afford bigger outlays for better summer programs, since there would be a bigger potential audience. Quality then would be upgraded.

### Commercial Change

As specific as the board was for better summer fare, an overwhelming majority deemed a change in commercials would be unnecessary. Why? Because the sponsor now has his finger on the pulse of the audience which he wishes to reach. Those advertisers who market to specific age groups seem to be all set for the portable age. Those with programs popular with all the family should find themselves in no trouble. Let us perfect present commercials, rather than adjust to a change that may be immeasurable for years, says one agency man.

However, several agency executives offered a word of warning to those sponsors which have not suited the commercial to the show. More and more of these commercials must be directed to specific groups, they warn, and be in harmony with the format.

## HOW THEY VOTED

What if any change do you think should be made in the so-called "all-family programs" because of the trend in portable sets?

	Increase Them	Keep Status Quo	Reduce Them	Wait and See	No Opinion
Stations	3%	3%	61%	30%	3%
Agencies	—	14%	63%	22%	1%
Regional, Spot and local Sponsors	16%	—	42%	42%	—
Network Sponsors	33%	—	33%	34%	—
Producers, Labs, Equipment	16%	17%	27%	40%	—
Distributors	—	22%	33%	45%	—
TOTAL	6%	9%	51%	27%	7%

**PETER A. KRUG**, radio-TV director, CALKINS & HOLDEN, New York: "No significant changes (in commercials) beyond continued efforts to improve their effectiveness."

**RICHARD KATT**, radio-TV director, LOUIS E. WADE, Fort Wayne, Ind.: "Commercials should be directed more to specific groups, according to age and sex."

## Sponsors Say . . .

**A. R. WATSON**, executive vice-president and general manager, SOUTHWESTERN PUBLIC SERVICE, Amarillo, Tex.: "Summer programming should be improved. I have always felt that the summer hiatus was a conditioned reflex introduced by the industry itself."

**DON MARTIN**, advertising manager, C. F. SAUER, Richmond, Va.: "The new sets might provide "a factor in getting commercials with less screaming and noise and more personal approach."

## Distributors Say . . .

**FRED LADD**, radio-TV director, THE BIG FIGHTS, New York: "For the summer, programmers should "keep the ball games on and cut down on dramatic repeats."

**ROLAND D. CRANDALL, ROLAND D. CRANDALL PRODUCTIONS**, Old Greenwich, Conn.: "For the summer there should be "more musical shorts, lively situation comedies with simple plots and no busy long shots."

## Producers Say . . .

**ALEX GOTTLIEB, DEAR PHOEBE PRODUCTIONS**, Hollywood: "There should be no change in commercials "except to avoid the noisy, hard-sell commercials."

**WALTER LOWENDAHL, TRANSFILM**, New York: "The needs of the product will, as always, dictate the type of commercials sponsors use. Auto radios and portable radios did not affect types in radio commercials. The same will probably hold for portable TV."

In the next TV Editorial Advisory Board study:  
**HOW MUCH FOR COMMERCIALS?**

# FOR SALE

THE TOTAL OUTSTANDING STOCK OF UNITED BOOKING OFFICE, INC.

A CORPORATION ENGAGED IN THE BUSINESS OF BOOKING LEGITIMATE THEATRES AND ATTRACTIONS.

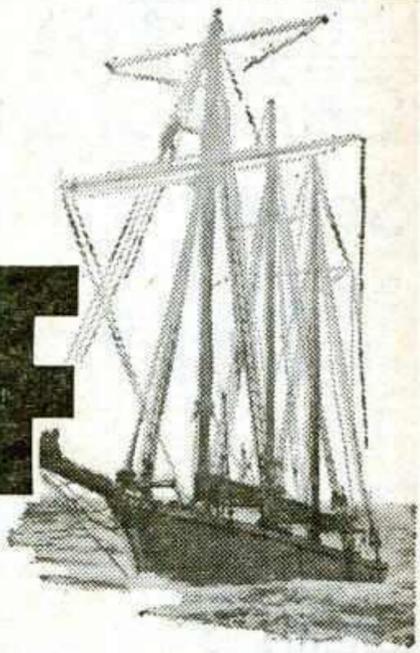
THE SALE IS SUBJECT TO THE PROVISIONS CONTAINED IN A JUDGMENT OF THE UNITED STATES DISTRICT COURT, SOUTHERN DISTRICT OF NEW YORK, DATED FEBRUARY 17, 1956 (CIVIL ACTION NO. 56-72).

### CONTACT

ADOLPH LUND AARON LIPPER  
225 W. 44th St., N. Y. 36, N. Y. 57 Fifth Ave., N. Y. 17, N. Y.  
PE 6-6700 MU 2-5780

# CAPTAIN DAVID GRIEF

by JACK LONDON



JACK LONDON'S immortal stories of adventure in the turbulent waters of the South Seas have been recreated into a challenging new program... with a *pre-sold* audience of millions of Jack London followers.

Filmed in *color* on *actual* locations with unparalleled production values... here, truly, is the answer to the public demand for *fresh, new, superior* television programming.

Combining the highest budget ever assigned to a television film series... with major studio direction and award-winning performances... *Captain David Grief* brings to television new scope, new locales, new dramatic adventures... and *broad family appeal*.

**RESERVE YOUR MARKETS NOW!**

39 Episodes in Color or Black & White  
Supported by the most comprehensive merchandising, promotion and publicity aids.

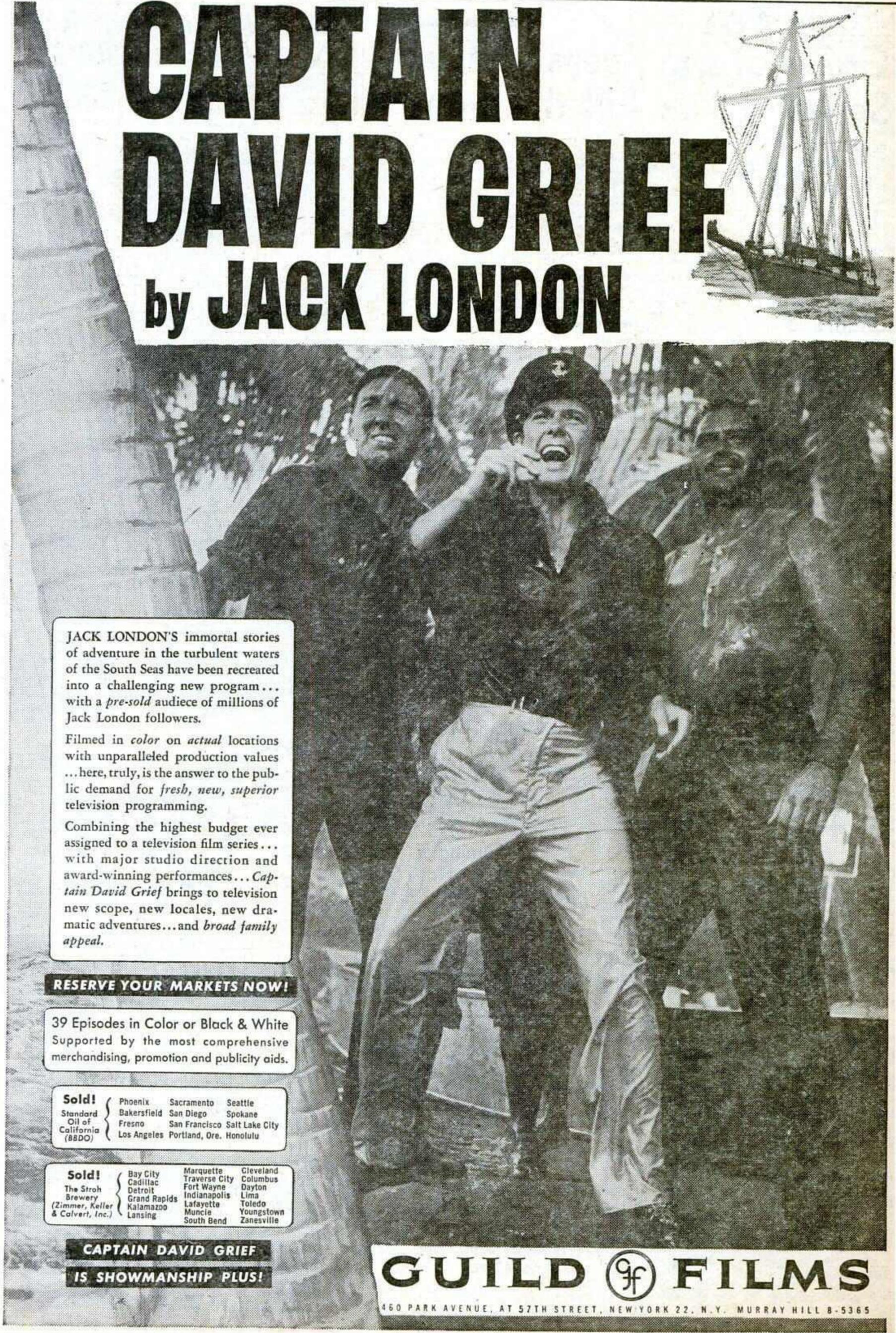
**Sold!** { Phoenix Sacramento Seattle  
Standard Bakersfield San Diego Spokane  
Oil of Fresno San Francisco Salt Lake City  
California (88DO) Los Angeles Portland, Ore. Honolulu

**Sold!** { Bay City Marquette Cleveland  
The Stroh Cadillac Traverse City Columbus  
Brewery Detroit Fort Wayne Dayton  
(Zimmer, Keller Grand Rapids Indianapolis Lima  
& Colvert, Inc.) Kalamazoo Lafayette Toledo  
Lansing Muncie Youngstown  
South Bend Zanesville

**CAPTAIN DAVID GRIEF  
IS SHOWMANSHIP PLUS!**

**GUILD  FILMS**

460 PARK AVENUE, AT 57TH STREET, NEW YORK 22, N.Y. MURRAY HILL 8-5365



SYNDICATED TRENDS

Group of Big Sponsors Quit Series; a Few Fill the Gap

By GENE PLOTNIK

NEW YORK—The Billboard's second annual roll call of major syndicated film sponsor...

Among the biggest sponsors of syndicated programs on a multi-market basis last year...

Ticonderoga Set on 'Mexico'

HOLLYWOOD—Harry Ackerman's Ticonderoga Productions last week received the green light...

"Assignment Mexico," a character adventure with a Mexico City locale...

Three other pilots are on the schedule: "The Sky's the Limit," an aviation series...

13 Ohio Oil Marts To Get 'Annapolis'

NEW YORK—Ohio Oil bought "Men of Annapolis" from Ziv-TV last week for its 13-market spread...

The "Annapolis" buy indicates a shift away from the all-masculine appeal effort that Ohio has emphasized in its program choices...

Prior to "X," Ohio had two other

Phillips Petroleum launched "Douglas Fairbanks Presents" four years ago and the next year moved over to "I Led Three Lives" for three successive years...

Carter Products last year at this time was just about winding up its run on "Mr. District Attorney," and that ended its career as a major syndicated program sponsor.

Shulton Change

Shulton had just begun a 26-week filming with "Paris Precinct." That was the extent of its record as a spot sponsor. It is now sinking

big money into network special one shots.

Bardahl Oil, after causing a sensation with a series of unusual animated spots, moved into program sponsorship last year with "Confidential File." It has not bought any new show for the new season...

Lay Potato Chips in the South last year followed up its sponsorship of "Ramar of the Jungle" with "Long John Silver." Lay is now understood to be shying off syndicated programs.

Two exclusive nation-wide spot sponsorships last year were Oldsmobile, with the Patti Page show, and Nehi Beverages, with the Ames Brothers. Neither is now

(Continued on page 10)

FIRST BIG SALE

Langendorf Bakers Pick Up 'Mohicans'

SAN FRANCISCO — Langendorf United Bakers last week became the first sponsor to pick up "Last of the Mohicans," the Canadian-produced series that Television Programs of America has just put into first-run syndication...

from NBC Television Films. It carried some episodes thru their third run.

The new deal represents a slight format change of Langendorf, tho it is apparently aimed at essentially the same audience—youngsters.

Langendorf bought the new show for the entire West Coast, including San Francisco, Los Angeles, Seattle and Portland, Ore. It is understood to be for a total of 15 markets.

It will go on the air for the bakery in January.

TPA is producing the show in association with the Canadian Broadcasting Corporation, which will give the show its air debut December 8. Eastern hemisphere rights to "Mohicans" were sold to England's Incorporated Television Programme Company.

SG Filming of 'Town Hall' for Nat'l Sale

HOLLYWOOD — "Town Hall Party," three-hour Saturday night program seen on Station KTTV here, will be filmed as a half-hour western variety show for national airing by Screen Gems.

Program, which goes before the cameras at the end of this month, will feature top western stars. Bill Wagon is the producer.

SPONSORS AND THEIR SYNDICATED PIC BUYS

The major sponsors of syndicated film programs are presented in the following list. These are the regional and national advertisers that currently sponsor any single film program in at least three major markets or at least five smaller markets.

While no such compilation can purport to be 100 per cent complete, this listing is as comprehensive as is available. It does not include spot sponsors that have exclusive national control of their shows. Nor does it include multi-market sponsors that have a different show in each of their markets.

An asterisk after the name of a show indicates that it has not yet gone on the air for that sponsor.

Table with columns: Sponsor, Program, No. Mkts.—Region. Lists various sponsors like BEER, OIL, FOOD, DRUGS, etc. and their associated programs and market counts.

"I LED 3 LIVES" Starring RICHARD CARLSON. Includes Ziv Television logo and promotional text.

AMONG ALL NETWORK SHOWS ALL WEEK IN COLUMBIA, S.C. #2 36.5. TOPS ALL NETWORK SHOWS ALL WEEK EXCEPT ROBERT MONTGOMERY (38.8). BEATS: \$64,000 QUESTION, THIS IS YOUR LIFE, ALCOA HOUR, FESTIVAL OF STARS.

# TOP RATING IN CINCINNATI!

America's number one mystery adventure series rings up top ratings everywhere. In a key market like Cincinnati, for example, ELLERY QUEEN not only has the **highest rating\*** of any syndicated program—it also **outrates** top network favorites such as **\$64,000 Question, Climax, Jackie Gleason, Alfred Hitchcock, Dragnet,** and many, many others.

*\*24.7 Pulse, September 10, 1956*

## the ELLERY QUEEN

series

starring

### HUGH MARLOWE



Your own survey will prove to you that more people are **ELLERY QUEEN** fans than for any other mystery adventure series. No wonder! Books, anthologies, Ellery Queen magazines, motion pictures, network radio series, all with multi-million, astronomical circulations, and now the brilliantly-produced television series are your guarantee of the big audiences you want. Let **TPA** demonstrate to you how the **ELLERY QUEEN** series can best serve you, too.



## Television Programs of America, Inc.

EDWARD SMALL • MILTON A. GORDON • MICHAEL M. SILLERMAN  
Chairman President Executive Vice-President

488 Madison Ave., New York 22, N. Y. • PL. 5-2100

# Problems in Promotion Studied at BPA Meeting

CHICAGO—More than 250 station managers, salesmen and reps delved into problems of station promotion at the first annual seminar of the newly formed Broadcasters' Promotion Association held at the Sheraton Hotel Friday and Saturday (16-17).

The assemblage was scheduled to elect officers and adopt a constitution at Saturday's session.

Opening-day talks lay heavy stress on equipping salesmen and reps with selling tools in the form of useful local market data and production info about particular shows. Too often when pressed for such facts, salespeople can't supply them, several speakers insisted.

Differences between such problems in selling TV and radio was the theme of Wells Barnett, assistant to the president of John Blair Company, station rep firm. Barnett said that TV has got to organize like spot radio for hard-to-sell time. It has to sell not a spot or two selectively, but sell daytime TV as a basic industry. Promotion of local personalities, he added is becoming more and more limited in television as feature films supplant local live programming and the factor of local personality diminishes. Here the promotion man must concentrate more of his ammunition on station facilities, audience research and merchandising.

National station reps, according to Dudley Brewer, radio-TV manager of the Branham Company, another rep firm, often are not equipped with program information which their potential clients need to know. The program log listing Joe Jones' show must indicate whether he's a news commentator or a disk jockey; it should indicate whether commercials can be live or film or both; whether

the talent itself is live or film. A program format description should tell what the performers do, who delivers the commercial, what the background for it is, whether there is an extra talent charge and whether talent is available for personal appearances.

Local stations were warned by Dwight S. Reed, vice-president, H-R Representatives, not to overlook the strong local distributor in selling national accounts. The good wholesaler can often dictate media to the manufacturer, he pointed out, because he's on the local scene and knows the significance of local programming.

A possible trap in this area, he added, is that of a station overselling a strong local personality to the wholesaler on the scene. If the personality becomes unavailable later, the wholesaler may not want to recommend his successor to the manufacturer.

Clients are becoming more watchful of how stations spend their promotion budgets, said Don Paul Nathanson, president, North Advertising, Inc., Chicago, in a speech prepared for Saturday delivery. "When I see all the new TV programs that fail each fall, I often wonder if their failure was simply because not enough money was spent to make the public aware of their existence. I'll wager that networks spend more promotion dollars in one-shot spectaculars and super shows than in long term, week-by-week show investments. And comparing promotion emphasis, I would say individual stations must look at the revenue figures of local and syndicated shows, and give considerably less thought to the rating figures that a well-promoted network show can generate."

# Sponsor Group Quits Series; Few Fill Gap

• Continued from page 8

sponsoring any single syndicated show on any broad basis, altho the latter is said to be considering going in again.

In addition to the defections from the syndication sponsor ranks, there are a couple of faint voices. For instance, Richfield Oil, which has been sponsoring "Mayor of the Town" on the West Coast for the past year, is reported to be doubtful about continuing with half-hour programming in 1957.

### New Entrants

Two of the biggest entrants this season into syndication sponsorship, Esso Standard Oil and Slenderella International, came in riding a top network reissue, "Star Performance." Neither is a newcomer to spot, of course, but this is their first film show on a broad spread. Esso is understood to have already begun looking at some new properties.

One of the major sponsors on the current list this season graduated from a rerun to a first-run Socony Mobil Oil entered the field last season with rerun of "Douglas Fairbanks Presents," which it re-titled "Mobil Theater." This season Socony has the first-run "Sheriff of Cochise."

The listing indicates a few changes in program preferences among the major regional sponsors. But many of these changes are switches back to former format allegiances.

### Beer Accounts

Blatz Beer is switching from a drama and an adventure show to a musical. Falstaff Beer, which bought a detective show four years ago and switched to a dramatic anthology for the current year, is going back to the sleuth for 1957. Liebmann Brewery, long a staunch supporter of quality dramatic series, has gone over to a detective show. National Bohemian went from two adventures ("Mr. D. A." and "Three Lives") to a dramatic anthology and may be picking up a detective show, too, if it can get the alternate-week sponsors.

Standard Oil of California, in its long career as a syndicated sponsor, went from an anthology ("Chevron Playhouse") to a sea adventure ("Waterfront") then back to anthology ("Chevron Hall of Stars-Stage 7") and next year will be back to a sea adventure ("Captain David Grief"). Standard Oil of Texas is going from drama to mystery.

### Type Switches

Hekman Biscuit went from comedy ("Great Gildersleeve") to an adventure-drama ("Dr. Christian"). Langendorf Bakeries has just switched from a Western ("Steve Donovan") to another Western ("Last of the Mohicans").

Chunky Chocolate, once sponsor of the comedy series, "Abbott and Costello," is back in syndication again with a costume-adventure, "Foreign Legionnaire," both its shows being reruns.

Colonial Stores has switched from a comedy ("Great Gildersleeve") to an adventure-drama.

# 'Hidden Treasure' Dec. Filming Set

NEW YORK—"Hidden Treasure," the armchair quiz, starts filming December 11, with Richard Hayes, Judy Johnson and Eva De Luca signed as vocalists.

Ray Bloch has been named musical director of the hour-long shows, which feature "songrams" for viewers to solve.

# COMMERCIAL CUES

### AWARDS BESTOWED

The Chicago Art Directors' Club reviewed 10 TV spots submitted by advertising agencies and clients and bestowed its three awards to two Hollywood producers. UPA won a prize for its Toni blurb, entered by North Advertising of Chicago. Animation, Inc., won the other two awards for Campbell's V-8 Cocktail Juice, submitted by Needham, Louis & Broby of Chicago, and Boron Gasoline, made for Standard Oil of Ohio and submitted by McCann-Erickson of Cleveland.

### THREE-FRONT OPERATION

Transfilm last week was operating all over the map. In Miami Beach a crew shot a one-minute Cadillac commercial in front of the Surf Club. In Hollywood, Eddie Fisher was doing three color blurbs for RCA Victor Records to be aired on "Producers' Showcase," the Perry Como show and "Saturday Spectacular" in December. Completing the three Victor spots was additional shooting in New York of Vaughn Monroe.

### ID'S . . .

Animation, Inc., has been moving eastward on commercial assignments for telephone companies—first, Pacific Telephone, then Ohio Bell, New York's General Telephone and, with the new cable across the Atlantic, who knows where next? . . . Guild Films will do a blurb series for Continental Wax's Grip-Kote. . . . Filmack has added Ralph Stitt to a post in publicity and advertising. . . . Frank Bibas, who headed the Roland Reed Commercials operation for the past six months, resigned from his veepee post. . . . Howard Linkhoff has joined Filmways to handle sales promotion. He was formerly with MPO Television Films in the same capacity.

# • 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.

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercial Producer
<b>BUSINESS-FINANCIAL</b>			
<b>Consumer Services</b>			
Carolina Power & Light Co., Power, William J. Klein (Dr. Hudson's, Secret Journal) . . . . .	2 (60)	LA (C)	Walter J. Klein
Utilities . . . . .	1 (60)	LA, SE	Walter J. Klein
Institutional Electrical Utilities, Kelsey-Fraser . . . . .	2 (60), 2 (20)	LA	Fred A. Niles
<b>Insurance, Banks</b>			
Crocker Anglo Bank, Brisbane, Wheeler & Staff . . . . .	3 (20)	SA	Ray Patin
Chase-Manhattan, Bank, Cunningham & Walsh . . . . .	2 (20)	FA	Hankinson Studio
State Farm Insurance, Insurance, Needham, Louis & Broby . . . . .	1 (60)	LA	Five Star
Prudential Insurance Co. of America, Life Insurance, Calkins & Holden (Your Are There) . . . . .	1 (90)	FA, M (C)	Storyboard
	1 (90)	FA, M	Storyboard
	1 (60)	FA, M	TV Spots
	2 (90), 1 (150)	LA, M	Elliot, Unger & Elliot
	1 (120)		
	2 (120), 6 (60)	LA	Sarra
<b>Office Equipment, Supplies</b>			
Eversharp, Cunningham & Walsh . . . . .	1 (20)	FA	Hankinson Studio
<b>Industrial Materials</b>			
Aluminum Co. of America, Mayo Clinic, Fuller, Smith & Ross (The Alcoa Hour) . . . . .	1 (105)	LA	Sound Masters
Missouri Valley Steel Co., Steel Fabricating, Allen & Reynolds . . . . .	6 (60)	LA	Miller-Douglas
Paxton & Vierling Steel Co., Steel Fabricating, Allen & Reynolds . . . . .	2 (60)	LA	Miller-Douglas
<b>GENERAL SECTION</b>			
<b>Smoking Materials</b>			
Ronson, Lighters, Norman, Craig & Kummel (Playhouse 90) . . . . .	1 (20)	SE	Animated Prod.
P. Lorillard Co., Old Gold, Lennen & Newell . . . . .	2 (60)	LA	Transfilm
R. J. Reynolds Tobacco Co., Camel, Wm. Esty (Baseball Games) . . . . .	2 (20), 1 (60)	LA	Transfilm
Chesterfield, McCann-Erickson . . . . .	1 (30)	FA	Hankinson Studio
R. J. Reynolds Tobacco Co., Winston, Wm. Esty . . . . .	1 (31), 1 (20)	FA, J	Robert Lawrence
Marlboro, Leo Burnett . . . . .	—	NA	Universal
Philip Morris, N. W. Ayer . . . . .	—	NA	Universal
<b>Jewelry, Optical Goods, Cameras</b>			
Eastman Kodak, Film, J. Walter Thompson (National Open Golf Tournament) . . . . .	1 (10)	SE	Animated Prod.
General Electric, Camera Flash Bulbs, BBD&O (Cheyenne) . . . . .	1 (15)	LA	Sound Masters
Eastman-Kodak, J. Walter Thompson . . . . .	—	NA	Universal
<b>Sporting Goods and Toys</b>			
Effanbee Mfg. Co., Dolls, Monroe Greenthal . . . . .	2 (20), 1 (60)	LA	Animated Prod.
<b>Miscellaneous</b>			
M-G-M, "High Society," Donahue & Coe . . . . .	2 (60)	LA	Bill Sturm
M-G-M, "Tea and Sympathy," Donahue & Coe . . . . .	2 (60)	LA	Bill Sturm
Grand Union Stores, Grand Union, L. H. Hartman . . . . .	13 (10)	ID	Transfilm
Sperry Hutchinson, Green Stamps, SSC&B . . . . .	—	LA (C)	Video Pictures
Advertising Council, Better Schools, Benton & Bowles . . . . .	1 (60)	FA, LA	Televised Cartoons
Chimney Rock Park, Attraction, Walter J. Klein . . . . .	1 (90)	LA (C)	Walter J. Klein

**ADVERTISING MANAGER of a large Eastern Bank says:**  
 "Billboard is a most useful and helpful publication, jam-packed with information that any TV user should read."

See the

# GRAND OLE OPRY

Roadshow Package Roster

in the

# CAVALCADE OF FAIRS SECTION

Pages 44 and 45

this issue

## PULSE FILM RATINGS for September

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

SEPTEMBER RATINGS			AMONG WOMEN		
Rank	Show & Distrib.	Rating	Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Man Called X (Ziv)	12.4	1.	Dangerous Assignment (NBC)	91
2.	I Led Three Lives (Ziv)	12.1	2.	Foreign Intrigue (Official)	90
3.	Dateline Europe (Official)	10.8	3.	Dateline Europe (Official)	89
4.	Waterfront (MCA)	10.2	3.	I Led Three Lives (Ziv)	89
5.	Superman (Flamingo)	10.1	5.	Man Called X (Ziv)	86
6.	Federal Men (MCA)	9.6	6.	The Falcon (NBC)	83
7.	Jungle Jim (Screen Gems)	9.5	7.	Waterfront (MCA)	81
8.	Soldiers of Fortune (MCA)	9.5	8.	I Spy (Guild)	80
9.	Crunch and Des (NBC)	8.2	9.	Overseas Adventure (Official)	79
10.	I Search for Adventure (Bagnall)	7.5	10.	The Hunter (Tafon)	77

AMONG MEN			AMONG CHILDREN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Man Called X (Ziv)	85	1.	Ramar of the Jungle (TPA)	96
2.	Dateline Europe (Official)	84	2.	Superman (Flamingo)	94
3.	Overseas Adventure (Official)	84	3.	Long John Silver (CBS)	84
4.	Waterfront (MCA)	83	4.	Jungle Jim (Screen Gems)	82
4.	Foreign Intrigue (Official)	83	5.	Sheena, Queen of the Jungle (ABC)	78
6.	The Falcon (NBC)	82	6.	The Three Musketeers (ABC)	50
6.	I Led Three Lives (Ziv)	82	7.	Crunch and Des (NBC)	46
8.	The Hunter (Tafon)	80	8.	China Smith (NTA)	35
8.	Dangerous Assignment (NBC)	80	9.	The Hunter (Tafon)	32
10.	China Smith (NTA)	76	10.	Soldiers of Fortune (MCA)	28

#### • Syndicated Film Drama Shows

SEPTEMBER RATINGS			AMONG WOMEN		
Rank	Show & Distrib.	Rating	Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Celebrity Playhouse (Screen Gems)	14.2	1.	Douglas Fairbanks Presents (ABC)	94
2.	Douglas Fairbanks Presents (ABC)	11.8	2.	Top Plays of '56 (Screen Gems)	91
3.	Science Fiction Theater (Ziv)	11.1	3.	Celebrity Playhouse (Screen Gems)	90
4.	Mayor of the Town (MCA)	9.5	4.	Stage 7 (TPA)	86
5.	Studio 57 (MCA)	8.2	5.	Mayor of the Town (MCA)	85
6.	Stage 7 (TPA)	7.7	6.	Headline (MCA)	81
7.	Top Plays of '56 (Screen Gems)	6.5	6.	Studio 57 (MCA)	81
8.	Headline (MCA)	5.4	6.	Your All Star Theater (Screen Gems)	81
9.	Counterpoint (Interstate)	5.3	9.	Dr. Hudson's Secret Journal (MCA)	80
10.	Heart of the City (MCA)	5.0	10.	The Visitor (NBC)	74

AMONG MEN			AMONG CHILDREN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Orient Express (NTA)	79	1.	Your All Star Theater (Screen Gems)	33
2.	Science Fiction Theater (Ziv)	79	2.	Celebrity Playhouse (Screen Gems)	30
3.	Dr. Hudson's Secret Journal (MCA)	78	3.	Mayor of the Town (MCA)	26
4.	Mayor of the Town (MCA)	77	4.	Top Plays of '56 (Screen Gems)	23
5.	Heart of the City (MCA)	76	5.	Science Fiction Theatre (Ziv)	22
5.	Stage 7 (TPA)	76	6.	Studio 57 (MCA)	21
5.	Studio 57 (MCA)	76	7.	Headline (MCA)	17
5.	The Visitor (NBC)	76	7.	Heart of the City (MCA)	17
9.	Douglas Fairbanks Presents (ABC)	75	9.	Orient Express (NTA)	16
10.	Celebrity Playhouse (Screen Gems)	74	10.	Dr. Hudson's Secret Journal (MCA)	15
10.	Headline (MCA)	74			
10.	Top Plays of '56 (Screen Gems)	74			

## WGN Movies Cops 1st Round In Chi Battle

CHICAGO—WGN-TV claimed a first-round victory in a battle of feature films taking shape among three of Chicago's four big outlets. The claim was based on American Research Bureau figures for Thursday, October 11, when for nine quarter-hour periods WGN-TV grabbed 73.8 per cent of the audience.

Drawing on the 20th Century-Fox package, WGN's first volley was "How Green Was My Valley," preceded by heavy publicity, including full-page ads in its parent newspaper, The Chicago Tribune. ARB reported that the premiere pulled a 27.1 rating at its high, and wound up with an average of 24.1. It topped all network programming for the date, with "Lux Theater" getting 27.3; "Climax," 26.0; "You Bet Your Life," 23.1; "Dragnet," 21.3; Bob Cummings, 20.5; Ernie Ford and "Playhouse 90," 19.0 and "Wire Service," 11.9. Added to the 20th Century-Fox repertoire, WGN last week packed for a slab of Warner Bros. films and has promised more from Columbia's catalog. W/BKB is relying on RKO product and WBBM on M-G-M. Most of the competition is concentrated in the 10 p.m. strip.

## Levers' Film Quality Crusade Moves On

### Asks NTFC Thoro Exam on Correcting Sloppiness, Standards and Equipment

NEW YORK—Lever Brothers' crusade for better film quality rolled on last week. On Thursday (15) the big soap company took its clean-up campaign to the National Television Film Council. Dick Dube (pronounced DUE-BAY), assistant program manager of Lever, and executives of three of its six ad agencies told the meeting they would like a thoro examination of film techniques with the aim of setting minimum standards where sloppiness now prevails.

Discussing the station's effect on quality of film as seen by the public, Dube asserted, "Stations with 16-mm. projection equipment should give serious thought to buying 35-mm. equipment."

Also on this subject, Fred Raphael, of J. Walter Thompson, noted it was probably too much to expect every station in the country to install 35-mm., and, furthermore, an all 35-mm. print bill would probably be too costly for smaller clients. But, concerning station equipment, Raphael ob-

served, "Ninety per cent of the stations are understood still to be using iconoscope. The Vidicon tube is said to be better. The flying spot scanner is said to be still better. Let's find out which one is really the best."

#### Volunteers?

Lever will take the film quality problem to any representative group in the TV industry that is willing to try to find some of the answers. Two weeks ago it held a meeting with the Film Producers' Association of New York. It has presented the problem to the Television Bureau of Advertising. It has contacted the Academy of Television Arts and Sciences. Dube said he learns there is a National Association of TV Film Directors and also hopes to get in touch with it.

(NATFD was renamed American Television Film Association several months ago.)

Lever is asking each group to appoint two members to a special committee that will co-ordinate the entire investigation. NTFC President John Schneider volunteered three NTFC members: Dr. Alfred Goldsmith, the engineering pioneer and NTFC board chairman; Louis Fe'lanan, of Du Art Lab, and Mel Gold, NTFC founder and president of Mel Gold Productions.

FPA has promised to arrange a seminar in December at which it will come up with answers to some of the production problems raised by Lever. A six-man "seminar" committee is meeting Tuesday (20), at which time it will pick the two FPA representatives to the Lever committee.

## Screen Gems Sets 8 Pilots

HOLLYWOOD — Eight pilot films are being put before the cameras by Screen Gems during the next six weeks. First to go are "Shore Leave," "Johnny Wildlife" and "The Shape, the Face and the Brain."

"Leave," starring Paul Gilbert, and "Shape," with Mamie Van Doren, Gail Robbins and Virginia Field in the title roles, are both comedies being produced by Harry Sauber.

"Johnny Wildlife," an outdoor adventure program, is being filmed in color starting Monday (19). Jack De Witt produces.

"Dr. Mike," previously titled "Emergency," will be helmed by Bryan Foy. It deals with occurrences in an emergency hospital. "Here Comes the Showboat," a musical set in times of the great Mississippi River days, will be shot under the direction of Lou Breslow. Irving Briskin is producing "Tom, Dick and Harry," story of three families living in one block.

Two of the new series, "Leather-necks" and "Casey Jones," will be produced by Harold Greene.

## Beckwith and Rohrs Resign At MCA Film

NEW YORK — Two regional sales managers resigned last week from MCA-TV Film Syndication Division. Both came to MCA two years ago with its absorption of United Television Programs. Aaron Beckwith, vice-president for New York sales, quit to join National Telefilm Associates. At NTA he has been given the title of director of business development. He will apparently be responsible for the opening sales effort on the 10 new properties NTA is getting from TCF-TV and Desilu.

John Rohrs resigned as MCA's vice-president in the Chicago office. Raoul Kent was named Rohrs' replacement.

MCA last week also opened a new sales office in Houston with Phil Jones in charge. The distributor also hired Arnold Felsler, formerly of KDKA, Pittsburgh, to work out of its Pittsburgh office.

## SG to Start Film of 'Johnny Wildlife'

NEW YORK — "Johnny Wildlife" will go into production this week for Screen Gems under the direction of the Briskin-Wildlife Adventures Company, Jack DeWitt producing. The 39 half-hour telefilms will be in color and deal with all forms of wildlife.

Featured will be the characters of Johnny Wildlife, his wife and a 12-year-old son.



Hit Parade cigarettes are sure to get plenty of attention from this series of 10-second I.D.'s and 20 and 60-second commercials. Live action, stop motion, animation and a very "whistleable" jingle keep these spots crisp and fast moving. Clever use of the Hit Parade trade-mark, plus product-in-use, picturing folks enjoying the new cigarette, fix the brand name firmly in the viewer's mind. "Your taste can't tell the filter's there!" is the promise of smoker enjoyment that clinches the selling message. Produced by SARRA for THE AMERICAN TOBACCO COMPANY through BATTEN, BARTON, DURSTINE & OSBORN, INC.



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

SPECIALISTS IN VISUAL SELLING

This unique one-minute spot for Pet Milk was a Medal Award winner at the 24th Annual Art Directors' Club of Chicago. The subject has universal appeal—a mother and her baby. Perfect casting, simplicity of action and the musical background of Brahms' Lullaby create a most effective mood. This commercial is another one of the SARRA series for Pet used on the George Gobel and Red Skelton shows. Produced by SARRA for the PET MILK COMPANY through the GARDNER ADVERTISING COMPANY. If you'd like to see other recent SARRA commercials, drop a line to SARRA and ask for Reel 5.



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

SPECIALISTS IN VISUAL SELLING



# KTTV Leading Feature User In Coast Mart

**HOLLYWOOD**—Indie Station KTTV, which for the past three seasons was probably the leading programmer of TV pix in the nation, has undergone a startling change in its night-time sked. The channel now has become the leading programmer of feature films in the market.

According to Prexy Dick Moore, this is so not because of any specific change in programming policy, but because of the fact that the quality of features available is now much higher than that of telefilms on the market.

Perhaps the most interesting aspect is the care which the station is exercising to use only top quality pix in prime time periods and the discrimination with which the audience, in turn, tunes in on the good pix, and doesn't on mediocre or poor ones.

The effectiveness of the features is attested to by the latest pulse report, which shows KTTV edging out the NBC outlet, KRCA, for No. 2 spot in the market. The indie had previously done so during the summer, and even hit first place once, but this is the first occasion it's happened during the time regular web shows are on the air.

With 150 of the top M-G-M pix set aside for "Colgate Theater," the station is programming the remainder in a new show called "10:15 Theater." This particular strip is causing more concern to execs at the other six stations, both local and web, than any of the other feature programs.

**Pix Pose Problem**  
Despite the fact that these pix are only second best, they're still considerably superior to most of the opposition, and the 10:15 slotting gives them a 15-minute jump against network channels which carry web shows to 10:30. The question is, what will the pix, all first-run, do to programs opposite, and, in effect, to the spot revenue which is just as vital to net as to local stations?

First indications, tho by no means conclusive, are that "10:15 Theater" may cut as wide a swath as Colgate. Perhaps the most significant comparison would be one with KNXT's (CBS) "Big News," the most solid program in the 10:30-11 period last year.

In 1955 the news consistently outrated the KTTV show opposite, on occasions as much as two to one. On the three nights rated since the features went on the air, the news bowed 18.3 to 6.8 and 9.0 to 5.5, coming out ahead only once, 11.0 to 10.0, that being immediately after "\$64,000 Question."

The impact the pix can have in that time period may be seen at a glance from a list of the stars on during the past week: Greer Garson, Robert Mitchum, Lana Turner, John Hodiak, Edward G. Robinson, Wallace Beery, and John, Ethel and Lionel Barrymore.

Following "10:15 Theater" KTTV continues with two additional features till 2:30 a.m., thus dominating completely a four-hour strip.

## Wendell Corey, Spier Signed Up by Ziv-TV

**NEW YORK**—Ziv-TV is reported to have signed Wendell Corey to star in an upcoming TV film series. The nature of the new show is not known. Ziv also recently signed producer-director-writer Bill Spier to work on a new property.

# PULSE LOCAL RATINGS FOR SEPTEMBER

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

## BIRMINGHAM

2 TV STATIONS—145,700 TV HOMES  
Population—612,700 (31st in U. S.)  
Buying Income—\$889,479,000 (41st)  
Retail Sales—\$607,803,000 (44th)  
Food Sales—\$142,033,000 (40th)  
Drug Sales—\$16,699,000 (53d)  
Automotive—\$141,745,000 (32d)  
Above figures include floowing county: Jefferson

### TOP NETWORK SHOWS

1. \$64,000 Question, WBRC, T. .46.5
2. What's My Line? WBRC, Su. .40.5
3. \$64,000 Challenge, WBRC, Su. .38.0
4. Red Skelton, WBRC, T. .37.8
5. West Point, WBRC, T. .36.5
6. Your Hit Parade, WABT, S. .36.5
7. I Love Lucy, WBRC, M. .35.3
8. Disneyland, WABT, W. .35.0
9. December Bride, WBRC, M. .32.8
10. Perry Como, WABT, S. .32.8

### TOP MULTI-WEEKLY SHOWS

1. Dinner Theater, WABT, T-F. .18.1
2. Circle 6 Ranch, WBRC, M-F. .15.8
3. CBS News, WBRC, M-F. .15.0
4. Eddie Fisher, WABT, T-F. .14.5
5. News, Sports, Weather (6 p.m.), WBRC, M-F. .13.8
6. Mickey Mouse Club, WABT, M-F. .12.9
7. News, Sports, Weather, Misc. (6:30 p.m.), WABT, T-F. .12.4
8. Mystery Playhouse, WBRC, T., W., F. .12.0
9. Arthur Godfrey, WBRC, M-Th. .10.7
10. Guiding Light, WBRC, M-F. .9.8

### TOP FEATURE FILMS

- Once Weekly**
1. Starlight Theater, WABT, S.-9:00-10:30 p.m. .22.5
  2. Channel 13 Playhouse, WABT, M.-9:00-10:00 p.m. .18.8
  3. Million \$ Movie, WBRC, Su.-10:30-12:00 midnight .11.6
  4. Morning Show Time, WBRC, S.-11:00-12:00 noon .10.5
  5. Academy Theater, WBRC, S.-11:30-12:00 midnight .5.3
- Multi-Weekly**
1. 11th Hour Theater, WBRC, M-F.-11:15-12:00 midnight .7.0

### TOP SYNDICATED FILMS

1. Mr. and Mrs. North (Schubert), WBRC, T.-8:30 .39.3
2. Man Called X (Ziv), WBRC, T.-7:00 .32.3
3. Ellery Queen (TPA), WBRC, F.-8:30 .29.3
4. Mr. District Attorney (Ziv), WBRC, M.-9:00 .26.3
5. Dr. Hudson's Secret Journal (MCA), WABT, W.-8:00 .25.8
6. Highway Patrol (Ziv), WBRC, T.-9:30 .25.8
7. Amos 'n' Andy (CBS), WBRC, Th.-9:00 .25.3
8. Stage 7 (TPA), WBRC, Th.-8:30 .24.3
9. Science Fiction Theater (Ziv), WBRC, Th.-8:00 .22.8
10. Celebrity Playhouse (Screen Gems), WBRC, T.-10:00 .21.5
11. The Unexpected (Ziv), WBRC, Th.-7:00 .21.0
12. Annie Oakley (CBS), WBRC, Su.-5:00 .19.5
13. Ramar of the Jungle (TPA), WBRC, Su.-5:30 .19.3
14. Badge 714 (NBC), WBRC, F.-9:30 .19.0
15. Pendulum (Thompson), WBRC, F.-8:00 .18.5
16. Stories of the Century (Hollywood), WBRC, Su.-4:00 .17.8
17. Crosscurrent (Official), WABT, Th.-10:00 .17.3
18. I Led Three Lives (Ziv), WBRC, W.-10:00 .14.0
19. Code 3 (ABC), WBRC, Th.-10:30 .14.0
20. Buffalo Bill Jr. (CBS), WABT, S.-11:30 a.m. .14.0
21. Jungle Jim (Screen Gems), WABT, S.-11:00 a.m. .11.8
22. Star and the Story (Official), WBRC, S.-10:30 .10.5
23. You Are There (CBS), WBRC, S.-5:00 .10.3
24. Soldiers of Fortune (MCA), WBRC, M.-5:30 .9.3

## CHICAGO

4 TV STATIONS—1,782,000 TV HOMES  
Population—6,150,900 (2d in U. S.)  
Buying Income—\$13,380,431,000 (2d)  
Retail Sales—\$8,161,023,000 (2d)  
Food Sales—\$1,720,971,000 (3d)  
Drug Sales—\$255,124,000 (2d)  
Automotive—\$1,344,473,000 (3d)  
Above figures include following counties: Cook, Du Page, Kane, Lake, Willa, Ill.; Lake, Ind.

### TOP NETWORK SHOWS

1. Ed Sullivan, WBBM, Su. .39.2
2. I Love Lucy, WBBM, M. .35.5
3. What's My Line? WBBM, Su. .34.5
4. Climax, Misc., WBBM, Th. .34.3
5. Phil Silvers, WBBM, T. .32.9
6. G. E. Theater, WBBM, T. .32.7
7. \$64,000 Question, WBBM, T. .32.0
8. Jane Wyman, WNBQ, T. .31.2
9. Jackie Gleason, WBBM, S. .30.9
10. Alfred Hitchcock, WBBM, Su. .30.7

### TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, WBKB, M-F. .15.8
2. News Roundup (10 p.m.), WBBM, M-F. .14.0
3. News-Angell, Misc. (10 p.m.), WNBQ, M-W. .13.9
4. News-Beatty, Misc. (10 p.m.), WNBQ, Th., F. .13.1
5. News-Bentley (6 p.m.), WBBM, M-F. .12.6
6. CBS News, WBBM, M., T., Th., F. .11.6
7. In Town Tonight, WBBM, M-F. .9.7
8. Art Linkletter, WBBM, M-F. .9.7
9. Guiding Light, WBBM, M-F. .9.6
10. Search for Tomorrow, WBBM, M-F. .9.3

### TOP FEATURE FILMS

- Once Weekly**
1. Community Playhouse, WGN, F.-10:00-11:30 p.m. .13.8
  1. Feature Film, WGN, Su.-4:00-5:30 p.m. .13.8
  3. Saturday Evening Theater, WGN, S.-10:00-11:15 p.m. .13.3
  4. Motion Picture Academy, WGN, T.-10:00-11:30 p.m. .12.7
  5. Request Playhouse, WGN, W.-10:00-11:45 p.m. .11.8
- Multi-Weekly**
1. Courtesy Theater, WGN, Th., Su.-10:00-12:00 midnight .18.6
  2. Bandstand Matinee, WGN, M-F.-4:00-5:15 p.m. .7.3
  3. Late Show, WBBM, M., T., Th., S.-11:30-12:00 mid. .3.4
  4. TV Matinee, WGN, M-F.-1:00-4:00 p.m. .2.9

### TOP SYNDICATED FILMS

1. Dr. Hudson's Secret Journal (MCA), WNBQ, S.-10:00 .20.0
2. Great Gildersleeve (NBC), WNBQ, M.-9:30 .18.2
3. Science Fiction Theater (Ziv), WNBQ, S.-10:30 .16.5
4. I Led Three Lives (Ziv), WGN, T.-9:30 .15.7
5. Life of Riley (NBC), WNBQ, S.-6:00 .15.0
6. Sheriff of Cochise (NTA), WNBQ, F.-7:00 .13.5
7. Championship Bowling (Schwimmer), WNBQ, S.-11:00 .13.1
8. Terry and the Pirates (Official), WGN, Su.-5:30 .12.7
9. Annie Oakley (CBS), WBBM, S.-5:30 .12.4
9. City Detective (MCA), WGN, F.-9:30 .12.4
11. Racket Squad (ABC), WGN, T.-8:30 .12.2
11. Cisco Kid (Ziv), WBKB, Su.-5:00 .12.2
13. Little Rascals (Interstate), WBKB, Su.-1:30 .11.0
14. San Francisco Beat (CBS), WGN, T.-9:00 .10.7
14. Buffalo Bill Jr. (CBS), WGN, Th.-6:00 .10.7
16. Captain Midnight (Screen Gems), WBKB, Su.-5:30 .10.5
17. Badge 714 (NBC), WGN, T.-8:00 .10.4
17. Gangbusters (Gen. Teleradio), WBKB, Th.-9:30 .10.4

## CLEVELAND

3 TV STATIONS—457,100 TV HOMES  
Population—1,616,800 (11th in U. S.)  
Buying Income—\$3,597,116,000 (10th)  
Retail Sales—\$2,136,950,000 (11th)  
Food Sales—\$502,023,000 (10th)  
Drug Sales—\$76,207,000 (10th)  
Automotive—\$402,002,000 (11th)  
Above figures include following counties: Cuyahoga, Lake

### TOP NETWORK SHOWS

1. I Love Lucy, WJW, M. .38.2
2. Jane Wyman, KYW, T. .38.0
3. Life of Riley, KYW, F. .37.7
4. Disneyland, WEWS, W. .33.3
5. Climax, Misc., WJW, Th. .32.8
6. Playhouse 90, WJW, Th. .32.1
7. What's My Line? WJW, Su. .31.7
8. Lawrence Welk, WEWS, S. .31.6
9. Ed Sullivan, WJW, Su. .31.4
10. \$64,000 Question, WJW, T. .30.4

### TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, WEWS, M-F. .20.8
2. Looney Tunes, WJW, M-F. .11.0
3. Reporter, Sports Final (11 p.m.), WJW, M-F. .10.7
4. 11th Hour News, Weather (10 p.m.), KYW, M-F. .10.3
5. Hillites of the News (10 p.m.), WEWS, M-F. .9.3
5. Sports, Misc. (6:15 p.m.), WJW, M-F. .9.3
7. Queen for a Day, KYW, M-F. .9.0
8. Tonight, KYW, M-F. .8.9
9. Search for Tomorrow, WJW, M-F. .8.8
10. Weather, Reporter (10:15 p.m.), WEWS, M-F. .8.6

### TOP FEATURE FILMS

- Once Weekly**
1. Western Theater, KYW, Su.-1:30-3:00 p.m. .14.8
  2. Home Theater, KYW, S.-11:15-12:00 midnight .12.5
  3. Bass Playhouse, WEWS, F.-11:00-12:00 midnight .9.8
  4. Cowboy Theater, KYW, S.-11:00-12:00 noon .8.5
  5. Million \$ Matinee, WJW, Su.-1:00-2:30 p.m. .8.2
- Multi-Weekly**
1. Late Show, WEWS, T., Th., Su.-11:00-12:00 mid. .7.3
  2. 1 o'Clock Playhouse, KYW, M-F., Su.-12:00-1:30 p.m. .5.7
  3. Nite Owl Theater, WJW, M-F.-11:30-12:00 midnight .5.3
  4. Late Matinee, WJW, M-F.-4:30-5:45 p.m. .4.5
  5. Morning Movie, WJW, M-F.-10:30-12:00 noon .3.3

### TOP SYNDICATED FILMS

1. Highway Patrol (Ziv), WJW, T.-9:30 .28.5
2. The Whistler (CBS), WJW, T.-10:00 .22.7
3. Racket Squad (ABC), KYW, S.-10:00 .22.0
4. Science Fiction Theater (Ziv), KYW, Th.-10:00 .21.0
5. Soldiers of Fortune (MCA), KYW, Th.-10:00 .20.0
6. Man Behind the Badge (MCA), KYW, W.-9:30 .19.4
7. Hopalong Cassidy (NBC), WJW, S.-6:00 .16.7
8. Slenderella Playhouse (Official), KYW, T.-8:00 .16.2
9. I Led Three Lives (Ziv), WEWS, S.-10:30 .15.9
10. Amos 'n' Andy (CBS), WJW, F.-10:00 .15.6
11. Foreign Intrigue (Official), WEWS, Su.-10:00 .15.5
12. International Playhouse (NTA), WEWS, S.-10:00 .15.2
12. Mr. District Attorney (Ziv), KYW, S.-10:30 .15.2
14. Kit Carson (MCA), WEWS, Su.-5:00 .14.8
15. Sheriff of Cochise (NTA), KYW, Su.-10:30 .14.7
16. Range Rider (CBS), WEWS, Su.-6:00 .14.5
17. Annie Oakley (CBS), WJW, S.-6:30 .14.2
18. Death Valley Days (Pacific Borax), WJW, S.-10:30 .13.7

## 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. .46.6
2. I Love Lucy, WHIO, M. .45.3
3. Climax, Misc., WHIO, Th. .44.3
4. \$64,000 Question, WHIO, T. .40.8
5. Arthur Godfrey, WHIO, W. .39.8
6. This Is Your Life, WLW-D, W. .39.3
7. The Lineup, WHIO, F. .39.0
8. The Brothers, WHIO, T. .38.8
9. Godfrey's Talent Scouts, WHIO, M. .37.8
10. Playhouse 90, WHIO, Th. .37.3

### TOP MULTI-WEEKLY SHOWS

1. Front Page News (10 p.m.), WHIO, M-F. .34.1
2. Theater Tonight, WHIO, T., F. .25.3
3. Wild West Movie, WHIO, M-F. .16.8
4. Mickey Mouse Club, WLW-D, M-F. .16.0
5. Guiding Light, WHIO, M-F. .15.9
6. Search for Tomorrow, WHIO, M-F. .15.5
7. Reporter, Sports Desk (11 p.m.), WHIO, M-F. .15.4
8. Love of Life, WHIO, M-F. .15.0
9. Valiant Lady, WHIO, M-F. .14.5
10. 50-50 Club, WLW-D, M-F. .13.1

### TOP FEATURE FILMS

- Once Weekly**
1. Movie of the Week, WHIO, F.-11:15-12:00 midnight .15.0
  2. Cowboy Theater, WLW-D, S.-11:00-12:00 noon .7.1
- Multi-Weekly**
1. Wild West Movie, WHIO, M-F.-5:00-6:00 p.m. .16.8
  2. Your Evening Theater, WHIO, M-Th.-11:15-12:00 midnight .11.4
  3. Movie Matinee, WHIO, M-F.-3:00-4:00 p.m. .8.6

### TOP SYNDICATED FILMS

1. Highway Patrol (Ziv), WHIO, T.-8:00 .35.0
2. Man Called X (Ziv), WHIO, F.-9:30 .31.8
3. Badge 714 (NBC), WHIO, S.-10:30 .29.5
4. Gene Autry (CBS), WHIO, W.-6:30 .29.0
5. 15ky King (Nabisco), WHIO, Th.-6:00 .28.5
6. Wild Bill Hickok (Flamingo), WHIO, W.-6:00 .28.0
7. Passport to Danger (ABC), WLW-D, Su.-9:30 .27.3
8. Soldiers of Fortune (MCA), WHIO, M.-6:00 .26.5
9. Superman (Flamingo), WHIO, T.-6:00 .26.0
10. I Led Three Lives (Ziv), WLW-D, F.-8:00 .24.8
11. Amos 'n' Andy (CBS), WHIO, T.-10:30 .24.5
12. Rosemary Clooney (MCA), WHIO, Th.-10:30 .20.3
13. Stars of the Grand Ole Opry (Flamingo), WHIO, M.-10:30 .20.0
14. Science Fiction Theater (Ziv), WLW-D, Su.-10:30 .16.3
15. Annie Oakley (CBS), WLW-D, T.-7:00 .16.0
16. Celebrity Playhouse (Screen Gems), WLW-D, S.-11:15 .15.8
17. Ellery Queen (TPA), WLW-D, Su.-11:15 .14.0
18. Stage 7 (TPA), WLW-D, W.-7:00 .10.3
18. Captain Midnight (Screen Gems), WLW-D, W.-7:00 .10.3
20. City Detective (MCA), WHIO, T.-11:30 .9.5
20. Counterpoint (Interstate), WHIO, S.-4:30 .9.5
22. Crunch and Des (NBC), WLW-D, Th.-7:30 .9.0
23. I Married Joan (Interstate), WLW-D, M-F.-4:00 .6.9

# Top Show Pluggers

**COLOR DEBUT—KVOA-TV, Tucson, Ariz.**  
Station KVOA-TV has ingeniously tied in many factors to provide itself with a giant color send-off. The factors are these: Tucson every year stages its "Old Tucson Days," a big historical celebration. It so happens that Tucson has thruout history served under four flags or colors—Spanish, Mexican, Confederate and the Stars and Stripes. What a natural, then, since KVOA is Channel 4 and is debuting with color, to tie the color TV and Channel 4 to the four flags and launch a tremendous "Old Tucson Four Color Days." Two big days, Saturday and Sunday (24-25), will feature a three-hour parade, the pageant, dances and huge color TV demonstrations. The Junior Chamber of Commerce, City Hall, the mayors of Tucson and Sonora, Mexico, service groups and fraternities and sororities from the University of Arizona will join the push. Besides the parade, to be covered nationally, there will be 30 color TV sets at the Tucson Sports Center, bringing populace NBC's "High Button Shoes" on Saturday

## IF OKAY—

# AA Dangles 102 Films, Post-1948

**NEW YORK**—The possibility of the talent guilds okaying the release of post-1948 feature films to TV has led Allied Artists to dangle a package of 102 recent pictures over the video market. Altho AA has its own TV subsidiary, Interstate TV, it is reported

and Hallmark's "Man and Superman" on Sunday. Many contests have been devised, with some winners awarded color sets. Jim Cox directed the promotion.

to have shown the package to a few other outfits.

National Telefilm Associates is one of those that looked it over and is reported to be interested—if an acceptable repayment formula is worked out with the guilds in the near future.

Allied was not turning out top-grade product during 1949-'54, the period covered by the package. Some of its releases in that time were "The Bob Mathias Story," "Cry Vengeance" with Mark Stevens, "The Human Jungle" with Gary Merrill and "Highway Dragnet" with Richard Conte and Joan Bennett.

## Merc. Signs 2 Vet Acts, 4 New Finds

CHICAGO—Mercury Records has signed and quickly recorded six new talent properties, four of them new finds.

The two established names are Felicia Sanders, from Columbia, and Louis Jordan, who will be pushed as "the original rock-and-roller."

The four novices, all singers, are Carol Hughes, a 14-year-old New Jersey talent; Don Johnston, Earlston Ford, an r.&b. styled singer, and June Perry.

## The Billboard's New Music Dept. Staffers

NEW YORK — The Billboard has augmented its music editorial staff in the New York and Chicago offices.

Ralph Freas, formerly editor of Record and Sound Retailing, joins the New York music operation Tuesday (20). Freas will devote himself primarily to editorial development of the Record-Equipment Merchandising section of the department.

Bernie Asbell has joined the Chicago staff and will cover a general music beat.

## Burke Re-Inks As A.&R. Exec With Decca

HOLLYWOOD—Sonny Burke, veteran composer-conductor and artist and repertoire topper here for Decca Records, has inked a new five-year contract with the diskery. The terms of the new pact were not disclosed, it was learned that Burke will enjoy wider latitude and autonomy in the selection of material and artists.

Burke has been with Decca here for more than 10 years.

## Bienstock Made V.-P. by H.&R.

NEW YORK—Fred Bienstock, general professional manager of Hill & Range, has been elevated to a vice-presidency.

Bienstock for some years prior to joining Hill & Range was a member of the Chappell Professional operation and later entered the publishing business on his own.

## MUSIC FIGURES FALL BEFORE GRIM REAPER

HOLLYWOOD — The grim reaper cut a wide swath thru the music business last week, striking down veteran jazz pianist Art Tatum, composer-conductor Victor Young, record distributor Mike Kurlan and agent-booker Phil Bloom.

Tatum, 46, passed away of uremia poisoning at his home following the cancellation of a series of personal appearances. Blind in

## MITCHELL COVER HYPES ROBBINS AS POP ARTIST

NEW YORK—Marty Robbins' Columbia disk, "Singing the Blues," made The Billboard's Coming Up Strong chart this week and seems a good candidate for the national best selling pop chart. Interesting aspect of this is the fact that the Guy Mitchell pop cover of the tune is responsible for Robbins' upsurge in pop. The Robbins' disk had been selling well in the c.&w. field, but had tapered off to 10,000 sales per week. Immediately after release of the Mitchell version, Robbins' jumped to 30,000 per week.

The Mitchell pop version, incidentally, is expected to hit a million in the next two weeks.

## 20th-Fox Pact To Boone; Set In 'Bernadine'

HOLLYWOOD—Dot Records' Pat Boone was inked to a seven-year term contract with 20th Century-Fox here last week, with the young singer slated for the male lead in the studio's upcoming "Bernadine" pic co-starring Terry Moore.

Pact calls for one picture a year for the term of the contract. Boone may either take a leave of absence from his studies at Columbia University or complete them at UCLA here. "Bernadine" has been scheduled to start production here February 4.

Dot Records revealed that Boone is currently negotiating for a network TV show, with Lee Cooley, formerly with the Perry Como Show, handling details. Boone, along with Dot President Randy Wood, flew to Washington, D. C., last weekend where the singer was to receive the Variety Club award as "personality of the year."

## FOX LAYS IT ON LINE TO ASCAP DIRECTORS

NEW YORK — Hans Lengsfelder, leading critic of the ASCAP administration and the Society's distribution system, received assurances of firm support this week from Fred Fox, top exec of Sam Fox Publishing Company, one of the top 10 firms in ASCAP, and one of the largest NOT represented on the board of directors.

Altho his firm holds several

# Record Majors' Policy Shift Cues Sales Drive at Racks

## Decca & Cap Strategy, RCA Meets Spotlight Stands' Mounting Volume

By JOEL FRIEDMAN

HOLLYWOOD — Greater emphasis on disk sales to rack jobbers can be expected in the immediate future in light of what appears to be a general re-evaluation of major record company policy in the fast mushrooming field.

Recent changes in the policy of Decca and Capitol Records, coupled with speculation as to increased discounts on the part of other majors, and the rack jobbers' meetings held by Victor in Indianapolis last week (15-16), spotlight the fact that rack jobbing volume will account for a sizable percentage of the total disk industry volume this year, and will continue to grow in years to come.

With competition for both volume and exposure on the rack

growing fiercely among the major diskeries, both Decca and Capitol recently instituted a new policy regarding terms and discounts. Decca Records will now drop ship orders directly from its Gloversville, N. Y., factory to rack jobber warehouses, offering a sliding scale of discounts of 5 per cent from the first dollar, on up to a discount of 10 per cent. Discounts are predicated on quantity purchases, with a rack jobber entitled to a 10-per cent discount on semi-annual purchases of \$36,000 worth of merchandise.

Capitol Records allows a discount of 5 per cent for local purchases from its branches and distributors, and a discount of 8 per cent for direct factory shipments. In the latter case, minimum orders must weigh 100 pounds, with fur-

ther stipulations of 25 singles and 20 LP's per selection ordered.

### Capitol, Decca Advantage

Both the Capitol and Decca terms, particularly the additional discount offered for direct factory shipment, are noteworthy in that both firms own and operate a majority of their branches thruout the country. The ability to bypass a distributor without cutting any of the profit or creating antagonistic situations is an advantage both firms hold over Columbia and RCA Victor. Tho the company's branches continue to receive credit for a factory shipped rack order. If anything, a savings in freight costs, bookkeeping and time is achieved.

Reports this week that Columbia and RCA Victor would institute similar changes and bypass its distributors were denied by executives of both companies. Hal Cook, Columbia Records vice-president in charge of sales, declared: "We are selling thru distributors but we are carefully watching the situation and will be competitive." Columbia's terms are similar to Capitol's, 5 and 8 per cent discounts from dealer's prices and varying, according to Cook, with the distributor in question. Columbia will drop ship at the distributor's request to effect certain savings, Cook said.

Irwin Tarr, in charge of RCA Victor's rack jobbing sales, declared: "We have no immediate

(Continued on page 18)

## ASCAP Board Sings 'Harmony' Theme

### But Membership Discontent Rife Over Distribution Issues

NEW YORK—If the patient is going to die, it will be from internal, not external causes. "Harmony" was the central theme voiced at the membership meeting of the American Society of Composers, Authors and Publishers, held last Tuesday afternoon (13) at the Waldorf-Astoria Hotel here.

That theme, in fact, was expounded for more than two hours of the three hours allotted to the conclave. Since the meeting began a half-hour late, those members who had axes to grind were limited to short statements for the

record only during the closing minutes. The few members still present were unable, due to the time, to debate these statements or to initiate action thereon.

However, the so-called "management group" of ASCAP came in for some heavy fire and actual threats of legal action arising from discontent with the "weighted vote" and distribution systems, which allegedly favor the ruling group and make its power "self-perpetuation."

Individual pleas for the abolishment of the weighted vote came from such diverse publisher members as Fred Fox, of Sam Fox Mu-

(Continued on page 18)

## Fox Tabs Disk Royalty Hike

NEW YORK — Business is better than ever in the record industry, according to Harry Fox, publishers' agent and trustee, whose office reports a general increase on mechanical royalties of about 20 per cent for the last quarter (ending September 30) over the same period in 1955.

Since royalties for the same quarter in 1955 were also higher than in the preceeding year (1954), the hitherto "dog" days for disk dealers apparently are fast moving out of the "canine" category. In one case, the Fox office said, a major label piled up mechanical royalties for the last quarter which were 50 per cent higher than in 1955.

A considerable amount of the general 20 per cent increase was due to package goods sales, with "My Fair Lady" leading the field royalty-wise.

## Kahl & Levy Tie Up Freed Movie Score

NEW YORK—Music publisher Phil Kahl (Kahl, Patricia & Planetary) and Morris Levy last week purchased Snapper Music from deejay Alan Freed, thereby tying up publishing rights on the entire score of Freed's new movie, "Rock, Rock, Rock."

Kahl, who already owned nine tunes from the film now has 24. A flock of records have already been cut on the score and more are on the way. In addition to sides cut by artists appearing in the picture—Lavern Baker, Chuck Berry, the Three Chuckles, Frankie Lyman and the Teen-Agers, the Flamingos, Johnny Burnette Trio, Jimmy Cavallo and His House Rockers, Cirino and the Bowties, Ivy Schulman, Alan Freed Orchestra and Connie Francis—Chess Records is readying a special "Rock, Rock, Rock" LP.

Meanwhile, Kahl—who has lined up almost 50 records so far—is going after pop covers on eight of the movie tunes. Georgia Gibbs has already cut "Tra La La," and Mercury, Capitol and Epic are slated to record other songs from the picture this week.

Kahl is augmenting his plugging staff with two extra road men to push his load of platter-wax from the film, which opens here simultaneously in 70 New York theaters December 5.

SPECIAL RELEASE!



**DECCA**  
RECORDS

TWO  
SMASH  
ALBUMS!

JERRY LEWIS JUST SINGS

DL 8410 • ED 2456 • 2455

A CHRISTMAS SING WITH  
BING AROUND THE WORLD

DL 8419 • ED 850

## Indies on Domestic \$ Volume Prowl

Survey Tabs Independents' \$ Take for Nine Months of '56 at 42 Per Cent

NEW YORK — Forty-two per cent of the dollar volume of the domestic record business is now done by indie labels, according to a survey of the first nine months of 1956 recently completed by one of the leading research organizations for one of the major diskeries. According to the survey, the four majors — Victor, Columbia, Decca and Capitol—account for 58 per cent of the disk business. The percentages refer to combined package and single sales.

The indies' slice of the disk business has grown continuously in the last nine or 10 years. In 1947 and 1948, the indies represented 25 per cent of the over-all dollar volume, according to reliable estimates. By 1951, the indies' slice had jumped to between 30 and 35 per cent.

Ironic aspect of this situation lies in the fact that much of the pressing for the indies is done by the major labels. In fact, execs at major labels point out that the thriving condition of the indies coincides with the majors' expansion in the custom pressing field.

As one exec put it—an indie label generally does not need to maintain a plant. It does not need to maintain studios. The indie label does not even need a warehouse. Drop shipments and other services have reached such a high peak of efficiency that an indie label can operate with very little overhead.

The majors, of course, feel that their activity in the custom record field aids in the general economy of maintaining a factory—for a steadier flow of work and employment is obtained. And at least one major—Columbia—expanded its activities in the custom field in order

to aid in the industry-wide acceptance of the long play disk.

That the indies represent a very considerable segment of the total dollar volume is documented by the national best selling charts, which for a long period have shown a strong sprinkling of indie labels as against major labels. In fact, in recent weeks, indie labels have taken as many as 15 of the 25 places on The Billboard's retail chart.

## Agent Sues Polyvox for 100G Damages

NEW YORK—The Vox Records distributing operation and several individuals were named last week in a \$100,000 breach of contract suit brought by Wesley Smith.

Smith and his Musart Distributing Corporation, who had served as exclusive sales agent for Polyvox Records, Inc., in the metropolitan New York area, filed in New York Supreme Court against Polyvox, top Polyvox exec Larry Green and two record salesmen, Matthew Meyers and Richard Kapp. He also charged conspiracy to cause him to lose lines and to appropriate his sales force.

According to Smith, Green canceled his contract without granting a grace period. Vox, on the other hand, claims that Smith had unilaterally terminated a part of his contract, thereby voiding the entire pact. Smith, it is claimed, "Created conditions that rendered the contract unworkable."

Smith's suit was filed on the arrival in this country of Vox president, George Mendelssohn, from France. Mendelssohn is here on a four-week visit to his local offices.

## Montilla Cuts 10 New Albums On Spain Trek

NEW YORK—Montilla Records execs, Fred Montilla and Harry Sultan, are back in the States following a recording expedition to Old Spain. Montilla, president of the diskery, was overseas for four weeks, and Sultan, the general manager, for two.

In Spain, the diskers recorded 10 new LP's and signed a flock of new artists, including the La Scala opera tenor, Alfredo Kraus. With the latter, the label expects to enter the field of Italian opera in addition to its president heavy Spanish repertoire.

## Young States Position on ASCAP Hassle

NEW YORK—Barney Young, ASCAP publisher, last week stated he had been stigmatized because he had insisted on the fundamental right of members to criticize "the close-knit cliché dominating ASCAP." Appearing at the Society's meeting, Young stated he had not attacked the Society, but rather its management, which—according to Young—disregards the Society's proper objectives. He attacked the Society's distribution methods as complex and prejudicial to members' interests, specifically the reduction in the value of network sustaining plugs.

Young additionally attacked the weighted vote, which he stated destroyed the democratic concept of ASCAP and fostered a self-perpetuating board. He called for an end to the weighted vote, and the use of the equal vote in its place. He asked that members send wires to the Justice Department stating their opposition to the weighted vote.

## Fiscal '56 Excise Taxes Up \$8 Bil.

Revenue Hike on Disks, Phonos, Radio And TV Sets; Less on Some Amusements

WASHINGTON — Americans are spending more money this year on records, phonographs, radio and television sets, and in cabarets than they did in 1955, but are spending less on bowling, pool, coin-operated games and theater admissions, according to a report issued this week (20) by Internal Revenue Service. The report, which covers the fiscal year ended June 30, 1956, shows that total excise tax collections increased \$8.8 billion during the year to a grand total of \$75.1 billion.

Government yield from the tax on records amounted to \$12.3 million, an increase of \$4,037 over the 1955 total. Excises on phonographs, radio and television sets jumped \$24.2 million to a total increase of \$161,089. (A proposal to add a 10 per cent tax to the manufacturer's sales price of record players and tape recorders will be aired at House Ways and Means Committee hearings Monday (26). Additional taxes on record players would reportedly bring in \$500,000 revenue, while taxes on tape and wire recorders would raise \$5,000,000 (The Billboard, November 17).

Excise taxes paid on admissions to cabarets and roof gardens increased \$2.9 million to a total of \$42.2 million. Yield from taxes on musical instruments increased \$1.9 million to a 1956 total of \$12.7 million.

Collections from bowling alleys and pool tables, however, decreased \$409,000 to a total of \$2.9 million. Yield from coin-operated amusement and gaming devices totaled \$14.2 million on June 30, a decrease of \$748,000 from the previous year's total. Collections on general admissions—movies, race tracks, legitimate theaters, sporting events, etc.—dropped approximately \$2.1 million to a total of \$102.9 million. Recent dropping of taxes on admissions of 90

cents or less will reportedly mean a loss of approximately \$70 million a year in revenue. Loss will not be apparent until next year, since legislation dropping the tax went into effect September 1, after the 1956 fiscal year had ended.

## Victor to Deb Too-fer Filing Cards for D.J.'s

NEW YORK—In a move to help deejays and librarians solve filing problems posed by its new "Too-fer" EP disk service, RCA Victor has worked out a special "Painless" filing system for stations, which will be made available starting this week.

The system, brainchild of the label's singles promotion manager, Charles Hall, calls for Victor to provide ready-to-file "gum-back" catalog cards, which contain complete information on each side (a card for each side) and which can be pasted on the station's own file card, regardless of type.

Duplicate cards will be provided for each "Too-fer," so that stations may file by title or artist. The cards list titles, artist, writer, label and number, publisher, and type (vocal with ork, etc.) and carry a space for the station's catalog number.

Altho Victor has received some complaints about the new "Too-fer" system (about 40 per cent against) Hall opines that jockey reaction indicates a much faster acceptance than when Victor pioneered the 45's-only-for-jocks a couple of years ago.

The biggest beefs have been put up by key stations (WCBS and WNEW here, etc.). Many of the smaller stations are reluctant to complain, since under the new system (Victor sends all types of singles out in one batch) they're now getting three times as many records as before.

## Local 47 OK's Halt of AFM's Quota System

HOLLYWOOD — Phil Fischer, American Federation of Musicians international studio representative here, last week said that individual musicians will not be affected by the recent administrative change in the handling of quota regulations governing members of Local 47.

The end of Federation control of quotas last week was promptly adopted locally, with the same regulations to be administered by Vice-President Max Herman and Business Agent Ward Archer.

Fischer pointed out that Federation control of quotas has benefited the membership, by spreading the work in film, radio and TV here. Local membership contentions that the switch in control would give musicians the right of appeal were challenged by Fischer, who declared that members have always had the right to appeal any of its decisions.

Local 47 is the only AFM local in the country where members are restricted to the amount of work they may do in any of the allied entertainment fields.

## Celler Probe Now Focused On Pubbers

NEW YORK — The Celler Committee anti-trust hearings are evidently moving into their publishing phase, with Hill & Range first on the quiz agenda.

At any rate H. & H.'s Gene Aberbach has been on the stand for the past two weeks, which the trade interprets as a sign that Celler has finished with broadcasting execs and songwriters and is now ready to call a previously announced list of music publishers with Broadcast Music, Inc., firms.

## Goodman to Tour Orient

• Continued from page 1

theless, the date pulled 3,000 people into the 4,000-capacity hall at prices ranging from \$2.40 thru \$4.80, tax included.

The following night, the troupe played Buffalo; Friday (16), Philadelphia; Saturday (17), Hartford, Conn. This week the trek resumes on the West Coast with Seattle, Wednesday (21); Portland, Ore., Thursday (22); Vancouver, B. C., Friday (23); Spokane, Saturday (24); San Francisco, Wednesday (28); Berkeley, Calif., Thursday (28); Sacramento, Friday (30), and Los Angeles December 1. On the following day, Goodman flies to the Orient from San Francisco.

For the Oriental edition, he is replacing Miss Tilton with another alumna, Dottie Reid. The Cain-Kral team also will stay behind.

## UNCLES SAM'S A COOL CAT

### Biggest Employer of Musicians at Home, Also Spreads Beat Abroad

• Continued from page 1

Decca, Coral, Capitol, Epic, Mercury and ABC-Paramount. Altho jazz is heavy on the agenda, servicemen around the world also get country music, and rock 'n' roll on Tetra and Unique labels, plus disks from Juke Box Music, Inc., and National Jukebox Records. Dr. Arberg hopes to expand the program to include LP major jazz and show albums in the near future.

Despite present tensions in the Near East and Iron Curtain countries, State and Commerce departments will continue the push on "America's most exportable product"—jazz. Voice of America's "Music, U. S. A." program will relay two hours nightly of pops and solid jazz around the world, with the Near East getting their program from Tangiers, Morocco or the Voice's Coast Guard vessel, Cruiser, floating off the Isle of Rhoades. Commerce Department, with State cooperation, will send Benny Goodman to the Bangkok, Thailand, International Trade Fair, during his world tour for Uncle Sam. His December show there is expected to rack up new popularity in records already set by American jazz and hi-fi, in two years of U. S. exhibiting in the fairs.

Goodman will not only play his

cool pazz for Far East crowds, but will wax it before their eyes, International Trade Fairs office reports. Capitol Records will team with RCA hi-fi equipment, and Coast Export Company of L. A. will provide pressing machines and technicians. Together, they will turn out up to 10,000 special platters of Goodman favorites, "Let's Dance" and "You're a Sweetheart," to be distributed free. Copyright releases and the blessing of James Petrillo were obtained for the stunt.

Commercial results of Uncle Sam's music promotion abroad show up in over a million-dollar jump in sales of U. S. records overseas. The Bureau of Foreign Commerce reports U. S. record sales abroad went from \$3.5 million in the first half of 1955 to \$4.8 million in the first half of 1956. Traveling Commerce and State staffers report: "They're getting jazz conscious all the way to Lapland."

#### Lack of Funds

There must be a fly in every ointment, and the federal jazz push is no exception. Every department working on the program needs more money. Participation in trade fairs has been cut down from 18 fairs in 1954 to a prospective 10 in

1957—altho Commerce says jazz and hi-fi equipment will be stressed at trade fairs, it must go to State for traveling expenses. State, in turn, struck some bedrock opposition in the Senate Appropriations Committee last session from members who felt that Mr. Jazz was not dignified enough as an emissary (The Billboard, July 28).

Failure to send more American musical show and big bands abroad has been laid at State's door. State claims its limited Cultural Exchange funds can't cope with mammoth expenses involved. Also, Congress insists they underwrite athletics, symphony and ballet to compete with Russians in their own fields. "If popularity were the only gauge," one State staffer said, "then we would undoubtedly go heavier on jazz." In any event, they intend to maintain at least two world-wide tours annually in the jazz field.

All of which comes back to the capitol dome and the need for everyone in music to get behind legislation to keep the jazz push rolling. U. S. emissaries to other lands report: "When America speaks jazz—the world seems to listen better."

# Local Songbirds Hypo Chi Opera Wax Sales

By BERNIE ASBELL

CHICAGO—A strong upsurge in sales of opera wax, particularly in downtown stores, is the result of a successful third season of the city's new Lyric Opera, now winding an eight-week schedule.

Normal movement of opera merchandise has "easily doubled" on

State Street, according to a top disk buyer in a department store, while a Hudson-Ross spokesman guessed at least a 50 per cent increase over the normal pace.

The impression gathered by salespeople is that the flurry largely represents a virgin market for operatic merchandise. Customers are asking for artists by name and showing little knowledge of the repertoire and who has recorded what. Renata Tebaldi, who scored rave reviews for her "Tosca" and "La Forza Del Destino" is the heavy favorite in such requests and Mario Del Monaco is unexpectedly second. As a result, London Records, which has recording rights to both, is the overwhelming beneficiary of the sales spurt. Angel is cashing in somewhat with Tito Gobbi, who is here with the Lyric, and with Maria Cailas. The echoes of Callas' triumphs in previous Lyric seasons and the news coverage of her debut at the Met combined to step up her sales even though she wasn't here this year.

Most downtown stores gave substantial portions of their window space to operatic albums once they sensed the consumer appetite. Some dealers anticipate the appetite will carry over thru Christmas.

## GOVT. REPORT

### Piano Bowing To Organ on Music Scene

WASHINGTON—The organ is fast overtaking the piano in American manufacture of musical instruments. Commerce Department's Census of Manufacturers for 1954 shows pianos manufactured for that year at \$56.7 million value, topping by only \$5.1 million the value of piano manufacture in 1947, year of the last complete business census. In contrast, value of organ production more than doubled between the two census years, with 1954 totaling \$37.4 million at manufacturers' level, as against only \$14.4 million in 1947.

In other musical instrument figures, Commerce gives a total of \$36.3 million in manufacture value, wind instruments accounting for \$16.5 million; string and percussion for \$12.8 million, in 1954. This represents a gain of only \$4.7 million over the 1947 value at manufacturers' level. No breakdown was given in the 1947 total of \$31.6 million for these instruments. Manufacturers produced over 285,043 wind instruments in 1954.

In piano types produced, uprights and consoles of 37 inches or under were way out in front over the tall models by a ratio of 91,936 to 56,001 in 1954. Grand pianos totaled only 3,641 in that year—a drop of over a thousand from 1947 production of 4,754 grands. Tall uprights were still popular in 1947, outnumbering by almost 2,000 the smaller, lean-on-it size currently so convenient for nightclubs, TV and comedian antics.

### Col.'s Detroit Distrib Switch

NEW YORK—Columbia Record Distributors, Inc., on December 3 will take over distribution of Columbia disks and phonographs for the Detroit area, presently serviced by Buhl Cons Company. Al Fishman will be sales manager of the Columbia branch. Fishman, who has been associated with Columbia and Buhl for many years, will retain the existing sales organization.

### Chi Bookers Elect Officers

CHICAGO—Jack Russell, local booker, active chiefly in TV, was re-elected Midwest regional president of the Artists' Representatives Association, Inc., last week. Fred C. Williamson, vice-president, Associated Booking Corporation, succeeds himself as first vice-president of the group. Other officers are Charles E. Hogan, second vice-president; James Breyley, of Music Corporation of America, third vice-president; Howard Schultz, treasurer, and Goldie Cohen, secretary.

### PIERCE IN C&W HALL OF FAME

NASHVILLE—In a presentation made at the awards meeting held in conjunction with WSM's Fifth Annual National Disk Jockey Festival here Friday (9), Webb Pierce became the ninth member of The Billboard's Country and Western Hall of Fame made up of all-time greats in the industry.

Others who have gained that honor in the past are Roy Acuff, Eddy Arnold, Red Foley, Jimmie Rodgers, Carl Smith, Hank Snow, Ernest Tubbs and Hank Williams.

Pierce is the first artist in several years to be voted this honor, altho such voting will henceforth be an annual event.

### Rites for Black, Of Top Talent, In Springfield

SPRINGFIELD, Mo.—Funeral services for Clifford R. (Lou) Black, until recently head of Top Talent, Inc., who died of a heart attack at the Andrew Jackson Hotel, Nashville, Saturday (10), while attending WSM's c.&w. deejay festival in that city, were held Tuesday afternoon (13) at St. Paul Methodist Church here. Burial was in Greenlawn Cemetery.

A widely known radio and TV personality in the Ozarks, Black had been affiliated with KWTO, home of "Ozark Jubilee," and Top Talent, both of this city, since 1940. After a brief fling at professional baseball, Black became affiliated with an entertainment group billed as the Harvest Hands. He later joined KWTO as sports announcer, becoming program director of the station 10 years ago. Until two years ago he appeared on the station with his own show known as "Black's Waxworks."

Black resigned as vice-president and general manager of Top Talent, Inc., two weeks ago to take the personal management of Brenda Lee, 9-year-old Decca recording artist and a feature of "Ozark Jubilee," who made her second appearance on the Perry Como TV show Saturday (17). Black has been succeeded as manager of Top Talent, which handles the bookings of "Ozark Jubilee" personnel, by W. E. (Lucky) Moeller, former personal manager to Webb Pierce. Moeller had been associated with Black the last several months.

Meanwhile, Brenda Lee has signed with Crossroads, Inc., with headquarters here. A personal manager will be selected for her at a later date.

Black is survived by his widow, the former Pat Evans, of Marshfield, Mo.; a daughter, Rebecca Ann, and a son, Jon.

### Two Pubs Set By Friedman In Hollywood

HOLLYWOOD—After an absence from the music business of six months, veteran music man Sammy Friedman this week disclosed the formation of two new publishing firms, Somerset Music (ASCAP) and Fantasy Music (BMI).

Friedman is partnered in the operation of the new firms with composer Russ Black. First songs in the firm were released last week in Gale Storm's Dot recording of "Orange Blossoms" and the Andrews Sisters' Capitol etching of "A Child's Christmas Story."

Approximately 50 copyrights have been acquired from a number of writers, according to Friedman,

### ALASKAN DISK MART

## Expect Sales Volume To Hit 500G in 1956

ANCHORAGE, ALASKA—Despite the limited market, the outlook for the record industry thruout the Territory of Alaska appears to be bright indeed, with volume expected to reach a new high of better than one-half million dollars. Sales this year will increase by more than 25 per cent according to record distributors, with the phonograph equipment market offering record dealers even more incentives.

With approximately 20 record dealers operating in Alaska, a majority of the volume can be directly attributed to disk sales to the numerous military installations here. Only the principal cities of Anchorage, Juneau, Fairbanks and Sitka have record dealers, tho all military bases have record counters at their post exchanges. The number of military personnel stationed in Alaska is classified information, tho 50 thousand men who rotate every 15 months are reputed to be stationed at Fort Rickardson and Elmendorf Air Force bases in Anchorage.

The Alaskan territory is serviced by all major and independent record distributors out of Seattle—with salesmen making an annual sales pilgrimage here, generally to introduce their company's new fall merchandise. Proof that the disk market here is not a stagnant one is offered by the distributors in the example of Art Sagorsky's Alaska Music Supply Company, one of the bigger dealers here, who recently completely redecorated his store and installed a complete self-service operation.

#### Dealer Problems

Chief problems affecting dealers here are breakage and freight costs. Tho service from Seattle is but one week away by boat and only 24 hours away via air-freight, many dealers make the practice of stocking heavily on standard catalog sellers. Freight costs are generally passed on to the consumer here, with a \$3.98 album selling for \$4.05 in most cities. Single record sales are on a par with that of the States, with a big hit record reaching a maximum peak of 50,000 copies. Most of the single business is in 45 R.P.M., with 78's for all intents and purposes, virtually non-existent.

Phonograph equipment sales are increasing, too, with most of the major lines, RCA Victor, Columbia, Decca, Web-Cor, Symphonic and

Steelman in evidence. High fidelity hasn't quite made an important dent in the market just yet, tho there are evidences of the hi-fi gospel spreading.

Increased population, a growing all-year-round stable economy point to a continuing increase in the sale of records and related goods in Alaska, with dealers and distributors predicting a volume of \$1 million or more during 1957.

## Intervention in U. S. Vs. ASCAP Suit Denied

NEW YORK — Attempt by Barney Young, Gem Music and Denton & Haskins Music Corporation to intervene in the U. S. government's old antitrust action against ASCAP was denied recently by New York Federal Judge Ryan. Young, Gem and Denton & Haskins claimed that a change in ASCAP's method of calculating performance credits on network sustaining programs, initiated some months ago, had reduced the value of such performances from 22 credits to three or less.

ASCAP, in answer, claimed the new method had been formulated in conformity with Section 11 of the final judgment in the Consent Decree. Judge Ryan, in denying the intervention, said: "The decree of 1941 and the amended decree of 1950 does not contain a provision specifically allowing the petitioner to intervene." He added, "I am satisfied that the Department of Justice adequately represents the interests of the petitioners."

The Court also pointed out that since the government is the complainant in the original action, the conduct and control of the litigation should be free from interference from private citizens.

## Shapiro to S. A. for A&R Study

NEW YORK — Nat Shapiro, Columbia Records exec in charge of international repertoire activities left Saturday (17) for a two-week visit to Argentina and Brazil.

In these countries, where Columbia owns its own companies, Shapiro will study the artists and repertoire situation to determine what can be cut there for the United States market and for Columbia's other foreign affiliates.

The other countries in which Columbia owns its own operation are Mexico and Canada.

## Mogull Sets Own British Pubbery

NEW YORK—U. S. Music publisher, Ivan Mogull, has set up his own firm in England, under the name Ivan Mogull Music, Ltd., in partnership with Ralph Peer's British company, Southern Music, Ltd.

Allan Crawford of Southern will represent Mogull's firm in England, and will also handle tunes in Mogull's Broadcast Music, Inc. firm, Harvard Music. The English company will cover the Eastern hemisphere, including Japan, China, Korea and the Phillipines.

## Granz Sets Europe Tour

NEW YORK—Jazz impresario Norman Granz made a brief stop-over here Friday (16) en route to the Coast from Europe, where he set the stage for an eight-week concert tour on the Continent.

This season, instead of exporting a Jazz at the Philharmonic troupe, as he did in the last three years, Granz will tour a unit tagged "An Evening of Jazz" consisting of thrush Ella Fitzgerald and the Oscar Peterson Trio. The show will open in Stockholm February 11 and play two weeks in Scandinavia, three weeks in Germany, one in France, two in Italy, and one divided between Switzerland, Holland and Belgium. In addition, there will be three dates in England.

Granz will fly back to Europe to record Kid Ory in Paris on December 5.

who up until a short time ago was associated with the Shapiro-Bernstein office here for 10 years.

## Record Majors' Policy Shift

• Continued from page 15

plans to change our present policy," when queried about reports that the firm would allow rack jobbers a discount of 10 per cent on direct factory shipments. Tarr said that a good number of rack jobbers who attended the Indianapolis meetings confronted him with these reports. "The meetings were held," said Tarr, "to acquaint rack jobbers with our factory and warehousing operations. We are always examining new ways and means of making rack jobbing a bigger and better operation."

RCA Victor's present policy calls for a discount of 5 per cent off of dealer's price, with the company's distributors generally making their own contracts and arrangements with the rack jobber in his locale. Tarr reported that a total of 61 persons, representing 32 firms, attended the Indianapolis meetings. According to Tarr, RCA does drop ship its line of 49-cent children's records to rack jobbers.

Both Mercury and Coral Records allow additional discounts where company-owned branches are in evidence, Mercury offering 7 per cent and Coral a sliding scale arrangement and factory shipments from its two branches.

### \$15 to \$25 Million in Sales

The sudden awareness of the importance of rack jobbers by the major diskeries and a good number of independent firms only serves to spotlight the fact that rack jobbers today represent an important market that will reputedly account for anywhere from \$15 to \$25 million in sales this year. The racks offer diskers the quick big-ticket sale, and fortunately thus far, have managed to keep their returns down at a negligible level.

Milt Selkowitz, Columbia rack jobbing specialist, estimates that there are approximately eight or

nine thousand rack outlets in the country today, with that figure expected to grow to 15 or 20 thousand within a year. Similar optimistic reports have been heard in other quarters of the industry, with some predicting that supermarkets will one-day be merchandised in much the same manner that record dealers are now. Supermarket streamers, window displays, tie-ins with food and sundry manufacturers are all possible and more likely probable in the future.

Above all, the introduction of direct factory shipments to rack jobbers, largely advantageous in those cases where firms own their distribution outlets, adds weight to the long-held belief by many that the trend within the industry will lean toward the opening of more company-owned branches. This has been true in the case of Mercury Records, who now own and operate nine branches thruout the country, and Columbia, who in the past year has opened branches in Kansas City, St. Louis and Philadelphia, with reports that the firm will open an outlet in Detroit and in Baltimore next year.

## Fall Before the Grim Reaper

• Continued from page 15

heart attack at Desert Hospital, Palm Springs, Calif., November 10. Originally a concert violinist, Young made his professional debut with the Warsaw Philharmonic Orchestra, later working in Hollywood; as musical director for the Brunswick Phonograph Company, and most recently as a free-lance composer-conductor in motion pictures. Among his songwriting credits are "Sweet Sue," "Can't We Talk It Over?" and "My Foolish Heart." Survived by his widow, Rita.

Kurlan, 43, died of a heart attack in Los Angeles November 11. He started his career with Decca Records in Chicago, coming to Los Angeles in 1946 when he purchased the Modern Record Distributing Company, distributor here for Coral, Brunswick and the Norman Granz labels. Kurlan is survived by his widow, Eleanore; a daughter, Julie Carrol; his father, a sister and a brother.

Bloom, 53, died Monday (12) in Cedars of Lebanon Hospital here after undergoing surgery for a tumor of the brain. Bloom came to the Coast about 10 years ago as an executive of Music Corporation of America, following a long career in New York as a leading vaudeville booker and agent. He left

### Morris Music Buys

"Whispering Heart" . . .

E. H. Morris Music has purchased the Al Lewis-Larry Stock ballad "Whispering Heart" from Vanderbilt Music. The tune was cut by Sherry Parsons on the Dover label. Lewis and Stock, who wrote "Blueberry Hill" and "Rose-O-Day," own Vanderbilt Music and Dover.

### Correction: 'Balladeer'

LP on Mercury Label . . .

The Marty Brill album "The Roving Balladeer," which was reviewed in The Billboard, November 3, was erroneously credited to Coral. The Brill LP is on the Mercury label.

### Massey Exits Melrose

To Rejoin Own Firm . . .

Murray Massey, professional manager of Melrose Music, in the E. H. Morris group, resigned that post last week to resume the operation of his own Massey Music. While Massey was with Morris, the firm was run by his father. Latter, however, passed away three weeks ago. Current Massey plug is "The

Look," recorded for Capitol by Dean Martin.

### New York

Music publisher-manager Joe Csida will be the guest speaker for Bill Smith's show business course at Manhattan's New School Monday (26), rather than December 3, as previously announced. . . . Capitol is re-releasing Nat (King) Cole's "Take Me Back to Toyland" (A Billboard "Spotlight" last year) this week for the pre-Christmas playmarket. The Mogull Music tune has also been recorded by Ricky Zahnd on Columbia and Vincent Lopez on Waldorf.

Jazz pianist George Shearing has completed work on his autobiography, "Sing Under My Fingers," on which he collaborated with Bill Henger. Book will be published by Henry Holt & Company. . . . Billy Eckstine's November 21 opening at the Coconut Grove will be tapped for re-broadcast by Armed Forces Radio Service. . . . Songsmith Jimmy McHugh will be honored at the California Racquet Club this month. . . . Eddie Fisher won't move East for the time being. He's rented a Palm Springs house and is scheduled to open the new Tropicana in Las Vegas in January. . . . Stan Freberg has been signed for two additional engagements totaling 19 days of dates in Australia, as a result of top grosses currently being rung up Down Under. . . . Lew Chudd, Imperial Records, off on a trip to New York and other Eastern cities. . . . Frankie Laine, who returned to Hollywood last week from New York, will make the rounds of local disk jockeys in behalf of his Columbia pic, "He Laughed Last," opening at 12 theaters here last week. . . . Ben Waller in town for a brief stay before rejoining Louis Jordan in Chicago. . . . The Chico Hamilton Quintet kick off their second invasion of Eastern clubs this week, via a date at Carnegie Hall. New additions are Paul Horn, flute and tenor sax, and John Pisano, guitar. . . . Frank King has been appointed general sales manager of radio station KFVB, replacing Mort Sidley. . . . Chet Baker and Russ Freeman will be reunited for the first time in three years, when Pacific Jazz Records cuts a new album by the pair next week. . . . Jerri Southern has been set by agent Harold Jovein to play the new Continental Hilton Hotel in Mexico City at the official opening December 12.

MCA to operate on his own in 1947, with his last assignment talent booker for NBC's "Comedy Hour" series. Survivors include his widow and a son, George, 17.

Death last week also cast a pall over New York. Publisher Larry Spier 55, passed away Saturday (10) at his home here; Songwriter-singer Una Mae Carlisle died Monday, November 5; Herbert Wakefield Smith, oldest member of the American Society of Composers, Authors and Publishers, passed away Sunday, November 4; Rae Robertson, 63, concert pianist and member of the piano team of Bartlett and Robertson, died November 5, and Lou Black died Saturday (11) of a heart attack in Nashville (see separate story this issue).

Spier, who died of a heart attack, was a veteran music man. He started as a songwriter ("Memory Lane," "Was It a Dream," "Put Your Little Foot Out," etc.) and in the 1930's went into the publishing business with Sam Coslow. The firm later became part of Paramount Pictures publishing subsidiary. In 1936, Spier joined Chappell Music as general manager and in 1951 he formed his own firm. Surviving are his widow, daughter and son Larry Jr.

## ASCAP Sings 'Harmony' Theme

• Continued from page 15

sic—one of the 10 top-rated firms in ASCAP, which itself holds several hundred votes—(see separate story for Fox's statement) and Barney Young, of the considerably smaller Life Music firm. Complaints regarding the alleged inequities of the distribution system were delivered by Young and by the arch-dissident, Hans Lengsfelder.

Lengsfelder requested that the Society schedule another meeting for writer and publisher members at which distribution would be the sole subject on the agenda. He was informed that such a meeting could not be called unless he obtained the signatures of 15 per cent of the members requesting same.

Heavy criticism re the conduct of the meeting subsequently was voiced along the Lindy's-Turf axis, with a number of ASCAP-ers charging the management with "filibustering." The meeting was scheduled for 2:30 p.m., but nobody appeared on the platform until 3. Then President Paul Cun-

ningham spoke for an hour on the theme of unity. Other speeches on a similar theme were delivered to a steadily diminishing audience by Saul Bourne, Johnny Mercer and others. At 5, Cunningham checked on the commitments with the hotel and determined that the hall must be vacated at 5:30. He thereupon turned the meeting over to the small group of members remaining, limiting each speaker to five minutes.

This immediately was exceeded by at least one writer-member who echoed the administration's sentiments. Lengsfelder's presentation was met with the charge that he was serving the interests of Broadcast Music, Inc., which led to several heated exchanges on the floor. These were followed by Young's statement, and at 5:30 Fox delivered his brief paper.

Earlier, all members were informed that the officers' doors were open to them at all times, and that they were always welcome to come up and discuss their problems and/or grievances.

### Fox Lays It On

• Continued from page 15

clear and simple—it would give every member an equal vote. The board of directors has seen fit to deprive you, the members of ASCAP, of any opportunity even to consider such an amendment at this meeting. This is only the latest of a long series of arbitrary actions by the directors.

"The situation within the Society has deteriorated to the point where we no longer can afford to stand on the sidelines and subserviently accept the dictates of the handful of individuals who control our Association. Therefore, Mr. President, I wish to go on record at this general meeting that we will use every legal and proper means at our disposal to protect the interests of our own firm, as well as the welfare of the general membership of the Society. I wish to assure the writer and publisher-members that any action we may take will only strengthen the collective interests and rights of all ASCAP members. Mr. President, I ask that these remarks be incorporated in the minutes of this meeting."

ANOTHER **BMI**  
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HIT

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(IN THE STILL OF THE NIGHT)  
Recorded by  
**THE FIVE SATINS** . . . Ember  
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on Decca  
MILLS MUSIC, INC.



**CAPITOL GIMMICK**

**Applies New Sales Idea to Drive-Ins**

By **FREDERICK H. RICE**  
National Display Manager  
Capitol Records, Inc.

Today music is all around us and the way to sell more records is to make it easier for people to hear them and to buy them. To that end Capitol—a pioneer in the self-service record store field—is constantly seeking to develop new self-service concepts.

Some of our most recent ideas revolve around setting up self-service disk services in drive-in restaurants, drive-in theaters—both serviced by local record dealers—and coffee shops. The nation today is on wheels so it is little wonder that the average citizen spends the majority of his time listening to the radio (and deejays) in his automobile. Here is a vast new market for record merchandising.

Most drive-ins command key traffic locations. The motorist-diner simply pulls into the drive-in and the pretty car-hop gives him a menu which lists the top 30 singles and top 10 albums, as well as food. Then she hooks a special speaker in the window so that he can "Audition" the disks for possible purchase.

Also, all drive-in theaters play records during intermission, and here is another excellent chance to expose and sell records. Capitol's

blue-print for doing this calls for a small self-service unit located near the refreshment stand, with music piped thru the theater's usual speaker system.

Another new idea in selling records is the hi-fi coffee shop, which would provide both food and refreshments, while hi-fi albums, would be played over an excellent high fidelity system. Browser units for albums would be set up around the shop and album covers displayed on the walls. Different types of music would be featured each day—jazz, classical, etc.

Capitol has worked out several plans, whereby these ideas could be put into practical operation. In addition to a more elaborate drive-in set-up (as pictured on this page) we have developed designs for inexpensive additions for record sales drive-ins, which feature small browser units inside the cafe, an alternative p.a. system, and a non-speaker or over-head wire system.

The more elaborate designs feature a two-way speaker unit in a hard plastic case, suspended on a pole at eye level with the car window. Speakers contain talk-listen buttons, and wires run under ground to drive-in building. Deejay-salesmen inside would handle requests from auto-buyers, while special self-service browsers would be located inside the cafe.

**Own-Dept. Doubles RCA Phono Sales**

By **JUNE BUNDY**

NEW YORK—RCA Victor has more than doubled sales on phonos since its radio, phono and TV set department was broken up and radios and phonos were set up under a separate department two years ago, according to Jim Toney, vice president and general manager of RCA Victor's Radio and "Victrola" Division.

The biggest increase took place in the under-\$60 phono category, which Toney attributes in part to the tremendous growth in the teenage population during the past few years. However, the exec stated that the most dramatic area of sales increase was in the high fidelity (over \$100) phono bracket. In line with this, Toney predicts that hi-fi sales will be up 50 per cent next year.

Meanwhile, the division is working to perfect stereophonic sound units which, Toney said, will be a key promotional line for the division in the near future.

The radio-phono division oper-

ates entirely apart from the TV department. It has its own design department, engineering staff and manufacturing is handled separately. With this in mind, Toney has encouraged key RCA distributors to set up separate sales staffs to handle radio and phono sales, thereby averting the possibility of salesmen sluffing off radio and phonos in favor of TV.

Separate radio-phono sales sections have been set up by distributors in Los Angeles, Boston, Chicago, Detroit, and San Francisco. Altho New York doesn't have a special sales staff, it does have a separate sales manager for radios and phonos.

The sales increase on phonos and radios over the last two years, said Toney, can also be traced to the fact that that division has concentrated on improved styling and the development of new functions

(Continued on page 30)

**Anti-Theft Gimmick**

NEW YORK—Emerson Radio and Phonograph Corporation is offering dealers a new display fixture, designed to circumvent pilferage of pocket radios.

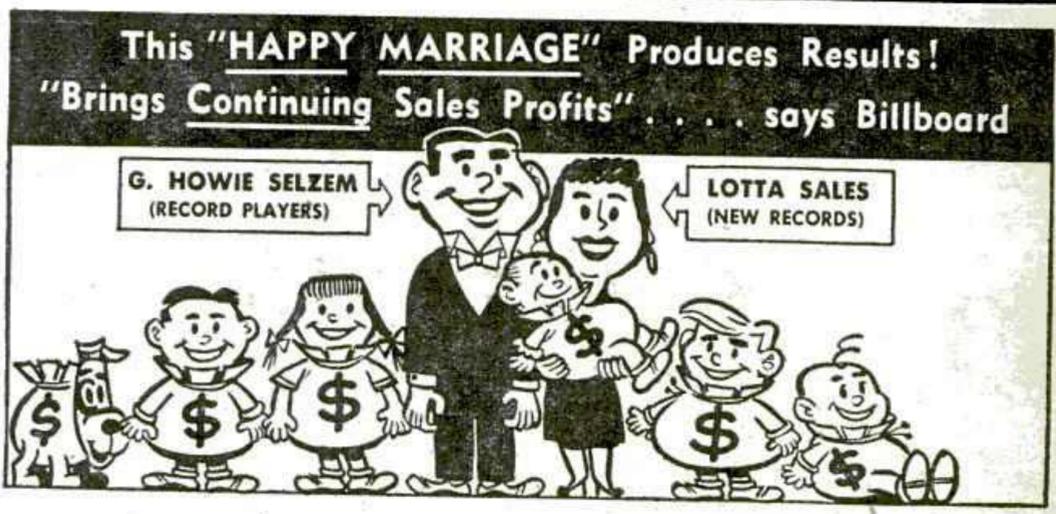
The device, designed to push sales on the firm's 849 all-transistor pocket radios—tempting to shop-lifters because of their smallness—eliminates theft possibilities by the use of four radio cabinet fronts (containing no chassis) permanent attached to a display under glass.

An additional advantage is that the dealer's stock isn't tied up for display purposes; while Emerson benefits because a permanent display eliminates the possibility of dealers putting competitive radios in the fixture.

**Philco Enters Tape Field**

NEW YORK—The Philco Corporation has entered the tape recorder field. Its radio, phono and high fidelity instrument lines were augmented last week with two new tape recorders, one featuring stereophonic sound playback.

Both models are portable and feature monitor switch, precision tape index timer, push button controls, dual speaker system, tape speed control, pause control and input receptacle. The stereophonic unit retails at \$219.95, while the other lists at \$199.95.



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754

THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide

## • Best Selling Popular Albums

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

1. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
2. THE EDDY DUCHIN STORY—Sound Track....Decca DL 8289
3. ELVIS—Elvis Presley.....RCA Victor LPM 1382
4. THE KING AND I—Sound Track.....Capitol W 740
5. MY FAIR LADY—Original Cast.....Columbia OL 5090
6. HIGH SOCIETY—Sound Track.....Capitol W 750
7. ELVIS PRESLEY.....RCA Victor LPM 1254
8. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
9. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
10. OKLAHOMA!—Sound Track.....Capitol SAO 595
11. SAY IT WITH MUSIC—Lawrence Welk.....Coral CRL 57041
12. THE PLATTERS.....Mercury MG 20146
13. THE ELGART TOUCH—Les Elgart.....Columbia CL 875
14. HOWDY!—Pat Boone.....Dot DLP 3030
15. MANHATTAN TOWER—Gordon Jenkins.....Capitol T 766

## • 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. Ella and Louis  
.....Ella Fitzgerald and Louis Armstrong  
Verve MG V 4003
2. Judy ..... Judy Garland  
Capitol T 734
3. Manhattan Tower.....Patti Page  
Mercury MG 20226
4. Rock 'n' Roll Stage Show.....Bill Haley  
Decca DL 8345
5. Rock and Roll Forever  
.....Various Atlantic Artists  
Atlantic 1239

## • Most Played by Jockeys

Albums are ranked in order of the greatest number of plays on disk jockey radio shows throught 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. ELVIS—Elvis Presley.....RCA Victor LPM 1382
3. THE ELGART TOUCH—Les Elgart.....Columbia CL 875
4. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
5. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
6. THAT TOWERING FEELING—Vic Damone..Columbia CL 900
7. HOWDY—Pat Boone.....Dot DLP 3030
8. ON THE SUNNY SIDE—Four Lads.....Columbia CL 912
9. MISTY MISS CHRISTY—June Christy.....Capitol T 725
10. LINGER AWHILE—Sarah Vaughan.....Columbia CL 914

## • Review Spotlight on . . .

### Popular Albums

CANDLELIGHT (1-12")—Mantovani Ork. London LL 1502

The lush, lovely mood music of Mantovani is showcased here on a varied group of tunes, ranging from the military "Brass Buttons" to the lyrical "Heart of Paris" and the romantic "Gold and Silver Waltz." Fine for late-night deejay sessions. Cover, spotlighting a golden-skinned beauty, is a decided display asset.

### Classical Albums

OPERATIC DEMONSTRATOR (1-12") — Seven Great Operatic Voices, London MS-3

This limited edition set is getting a heavy national promotion campaign and the advertised price of \$1.98 makes it a likely complete sellout. Issued to help push the label's impressive operatic catalog and new releases, the set offers Del Monaco, Tebaldi, Di Stefano, Simonato, Siepi, Bastianini and Corena, each in one of the arias for which he or she is best known. Hard to see how this can miss—either as a fast-moving seller on its own, or as a strong hypo to the label's wide variety of operatic releases. Dealers should get hold of all they can stock.

### Semi-Classical Albums

L'ITALIA (1-12") — Hollywood Bowl Symphony Orchestra; Carmen Dragon, Cond. Capitol P8351

Should definitely keep pace with previous packages cut by the orchestra. Dragon batons brilliantly thru selections of traditional Italian flavor from a bouncing "Funiculi, Funicula," thru Bohm's dashing "Tarantella," with a touch of Mascagni and Tchaikovsky along the way, to a sentimental "Come Back to Sorrento." There is the usual fine sound here and projection for another sales winner. Cover featuring Italian seacoast will draw attention.

### Rhythm & Blues Albums

AS YOU DESIRE ME (1-12") — Bill Doggett Combo. King 523

The organist is in a quiet, reflective mood here. Backed only by guitar and rhythm, he styles 12 standards (none previously recorded by him) with uncommon artistry and taste. The selections are "As You Desire Me," "A Cottage for Sale," "Dream," etc. An important disk jockey record (pop and r.&b); there is a world of material here for those late evening

shows and shows with a nostalgic theme. Should be a big volume retail seller.

### Christmas Albums

MERRY CHRISTMAS (1-12") — Jackie Gleason Ork. Capitol W 758

Here's a sure-fire holiday package, featuring Gleason's usual sweet, dreamy, string arrangements of 14 seasonal pop-standards—"White Christmas," "Winter Wonderland," etc. The Keith Textor singers provide listenable humming (no words) in the background, along with the interesting sound of Hercules' electric Celeste. Sock color cover is big display-plus.

JOY TO THE WORLD (1-12")—Roger Wagner Chorale. Capitol P8353

The distinguished Roger Wagner Chorale adds another impressive and salesworthy effort to its package library. Familiar carols from all backgrounds and traditions are represented in this collection. Arrangements for the most part are quite standard but the expert craftsmanship of the singing makes the listening a moving experience. These versions of "Carol of the Bells," "The Conventry Carol," "Angels We Have Heard on High," etc., have great warmth and charm. This will get lots of action.

### Album Covers of the Week



DEBUSSY: CHILDREN'S CORNER SUITE, Epic LC 3288. Portrait of a demure Parisian moppet gravely enjoying a holiday in the Bois is one of the most charming pieces of photography to turn up in many a moon. Seldom has a cover complemented contents of a package so completely.

## • Reviews and Ratings of New Albums

### Popular

THIS IS SINATRA (1-12") ..... 85  
Capitol T 768  
Sinatra fans who missed the first time around on some of the singer's greatest singles hits, as well as other folks who just dig Sinatra, will definitely go for this. It's a packaging of material like "Love and Marriage," "Learnin' the Blues," "Young at Heart," "Love Is a Tender Trap," "South of the Border," etc. A strong counter item for the Christmas trade.

IN THE LAND OF HI-FI ..... 82  
Dinah Washington (1-12")  
EmArcy MG 36073  
The great Dinah Washington ignores her "Queen of the Blues" tag in this album, but the results are superior just the same. The package has smart songs, smart arrangements by Hal Mooney and most of all it has Dinah at the best of her expressive and distinctive style. Tunes run the gamut of standards like "Our Love Is Here to Stay," "Say It Isn't So," and "Sometimes I'm Happy." Cover photo of the songstress is terrific and along with the listening can help create plenty of demand. Jocks will find lots of programming help here.

LINGER AWHILE ..... 80  
Sarah Vaughan (1-12")  
Columbia CL 914  
A collection of pop single releases from the thrush's Columbia period. Not many of them were big hits, but as an LP program, the same

(Continued on page 24)

### Classical

JOHANN STRAUSS JR.: THE GYPSY BARON (2-12") — Waldemar Kmentt, Tenor; Chorus and Orchestra of the Fienna Volkoper; Anton Paulik, Cond. Vanguard VRS 486-7 ..... 85  
Admirers of the Viennese operetta have here what is just about the best-sung and most stylistically authentic "Gypsy Baron" possible today. Anton Paulik, an 18-year veteran conductor of the Volkoper and a galaxy of the Volkoper's most renowned stars do credit to the idiom they know so well. Emmy Loose, as Arsena, does a brilliant job with the difficult coloratura maneuverings of her part. Gerda Scheyer (Saffi) displays a beautiful vocal instrument. Waldemar Kmentt is the Baron and the inimitable Erich Kunz plays Homonay; both are superb. A bubbly, sparkling performance that would be hard to surpass. There is only one competing version.

NONIETTI: L'ELISIR D'AMOUR (3-12") — Giuseppe Di Stefano; Hilde Gueden; Chorus and Orchestra of the Maggio Musicale Fiorentino; Francesco Molinari Pradelli, Cond. London XLLA 38 ..... 84  
New complete production of the happy little opera is charmingly sung and beautifully recorded. Hilde Gueden is a delightful choice for the role of Adina, and Di Stefano makes an equally admirable Nemorino. There is, of course, competition from the Victor and Cetra versions, but this new one has all it needs to attract listeners. Stores with operatic clientele are advised to give it strong consideration. It's a solid package.

(Continued on page 26)

### Jazz

SOMETHING ELSE  
BY JOHNNY RICHARDS ..... 84  
(1-12")  
Bethlehem BC 6011

As modern orchestration goes, this is just about the best there is. The one-time Kenton and D. Gillespie arranger and songwriter ("Young at Heart") is a master of instrumentation, polyrhythms and modern harmony. His settings are inspiring to the soloists (C. Mariano, R. Kamuca, M. Ferguson, F. Rosolino, S. Rogers, S. Williamson, etc.), and these get ample space to blow. Fans of big band progressive jazz have plenty to sink their teeth into, and this should sell on a quick demo whirl.

PAIRING OFF ..... 80  
Phil Woods Septet (1-12")  
Prestige LP 7046

The "pairs" here are two trumpets (Kenny Dorham and Donald Byrd) and two altos (Phil Woods and Gene Quill). Rhythm is provided by Tommy Flanagan, Doug Watkins and Philly Joe Jones. This is an impressive line-up of some of the most promising talent on the East Coast. Woods' work is particularly outstanding; he also gets writing credit on three of the four selections in the set. "Stanley Stomper" is a brilliant, hard-driving opus that would be a good demo selection. One of the most satisfying of recent East Coast modern issues.

(Continued on page 30)

# NOVEMBER RELEASE



## NEW RELEASES

### GEORGE CATES

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FANGLED  
TANGO**

CORAL 61750

**MUCH  
BETTER,  
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**STORMY**

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CORAL 61734

### LEW QUADLING

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THEME**

CORAL 61754

**WIND RIVER  
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BUT ONCE A YEAR**



**JOHNNY  
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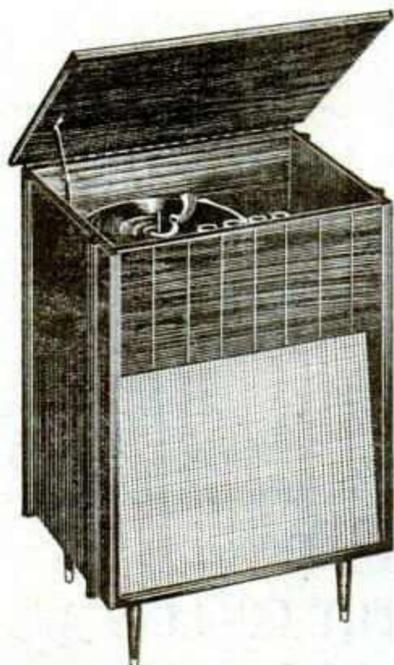
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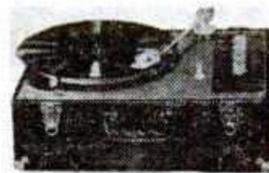
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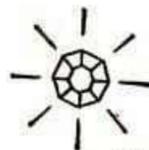


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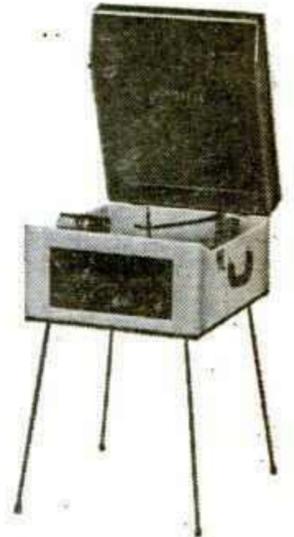
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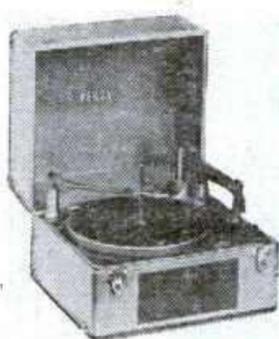
**Model DP-571 . . .** Portable 3-speed manual phonograph with turnover cartridge. Tapered Modern case in two-tone brown or rust with dappled white. UL. **\$24.95\***



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**Model DP-940 . . .** Portable 45 RPM only radio-phonograph. Black base with red lid. UL. **\$24.95\***

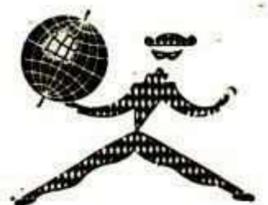
**Model DP-581 . . .** 4-speed manual. Turnover cartridge, front mounted speaker. Separate Volume and Tone controls. Black and pink, or brown with white. UL. **\$29.95\***



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**Winky Dink**  
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# HI-FONIC PHONOGRAPHS



# The Billboard's Monthly Recap of BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

## • Classical Albums (Over-all)

Albums are ranked in order of their national sales strength at the retail level as determined by surveys of top dealers in all key markets this month.

1. **TCHAIKOVSKY:** 1812 Overture; Capriccio Italien—  
Minneapolis Symphony (Dorati) . . . . . Mercury MG 50054
2. **BRAHMS:** Symphony No. 1—  
New York Philharmonic (Walter) . . . . . Columbia ML 5124
3. **PUCCINI:** La Boheme—  
De Los Angeles, Bjoerling, RCA Victor Orchestra (Beecham) . . . . . RCA Victor LM 6042
4. **KHATCHATURIAN:** Gayne Ballet Suite; Kabalevsky: The Comedians—  
Philadelphia Orchestra (Ormandy) . . . . . Columbia CL 917
5. **TCHAIKOVSKY:** Piano Concerto No. 1—  
Gilels, Chicago Symphony (Reiner) . . . . . RCA Victor LM 1969
6. **THE CONCERTO:** Works by Grieg, Liszt and Rachmaninoff—  
Rubinstein, RCA Victor Orchestra (Wallenstein) . . . . . RCA Victor LM 6039
7. **MENDELSSOHN:** Violin Concerto; Mozart: Violin Concerto No. 4—  
Oistrakh, Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 5085
8. **RACHMANINOFF:** Piano Concerto No. 2—  
Istomin, Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 5103
9. **RIMSKY-KORSAKOFF:** Scheherazade—  
Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8305
10. **MARIA CALLAS PORTRAYS PUCCINI HEROINES** . . . . . Angel 35195
11. **GROFE:** Grand Canyon Suite; Copland: El Salon Mexico—  
Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1928
12. **OFFENBACH:** Gaité Parisienne; Meyerbeer: Les Patineurs—  
Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1817
13. **GROFE:** Grand Canyon Suite; Mississippi Suite—  
Hollywood Bowl Symphony (Slatkin) . . . . . Capitol P 8347
14. **OFFENBACH:** Gaité Parisienne (Complete)—  
Philadelphia Orchestra (Ormandy) . . . . . Columbia KL 5069
15. **LALO:** Symphonie Espagnole; Bruch: Violin Concerto—  
Stern, Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 5097
16. **OFFENBACH IN AMERICA**—  
Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1990
17. **BELLINI:** Norma (Excerpts)—Maria Callas . . . . . Angel 35379
18. **BEETHOVEN:** Symphony No. 7—  
Chicago Symphony (Reiner) . . . . . RCA Victor LM 1991
19. **BRAHMS:** Symphony No. 4—  
New York Philharmonic (Walter) . . . . . Columbia ML 5127
20. **CHAUSSON:** Symphony in B Flat Major—  
Detroit Symphony (Paray) . . . . . Mercury MG 50108

## • Reviews and Ratings of New Popular Albums

Continued from page 20

material seems more impressive and undoubtedly is more readily salable. The selections include "These Things I Offer You," "Linger Awhile," "My Tormented Heart," etc. There is wide variety here, and more than a few really outstanding performances. Very good sales potential.

**SWINGIN' WITH HER NIBS** . . . . . 80  
Georgia Gibbs (1-12")  
Mercury MG 20170  
Thrush sings a dozen standards in her own particular style for great sound value. Backed by such swingers as Glenn Osser, Buddy Weed, Tony Matolla, Jimmie Crawford and Arnold Fishkind adds zest to a top performance. This is a package that's bound to please Her Nibs' fans and stores should note it accordingly. Practically any band is good for a jock spin.

**CARMEN CAVALLARO AT THE EMBERS** . . . . . 79  
(1-12")  
Decca DL 8389  
Cavallaro's new jazz combo (piano, guitar, bass and drums) bowed at Manhattan's Embers niter, and this album was recorded during performances at that spot. The maestro plays his happy, free-swinging, brand of tasteful, pop-ish jazz piano on a group of great standards — "Crazy Rhythm," "Don't Get Around Much Anymore," etc. Interesting conversational wax for jocks, and good steady inventory for shops.

**GIANT** . . . . . 78  
Sound Track (1-12")  
Capitol W 773  
Dimitri Tiomkin's impressive sound track score from the current James Dean movie, "Giant," aptly reflects the great outdoors theme of the film. The LP should chalk up plenty of sales to movie fans, and also stacks up as interesting instrumental fare for deejays. However, it's difficult to

understand why Capitol passed up the sock display value of a Dean, Taylor or Hudson photo in place of a rather stark shot of an oil well.

**AN ACCORDION IN PARIS** . . . . . 77  
Dick Contino (1-12")  
Mercury MH 20142  
As title indicates, this third of the accordionist's albums for the label is completely Gallic in flavor. The dozen selections include such standards as "Mon Homme," "Parlez Moi D'Amour," "Comme Ci, Comme Ca," etc. Sound is solid and Contino's accordionistics get sharp ork backing. Jocks may find a band or two worth while for pace-change spins. Provocative cover featuring sexy sidewalk cafe bit can draw rack attention.

**RUSTY MEETS HOAGY** . . . . . 76  
Rusty Draper and Hoagy Carmichael (1-12")  
Mercury MG 20173  
Fans of Draper's chanting and Carmichael's clefting will get a big bang out of this potpourri of a dozen of the latter's top numbers. There's good backing here to show off the singer at his relaxed best. Selections range thru items such as "Lazy Bones," "Rockin' Chair," "Small Fry," "Ole Butter Milk Sky," etc. Jocks can use bands for relaxed-hour spinners, and cover names should develop counter sales.

**CONNIE** . . . . . 76  
Connie Boswell (1-12")  
Decca DL 8356  
A really fine collection of Boswell's. The thrush has rarely sounded better, with a dozen standards gaited to showcase very phase of her talent. Beautiful arrangements of such items as "Stardust," "Honey," and "Ain't Misbehavin'" get the full superb Connie treatment, and Sy Oliver's ork backs them up for splendid pro-

(Continued on page 26)

## • Pop Vocals

1. **CALYPSO**—Harry Belafonte . . . . . RCA Victor LPM 1248
2. **ELVIS**—Elvis Presley . . . . . RCA Victor LPM 1382
3. **ELVIS PRESLEY** . . . . . RCA Victor LPM 1254
4. **BELAFONTE** . . . . . RCA Victor LPM 1150
5. **SONGS FOR SWINGIN' LOVERS**—Frank Sinatra . . . . . Capitol W 653
6. **THE PLATTERS** . . . . . Mercury MG 20146
7. **HOWDIE!**—Pat Boone . . . . . Dot DLP 3030
8. **ELLA AND LOUIS**—Ella Fitzgerald and Louis Armstrong . . . . . Verve MG V 4003
9. **JUDY**—Judy Garland . . . . . Capitol T 734
10. **THE MISTY MISS CHRISTY** . . . . . Capitol T 725
10. **FRESHMEN FAVORITES** . . . . . Capitol T 743

## • Ballet

1. **KHATCHATURIAN:** Gayne Ballet Suite—Ormandy . . . . . Columbia CL 917
2. **RIMSKY-KORSAKOFF:** Scheherazade—Steinberg . . . . . Capitol P 8305
3. **OFFENBACH:** Gaité Parisienne—Fiedler . . . . . RCA Victor LM 1817
4. **OFFENBACH:** Gaité Parisienne (Complete)—Ormandy . . . . . Columbia KL 5069
5. **TCHAIKOVSKY:** Swan Lake, Acts 2 and 3—Stokowski . . . . . RCA Victor LM 1894
6. **TCHAIKOVSKY:** Nutcracker Suite—Toscanini . . . . . RCA Victor LM 1986
7. **TCHAIKOVSKY:** Swan Lake—Dorati . . . . . Mercury 50078-70
8. **RAVEL:** Daphnis Et Chloe—Munch . . . . . RCA Victor LM 1893
9. **DELIBES:** Coppelia; Sylvia—Monteux . . . . . RCA Victor LM 1913
10. **CHOPIN:** Les Sylphides; Strauss: Graduation Ball—Fiedler . . . . . RCA Victor LM 1919

## • Jazz

1. **ELLA AND LOUIS**—Ella Fitzgerald and Louis Armstrong . . . . . Verve MG V 4003
2. **CUBAN FIRE**—Stan Kenton . . . . . Capitol T 731
3. **AMBASSADOR SATCH**—Louis Armstrong . . . . . Columbia CL 840
4. **ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK** . . . . . Verve MG 4001-2
5. **STAN KENTON IN HI-FI** . . . . . Capitol W 724
6. **JAY AND KAI PLUS SIX**—Jay Jay Johnson, Kai Winding . . . . . Columbia CL 892
7. **KRUPA AND RICH**—Gene Krupa, Buddy Rich . . . . . Clef MG C 684
8. **BRUBECK PLAYS BRUBECK**—Dave Brubeck . . . . . Columbia CL 878
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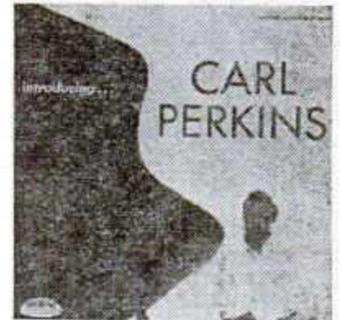
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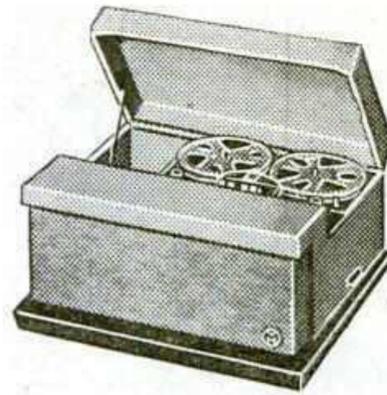
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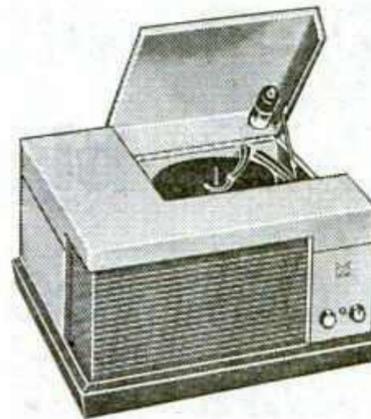
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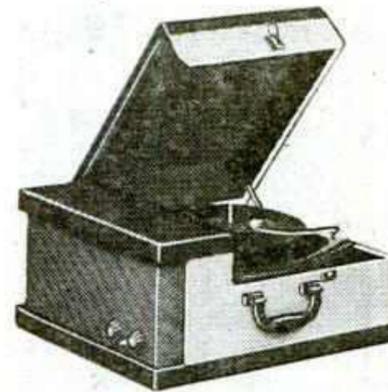


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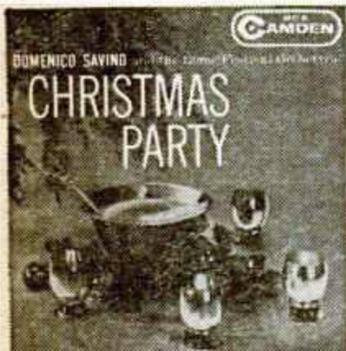
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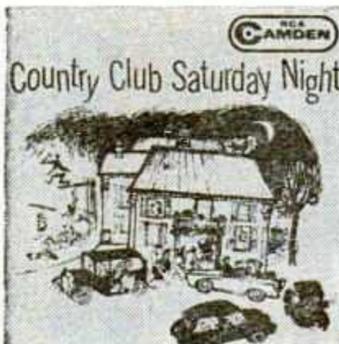
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## • Reviews and Ratings of New Popular Albums

• Continued from page 24

jection. Wonderfully easy listening for jock spins and a natural for sales to Boswell fans.

**IF I AM DREAMING** .....75  
 Vera Lynn (1)12")  
 London LL 1510

The British songstress who has enjoyed a pop single hit or two in her day, takes the album route with a rich assortment of creamy ballads. The gal has friendliness and charm, not to mention a deep tenderness and sincerity that gets across in gobs here. Roland Shaw ork backs in dreamy style. "Close Your Eyes," "Dream," "Far Away Places," are samples of the pleasant ballad fare. Nice packaging thruout, with the accent on vocal mood music.

**PARIS, I LOVE YOU**.....74  
 (1)12")  
 Secco CELP 403

Buyers who prefer quantity to quality will go for this package. Pianist Pierre Dorsey and a rhythm section wrap up 80 different tunes (recorded abroad) in strictly stock, nitery-intermission style. However, album's striking, sexy cover photo gives package maximum display value.

**THE FRENCH TOUCH** .....72  
 Vicki Benet (1-12")  
 Decca DL 8381

With the exception of the emphatically Parisian-styled photo of the chanteuse in a black leotard on the cover, Miss Benet, in her second album outing, drops the Continental kick in favor of an accent-free airing of 12 American standards. Only remaining vestige is occasional French interludes in the songs. Performer registers well on disks. Set includes "September in the Rain," "Tea for Two," "That Old Black Magic," etc.

**FOR SWEETHEARTS ONLY** .....70  
 (1-12")  
 Bally BAL 12010

An album of mood music which carries explanatory notes referring to "walking hand in hand," "fleeting moments," "fresh fragrance of love," etc., which stamps it as one of many typical entries. The music is that of a big ork, (strings and brass) and cut in Great Britain. The songs (most of them pubbed and co-authored by Robert Mellin) are not familiar, but they are appealing. How well this reasonably listenable set does will depend largely on how much interest a dealer puts behind it, in comparison to other similar sets.

## • Reviews and Ratings of New Classical Albums

• Continued from page 20

**BRAHMS: VARIATIONS ON A THEME BY HAYDN; ROSSINI: BARBER OF SEVILLE OVERTURE; MOZART: HAFNER SYMPHONY; MENDELSSOHN: SCHERZO FROM "MIDSUMMER NIGHT'S DREAM."** (1-12")—New York Philharmonic; Arturo Toscanini, Cond. Camden CAL 326 .....83

Reissue of performances cut when Arturo Toscanini was at the helm of the New York Philharmonic. The Brahms, Rossini and Mendelssohn were among his most prized readings and have a unique standing regardless of the many, many newer issues that have flown under the bridge in the past 20 years. To some, the "Haffner" was a little on the cold, unmellow side, but all in all, this is an LP that preserves a vision of the maestro in some of his finest hours. It is a "must" for every serious collector, thin sound notwithstanding.

**SCHUBERT: SYMPHONY NO. 8; MOZART: SYMPHONY NO. 35 (K. 385)** (1-12")—Vienna Philharmonic Orchestra; Carl Schuricht, Cond. London LL 1534 .....81

While there is obvious extreme competition on both these popular compositions (versions by Beecham, Walter, Furtwangler, Münch, Koussevitzky and Toscanini on the Schubert, and by Walter, Beecham, Fricsay and Toscanini on the Mozart), the fact that Schuricht is currently in this country will focus sharp sales attention on his own interpretation of the works. Performance by conductor and orchestra is brilliant thruout and meticulous recording enhances a splendid package.

Most of the soprano arias heard here are transferred from a 10-incher which had scored quite a critical success. It's eminently satisfactory Mozart singing from all points. The addition is the "Exultate, Jubilate-Motet." Attractive cover will help. For all shops that can sell operatic music.

**BERNSTEIN: SERENADE FOR VIOLIN SOLO, STRINGS AND PERCUSSION (1-12")**—Isaac Stern, Violin; Symphony of the Air; Leonard Bernstein, Cond. Columbia ML 5144 .....76

Most of the value here stems from Stern's fine performance. The length of the music is unusually brief for a 12-inch LP, and the Bernstein piece is not unusually interesting. Fanciers of quality fiddling are the likely buyers.

**TCHAIKOVSKY: FRANCESCA DA RIMINI; CAPRICCIO ITALIEN (1-12")**—London Symphony Orchestra; Anthony Collins, Cond. London LL 1441 .....76

A thoughtful interpretation of "Francesca da Rimini." It is well played and projects good sound. Should stand up solidly against competition. The "Capriccio" likewise gets similar good treatment, but the competition is even heavier here.

**MUSIC AT M.I.T.: THE MODERN AGE OF BRASS (1-12")**—Roger Voisin and His Brass Ensemble. Unicorn UN LP 1031 .....75

This one is mostly for hi-fi bugs or  
 (Continued on page 28)

**THE ART OF GIUSEPPE DE LUCA (1-12")**—Camden CAL 320 .....80

Opera connoisseurs and vocal students probably would welcome this superb program at any price, but at \$1.98 it's a rare bargain. Most of the selections apparently were cut when the great baritone stylist was in or near his prime. The recording is better than might be expected, so that the rich tones are conveyed along with De Luca's musical artistry. Includes arias from "Trovatore," "Faust," "Rigoletto," "Ernani," etc.

**MOUSSORGSKY: SOROCHINSK FAIR (2-12")**—Soloists, Choir and Orchestra of the Slovenian National Opera; Samo Hubad, Cond. Epic SC 6017 .....79

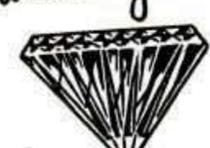
An operatic "first" that is an especially important addition to the disk repertoire. Moussorgsky's comic opera is a gay, colorful, comic work based in part on Ukrainian folk tunes, real or simulated. The rugged, peasant quality is at the same time modern in spirit, prophetic of such as Stravinsky and Bartok. Excellent singing in both solos and choruses, and the recording is first-rate. Good cover also. This can be sold.

**DVORAK: QUARTET IN F MAJOR (AMERICAN) OP. 96; QUARTET IN E FLAT MAJOR, OP. 51 (1-12")**—Budapest String Quartet. Columbia ML 5143 .....78

Many collectors will recall the outstanding recording of the "American" made by the Budapesters in the days of shellac. Since that has been withdrawn, this modern version is a welcome issue. Several outstanding LP versions of Op. 96 are now available, but since this is an important item in the Budapest Quartet's regular repertoire, this should be one of their better selling issues nonetheless. Op. 51 is available in only one other reading, and therefore is an apt coupling.

**MOZART ARIAS SUNG BY HILDE GUEDEN (1-12")**—London LL 1502...77

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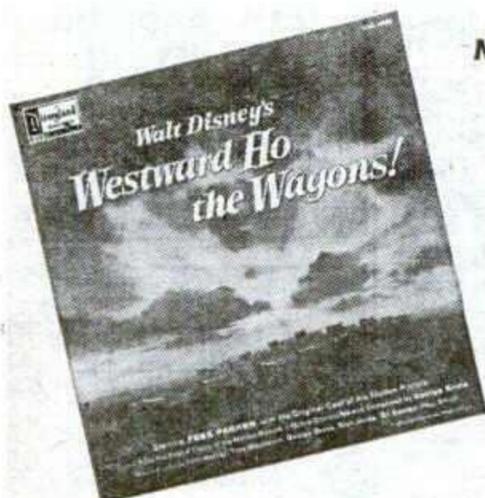
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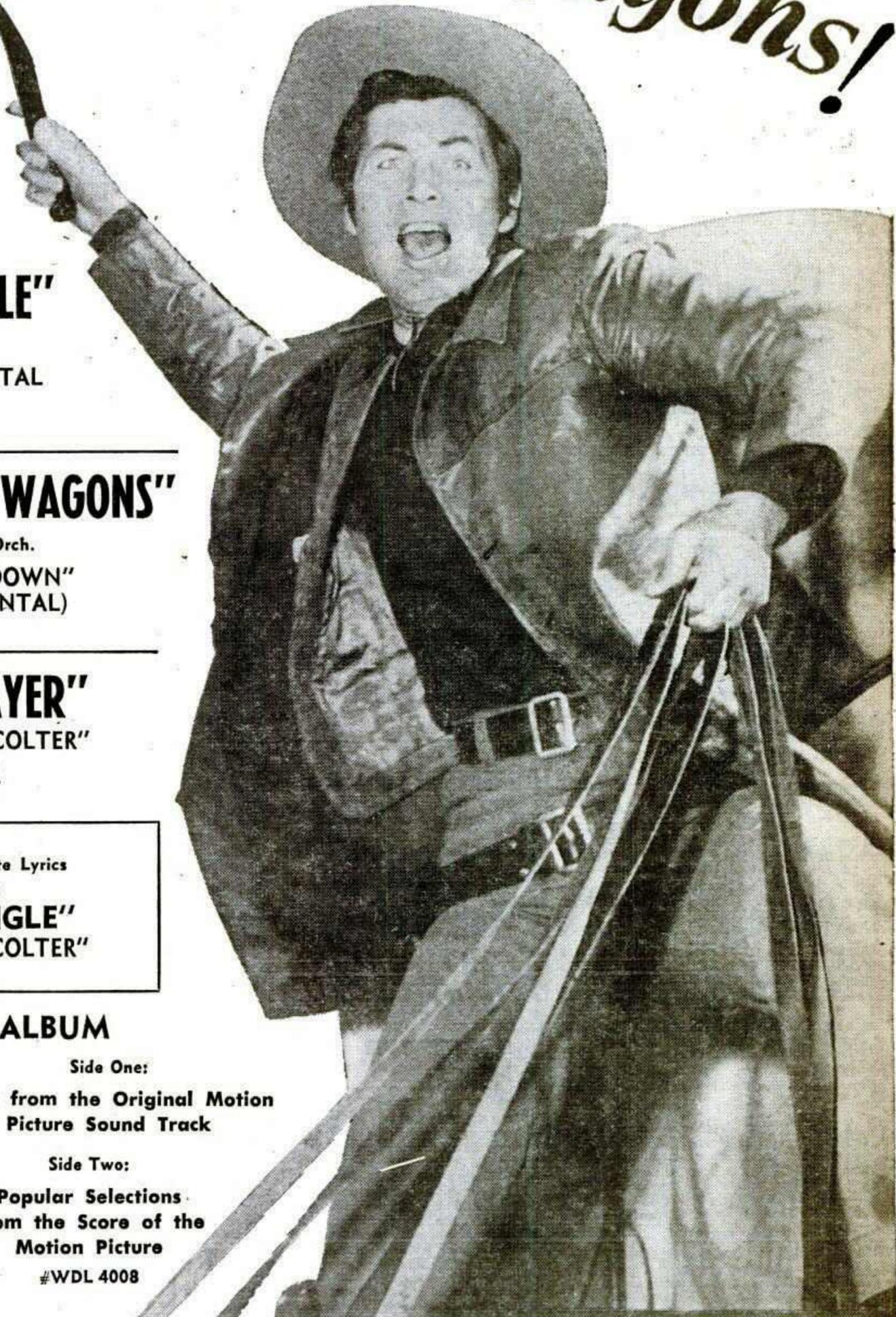
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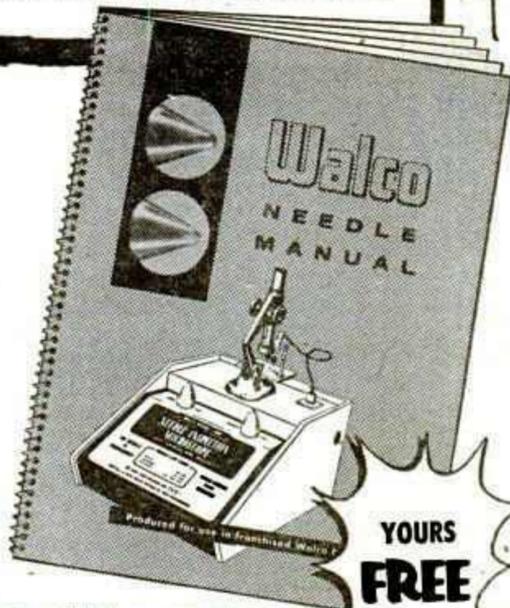
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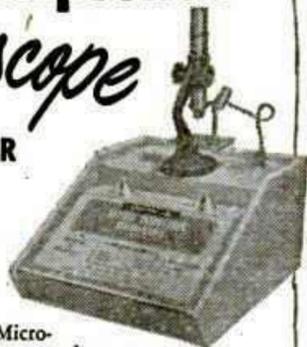
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## • Reviews and Ratings of New Classical Albums

• Continued from page 26

brass instrument students. There is some worthwhile music in these modern pieces, by Dahl, Hindemith, Berezowski and Sanders, but it's a heavy order of brass sound for those who buy for musical values alone. Peter Bartok's engineering at Kresge Auditorium, M.I.T., has strong appeal for the high decibel crowd.

**DEBUSSY: CHILDREN'S CORNER SUITE; BIZET: PETITE SUITE (FROM "JEUX D'ENFANTS"); SCENES BOHEMIENNES (FROM "LA JOLIE EFILLE DE PERTH"); (1-12") — L'Orchestra des Concerts Lamoureux; Jean Fournet, Cond. Epic LC 3288 . . . . .75**

A delightful coupling of Debussy and Bizet children's suites. The "Scenes Bohemiennes" fill-out of the Bizet side are somewhat of a let-down, but the over-all more than makes up. A good package for young collectors, with one of the most eye-catching covers to come along in weeks.

**BARTOK: DIVERTIMENTO FOR STRING ORCHESTRA; IVES: THE UNANSWERED QUESTION; MILHAUD: SYMPHONY NO. 4 FOR STRINGS; SKALKOTTAS: LITTLE SUITE FOR STRINGS (1-12")—Zimmler Sinfonietta; Lukas Foss, Cond. Unicorn UN LP 1037 . . . . .73**

The warm, accessible Bartok works have been popular with disk makers, but the other pieces are new to disks, making for an usually worthwhile program. All are beautifully played by the Boston musicians, and recorded in hi-fi glory by Peter Bartok at Symphony Hall. A most stimulating and enjoyable disk for those interested in contemporary music, or in good sound.

**ALBENIZ: SIX SPANISH DANCES; TEJERA: ANDALUCIA DANCES (1-12")—Pilar Lopez Dancers; Spanish Symphony Orchestra. Capitol P 18020 . . .73**

Second album for the label by the great Pilar Lopez rates high in charm and drama. One side features the dancer in six dances by Albeniz to the accompaniment of the Spanish Symphony Orchestra. The other is devoted to the star and her troupe in a dancy-story sequence by Tejera. There is a singing narrator, and Maravilla's guitar furnishes sole background. However, while brilliant musical sound is achieved, matters of this sort need visual projection. Click of castanets and stomping tacones are not enough to carry the torrid stepping illusion.

**SCHUBERT: SONATA IN C MINOR, OP. POSTH.; MOMENTS MUSIC-AUX, OP. 94 (1-12")—Leonard Shure, Piano. Epic LC 3289 . . . . .72**

Collectors may recall Shure's recording of the "Moments Musicaux" for Vox some years ago. The standard he set there, he has himself surpassed in this new release. The careful coloring, the sonful eloquence and sound scholarship he displays, prove him to be a worthy successor, as Schubert interpreter, to his teacher, Artur Schnabel. In the C Minor Sonata, there is a depth that reinforces the impression. There are competing versions of both works, but none that present a serious obstacle. Particularly recommended to piano students.

**BACH: DOUBLE CONCERTO IN D MINOR FOR VIOLIN, OBE AND STRINGS; TRIPLE CONCERTO IN A MINOR FOR FLUTE, VIOLIN, HARPSICHORD, AND STRINGS (1-12") — Solisti di Zagreb; Antonio Janigro, Cond. Vanguard BG 562 . . . .71**

The few recordings issued so far by the Solisti di Zagreb have already made their name to conjure with in the chamber music field. These two familiar Bach concertos will add much to their reputation. Guest soloists here are: Andre Lardot, oboe, Warner Tripp, flute; Anton Heiller, harpsichord. The meticulously clean string playing, the balanced ensemble sound and hi-fi values realized here all make for a strong commercial entry. Major competition comes from the Casals readings.

**THE SAXOPHONE VOL. 6 (1-12")—Marcel Mule, Saxophone. London LL 1479 . . . . .70**

Mule the Magnificent continues the Selmer woodwind demonstration series with a solo recital featuring the American Paul Creston's Sonata, and pieces by Lantier, Maurice and Massis. All are idiomatic sax vehicles. The Creston, issued last year in an American-cut version by our top virtuoso, Jimmy Abato, sounds even better in this French slicing. Thousands of saxophone students should be exposed to this disk. The Creston also stands up as interesting contemporary music for all patrons thereof.

**BEETHOVEN: STRING QUARTET NO. 10, IN E FLAT (THE HARP) (1-12")—Quartetto Italiano. Angel 35367 . . . .68**

In the "Harp" Quartet, passages of brilliant virtuosity alternate with passages of great simplicity and emotional intensity. To keep a proper balance between these requires musicianship of a high order. That is a strong point of this reading. The second movement, in particular, is outstanding for the depth and imagination that the Quartet demonstrates. Distinguished music-making that cannot fail to find an audience.

**TCHAIKOVSKY: SYMPHONY NO. 3 IN C MINOR ("LITTLE RUSSIAN");**

**MOUSSORGSKY: NIGHT ON BALD MOUNTAIN (1-12") — Philharmonia Orchestra of Hamburg; Arthur Winograd, Cond. M-G-M E 3433 . . . . .67**

In these Russian compositions, Winograd makes one of his best impressions so far as house conductor for the label. He endows them with a good measure of youthful spirit, warmth and genuine romantic appeal. Comparing his reading of the Tchaikovsky with that of Beecham, however, a lack of finesse becomes apparent. The Moussorgsky work is also convincingly projected, but suffers against comparison with some of the powerful competing versions.

**JOHN IRELAND: CONCERTO FOR PIANO AND ORCHESTRA; BENJAMIN BRITTEN: HOLLIDAY DIARY (1-12") —Sondra Bianca, Piano; Philharmonia Orchestra of Hamburg; Hans-Jurgen Walther, Cond. M-G-M E 3366 . . . . .66**

Interesting set of modern compositions, for the first time on disks. Both sides have picturesque, British quality mixed with the school of Paris. The Concerto is often impressive, and the Britten piano pieces are delightful. Neither side is difficult to swallow, tho the market is as limited as the public's interest in rarely heard contemporary music.

### Children's

**THE UNSUCCESSFUL ELF . . . . .78**  
Paul Wing, Narrator (1-EP)  
Camden CAE 367

Altho narrated at an uncomfortably fast pace, this imaginative little tale registers very strongly with preschoolers. It's a reissue from an old Victor set, with 16 minutes of story for 79 cents. Cover is appealing to adults, tho irrelevant to story and not colorful enough to attract the tots.

### Rhythm & Blues

**SCOOBY DOO . . . . .80**  
(1-12")  
Zephyr ZP 12002G

The subtitle of this LP is "Good Rock and Roll for Dancing." These instrumentals are among the most musically impressive efforts in this genre yet to appear. Arranger Ernie Freeman deserves credit for avoiding the rock and roll cliches and loud, unnecessary blasts of sound. This is earthy, jazz-routed music that has the "big beat" but also ensemble and solo playing that rewards close listening. The presence of Freeman on piano and cats like Dave Pell and Plaz Johnson in the sax section explains this in part. A sensationally effective dance LP for the teen-agers, pop and r.&b.

### Documentary

**SOUNDS OF THE ANNUAL INTERNATIONAL SPORTS CAR GRAND PRIX OF WATKINS GLEN, N. Y. . . . .80**  
(1-12")  
Folkways FPX 140

What with "Sounds of Sebring," another sports car noisefest, racking up big sales among hi-fi fans, this similarly slated LP figures to do very nicely at "snob" prices. All sorts of motor sounds, tuning up, whizzing down the stretch, etc., are heard, plus interviews and discussions re cars and events, adding special interest for sound fans who are also racing fans. New York music men will enjoy the portion with sports car dealer Lou Comito, a popular ex-contact man.

### STOCK NOW!

**A UNIQUE ALBUM THAT  
WILL MOVE FAST**

## JACK AND THE BEANSTALK

UNIQUE LP-111  
**UNIQUE RECORDS**  
A SUBSIDIARY OF  
**RKO TELERADIO PICTURES, INC.**  
1697 Broadway N. Y., N. Y.

**"MEAN  
WORDS"**  
Lillian Briggs  
on  
Epic

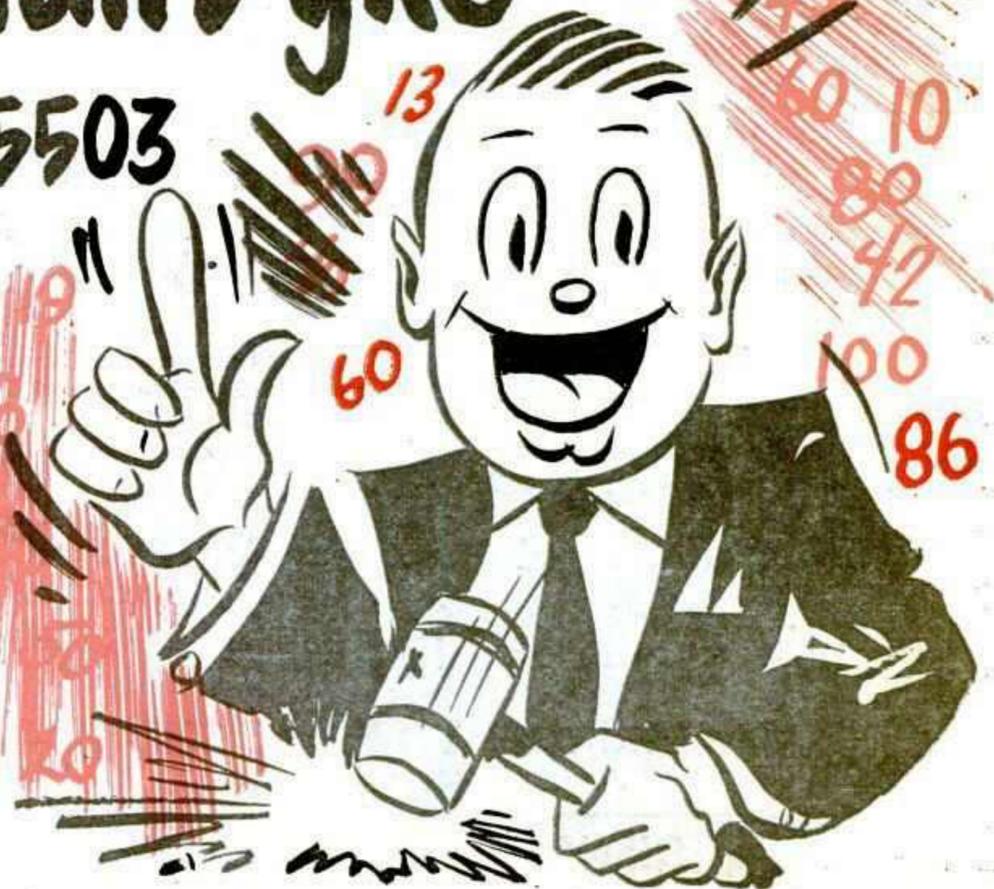
**AMERICAN MUSIC, INC.**  
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

Another No. 1 for **Dot**

# "THE AUCTIONEER"

by **LeRoy Van Dyke**

**DOT-15503**



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

# Reviews and Ratings of New Jazz Albums

Continued from page 20

**DADDY PLAYS THE HORN** .....78  
Dexter Gordon Quartet (1-12")  
Bethlehem BCP 36

Gordon plays some top-flight, Lester Young-inspired tenor here, with a more robust sound than that of the master or most of his other disciples. It's not too original, but it swings, and it should sell in respectable quantities. K. Drew is the good pianist, plus L. Vinnegar on bass and L. Marable on drums. Good demo: "You Can Depend On Me."

**4, 5, AND 6: JACKIE McLEAN QUARTET, QUINTET AND SEXTET** .....77  
(1-12")  
Prestige LP 7048

Altoist McLean is heard in three different frameworks. In the quartet he is assisted by Mal Waldron, piano; Doug Watkins, bass, and Art Taylor, drums. The quintet adds Don Byrd on trumpet, the sextet adds Hank Mobley on tenor. McLean, in the quartet, works over a few standards with great originality and finesse. A high point is the sextet version of the Charlie Parker classic, "Confirmation."

**COLLEGE GOES TO JAZZ** .....68  
Westlake College Quintet (1-12")  
Decca DL 8393

This West Coast group of modern-minded collegians express a host of listenable ideas with a marked degree of vitality. It falls to Sam Firmature on tenor to be the versatile developer of new ideas—a job he handles in top style. Luther McDonald, on valve trombone, fills in underneath with progressive harmonies as well as expressing good ideas of his own on solo flights. Package not destined for big sales but it shows interesting and imaginative experimenting.

**THE SIX AND SEVEN-EIGHTS STRING BAND OF NEW ORLEANS** .62  
(1-12")  
Folkways FP 671

Interesting study material here in a collection of mainly New Orleans standard jazz tunes played by a group of white string musicians (mandolin, guitars and bass), all of whom have been active since the early jazz years. Playing shows some of jazz' roots and particularly its relationship to the country brand of folk music. It helps round out the picture of New Orleans. Commercial sales, however, are unlikely for most shops in most towns. Very specialized fare.

**CHIS** ..... 60  
George Chisholm Sextet (1-12")  
London LL 1491

Veteran British trombonist Chisholm has moved with the times to a fair degree, but he and his colleagues fail to offer anything unusual enough to attract American buyers. It's merely competent and danceable jazz utilizing pleasant, generally familiar tunes. Most stores can skip it.

## Christmas

**HOLIDAY MUSIC** .....76  
Ashley Miller, Organ (1-12")  
Mercury MG 20189

A listener can take this shut-eye and imagine himself at the annual Christmas spectacle in the Radio City Music Hall. Here is great sound from the Hall's mammoth organ as purveyed by the instrument's past master, Miller. Selections include traditional carols with just a touch of pops. This is a fine holiday package for those who have never visited Radio City as well as for those with nostalgic memories of its magnificent Christmas productions. Should make a solid sales item.

**CHRISTMAS CAROLS IN HI-FI** .....72  
Carlos Salzedo, Harp (1-12")  
Mercury MG 50116

An extremely interesting holiday package of some 20 carols styled for the harp. The material is traditional but the interpretation is far from it, being virtuoso excursions in harp sound by Salzedo. Admirers of the instrument will revel in it, but it seems gaited sales-wise to specialty shops which cater to a cognoscenti trade.

**CHRISTMAS CAROLS** .....70  
Andrew Rowan Summers (1-10")  
Folkways FA 2002

For collectors of the unusual and off-beat in folk material, Summers is a folk singer and his approach to these simple carols, with the quaint accompaniment of the dulcimer, is of one closely familiar with the folk idiom. There's a medieval touch which gives the disk a special sound quality. Versions of "Hark the Herald Angels Sing," "What Child Is This?" and "Noel" make the album a very interesting buy.

**KOLEDY: POLISH CHRISTMAS CAROLS** .....68  
(1-12")  
Dana DLP 1218

Album presents a dozen popular Polish carols in the native tongue. Soloists and choir are accompanied by organ in some selections, and in other cases, sing a cappella. Some well-known carols in Polish and other songs with popularity limited to the national grouping are presented attractively. A snowy, wintry cover is an attractive asset. Market, of course, is in Polish neighborhoods.

## TAKE A CHORUS

# MMO Debts Two More LP Vols.

NEW YORK — Do-It-Yourself jazz has become virtually a full-time business with the Music-Minus-One and Classic Editions diskery. Last week the company issued its second and third LP volumes, featuring jazz rhythm sections, and carrying several improvements over the first issue, which now is being revised.

MMO's Irv Kratka, so far, has obtained his tune material exclusively from the catalogs of the Music Publishers Holding Corporation. Besides the three sets issued therewith, he has four additional 12-inch MPHC packages on the way, including one entitled: "Gershwin, Anyone?" The main revision in the line is the inclusion henceforth of a complete melody line, in addition to the chords for each tune. Each set also now will have a vocal edition, along with the 14 different covers provided for as many different instruments. The vocal jacket alone will also carry the lyrics. The chords, incidentally, have been up-dated by modern jazzmen, on commission from MMO.

The two new sets, shipped in time for Christmas trade, are entitled "Just Improvise" and "Take a Chorus." Former offers jazzmen Don Abney, Jimmy Raney, Oscar Pettiford and Kenny Clarke. Latter has Abney, Mundell Lowe, Wilbur Ware and Bobby Donaldson. Each contains eight tunes, sometimes running up to six minutes in length, and the sets list at \$4.98.

According to Kratka, his biggest outlet are record shops, but musical instrument stores are increasingly important, and may eventually equal disk shop sales. The biggest category is drums, followed in order, by piano, tenor sax, vocal, guitar and trumpet.

# 'Own-Dept.' Hypos RCA Sales

Continued from page 19

(clock radios, special portable radios with marine bands for the boating set, etc.). Another factor has been his efforts to provide the most extensive price range in the field.

## Color Important

Color has played a particularly important role in the radio sales field, with white and ivory the all-time best selling colors, and pink the current "fad" favorite. RCA Victor originally offered a wide variety of colors, but this season it is only offering three color choices (dark, light and neutral) on each model, since dealers found it difficult to stock so many different tints.

Toney's products planning department maintains that the favorite color in women's fashion today will be the favorite radio color two years from now, just as the current radio favorite—pink—was big in fem clothes two years ago. On the other hand, phono styling usually follows the preference pattern of the luggage industry.

Toney has established general styling rules for the division's hi-fi line, so that buyers may combine units for harmonious design. Incidentally, Toney believes a dealer should always demonstrate a phono, even tho in many cases he can sell them right out of the crate. Otherwise, "he loses the opportunity to sell up."

The division has had good results merchandising phonos with records in the lower-price phono lines, but Toney said they haven't found it necessary to back over-

\$100 hi-fi models with record-package promotions.

He reports particularly good results in the package promotion field with the recent deal, whereby 45 players were offered with the Glenn Miller albums (a \$24 set for \$5) and the new Elvis Presley phono, which also is being merchandised with a record package.

**A HI-FI MUST!**

**"BRUCE PRINCE-JOSEPH'S**

*Singin' Harpsichord*

**R-603**

**12" Long Play Album**



another **HIFI RECORD** from **HIGH FIDELITY RECORDINGS, INC.**  
6087 Sunset Blvd. • Hollywood 28, Cal.

# Hartkapp Exits HMV Branch

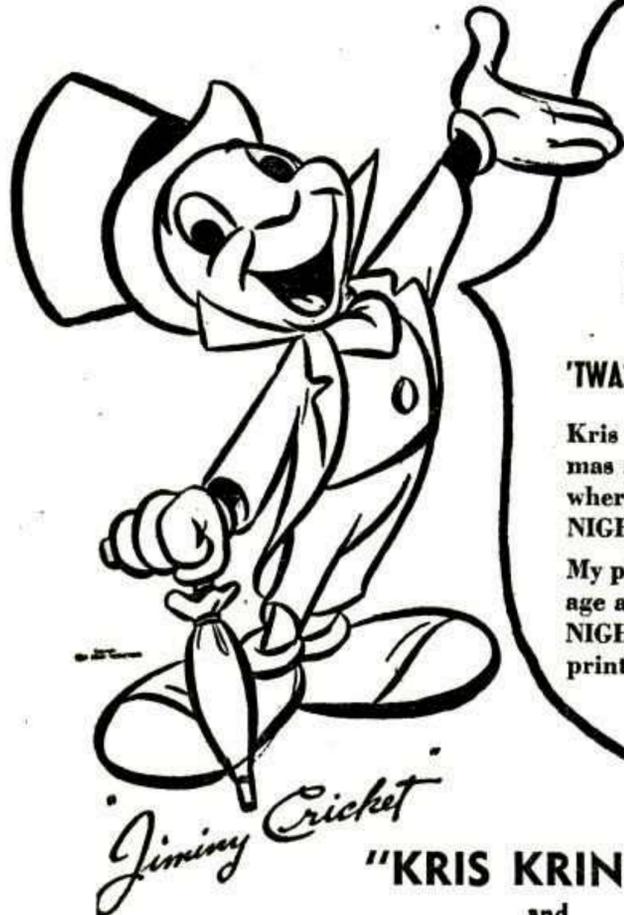
COPENHAGEN, Denmark — A recently adopted policy of the London "His Master's Voice" record firm, which made it obligatory for that firm and its subsidiaries to "retire" all employees who reached the age of 60, resulted in a shake-up in the Copenhagen branch of the firm, Skandinavisk Gramophon A-S, which distributes records of Capitol, M-G-M, Columbia and Pathe, as well as "His Master's Voice," and is rated the largest record firm in Denmark.

Eugen Hartkapp, 31 years ago, succeeded his father (a pioneer in this field), as head of Skandinavisk Gramophon A-S, but being very much opposed to retiring 60-year-old members of his staff, he severed his connection with the firm. Albert Kleinert, who has held similar posts with other affiliates of the London parent company, succeeds Hartkapp, who is expected to re-enter the record field after enjoying a vacation.

# Cleffer Sues Nets and BMI

NEW YORK — In a treble damage suit filed last week in Federal Court, Gloria Parker, BMI songwriter, charged NBC, CBS and BMI with restraint of trade and monopoly in the music field. Miss Parker asked the court to order cancellation of the licenses of the networks for alleged violation of antitrust laws, and for a judgment of \$2,100,000 against the networks and BMI. In addition to injunctive relief, Miss Parker asks that the networks be divested of all stockholdings in BMI.

Miss Parker claimed that in 1954 BMI worked out a disaffiliation pact with Life Music, Inc., as a consequence of which stations halted performances of her compositions. Miss Parker attacked the BMI blanket license and further alleged BMI sought preferential treatment for its music.



Hi, Dealers . . .

Your kids and, as a matter of fact, everybody's kids are going to love my new Xmas record . . . it's . . .

## KRIS KRINGLE

and

### 'Twas the Night Before Christmas

Kris Kringle is a great new Christmas song. And on the other side is where I tell the inside story of THE NIGHT BEFORE CHRISTMAS . . .

My picture is on the full color package and the complete story of THE NIGHT BEFORE CHRISTMAS is printed on the back of the sleeve.

*Jimmy Cricket*  
"KRIS KRINGLE"

and

### 'Twas the Night Before Christmas

#42 - F42

**DISNEYLAND RECORDS**  
2400 W. Alameda Burbank, Calif.

# Fidelitone



tops 'em all

for DIAMOND phono needles

PERMO, INC.  
Chicago 26

12" LP CATALOGUE

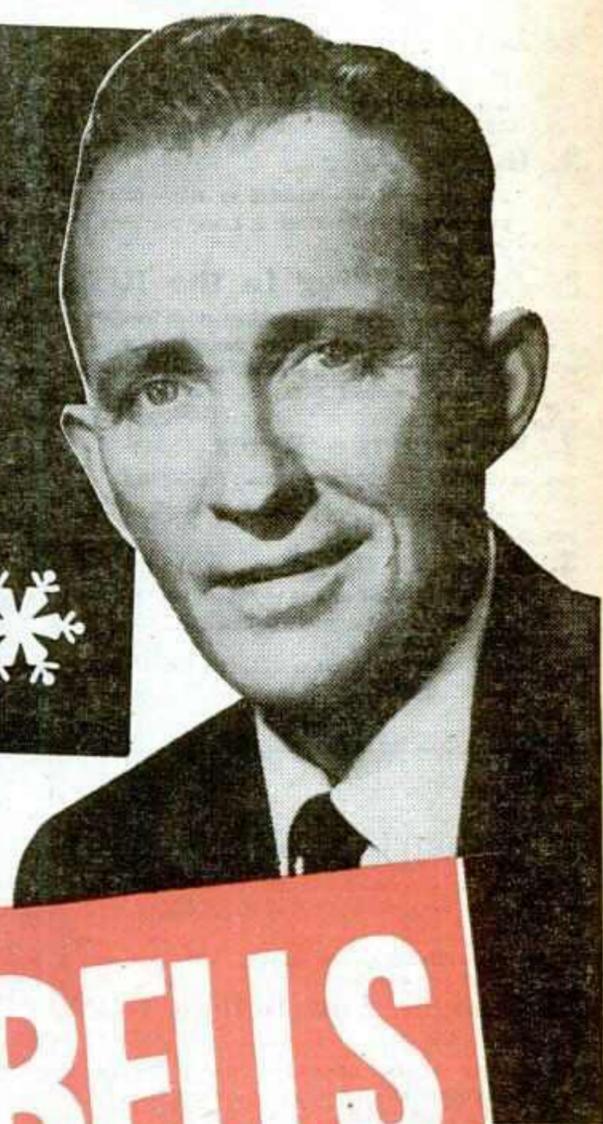
the first label in jazz

**PRESTIGE RECORDS, INC.**  
447 West 50th St., N.Y. 19, N.Y.

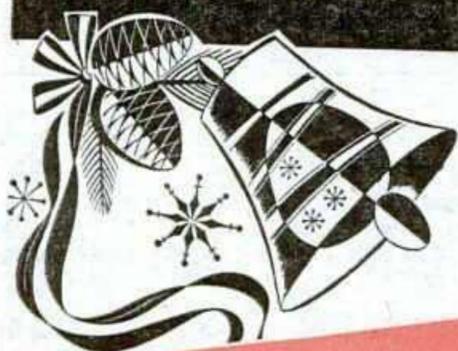
*The message the world is waiting for on one of the greatest records of our time*



# BING CROSBY



sings



# I HEARD THE BELLS ON CHRISTMAS DAY

Words by  
Henry Wadsworth  
Longfellow  
(Adapted)

Music by  
Johnny Marks

DECCA #30126 9-30126

**BILLBOARD**  
Spotlight Pick

**VARIETY**  
Best Bet

**CASH BOX**  
Disk of the Week



**AMERICA'S FASTEST SELLING RECORDS**

**DECCA**  
RECORDS

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending November 14

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Love Me Tender</b>		<b>1 6</b>	<b>6. Don't Be Cruel</b>		<b>4 16</b>
By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643.			By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.		
<b>2. Green Door</b>		<b>2 9</b>	<b>7. Blueberry Hill</b>		<b>9 7</b>
By Davie & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.			By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORD AVAILABLE: L. Armstrong, Decca 24752.		
<b>3. Just Walking in the Rain</b>		<b>3 11</b>	<b>8. Honky Tonk</b>		<b>8 13</b>
By Bragg & Riley—Published by Golden West Melodies (BMI) BEST SELLING RECORD: J. Ray, Col 40729. RECORDS AVAILABLE: J. Killeen, Abbott, 3024; D. Richards-E. Zack, Col 21532; J. Wallace, Mercury 70758.			By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) BEST SELLING RECORD: B. Doggett, King 4950.		
<b>4. Singing the Blues</b>		<b>6 4</b>	<b>9. Cindy, Oh, Cindy</b>		<b>12 6</b>
By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40767; M. Robbins, Col 21545.			By Barron-Long—Published by E. B. Marks (BMI) BEST SELLING RECORDS: V. Martin, Glory 247; E. Fisher, Vic 20-6677.		
<b>5. True Love</b>		<b>5 9</b>	<b>10. Friendly Persuasion</b>		<b>11 10</b>
By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORDS: Bing Crosby-Grace Kelly, Cap 3507; Jane Powell, Verve 2018. RECORDS AVAILABLE: K. Kallen, Dec 29959; M. Whiting, Cap 3473.			By Webster-Tiomkin—Published by Leo Feist (ASCAP) BEST SELLING RECORD: P. Boone, Dot 15490. RECORDS AVAILABLE: L. Busch, Cap 3520; G. Cates, Coral 61702; Four Aces, Dec 30041; M. Legrand, Col 40751; A. Perkins, Epic 9181; D. Rose, M-G-M 12336; Bob Graybo, RKO-Unique 355.		

### Second Ten

<b>11. Canadian Sunset</b>		<b>7 19</b>	<b>16. Two Different Worlds</b>		<b>17 4</b>
By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORDS: H. Winterhalter-E. Heywood, Vic 20-6537; A. Williams, Cadence 1297. RECORDS AVAILABLE: T. Heath, London 1692; M. Lopez, Vic 6678.			By Wayne-Frisch—Published by Princess Music (ASCAP) BEST SELLING RECORD: D. Rondo, Jubilee 5256. RECORDS AVAILABLE: S. Clayton, Coral 61710; D. Haymes, Cap 3565; D. Kallman, Dec 30036; R. Williams-Jane Morgan, Kapp 161.		
<b>12. Tonight You Belong to Me</b>		<b>9 14</b>	<b>16. Rose and a Baby Ruth</b>		<b>24 2</b>
By Billy Rose & Lee David—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55022. RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Lennon Sisters, L. Welk, Coral 61701; Tonettes, Modern 997; Tracy Twins, Reserve.			By Johnny Dee—Published by Bentley (BMI) BEST SELLING RECORD: G. Hamilton IV, ABC-Paramount 9756. RECORDS AVAILABLE: Country Gentlemen, Vic 20-6673; R. Flanagan, Vic 20-6719; E. Fontaine, Dec 30108.		
<b>13. Hey! Jealous Lover</b>		<b>14 4</b>	<b>18. Lay Down Your Arms</b>		<b>16 7</b>
By Kahn-Walker-Twomey—Published by Barton Music (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3552.			By P. Roberts-L. Land-A. Gerhart—Published by Ludlow (BMI) BEST SELLING RECORD: Chordettes, Cadence 1299. RECORDS AVAILABLE: R. Morgan, Dec 30070; A. Sheldon, Col 40759.		
<b>14. Whatever Will Be, Will Be (Que Sera Sera)</b>		<b>13 23</b>	<b>18. Mama From the Train</b>		<b>24 3</b>
By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.			By Irving Gordon—Published by Remick (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70971.		
<b>15. Any Way You Want Me</b>		<b>30 2</b>	<b>18. You'll Never, Never Know</b>		<b>18 5</b>
By Arron Schroeder-Cliff Owens—Published by Ross Jungnickel (ASCAP) BEST SELLING RECORD: E. Presley, Vic 20-6643.			By Miles-Robi-Williams—Published by Personality Music (BMI) BEST SELLING RECORD: Platters, Mercury 70948.		

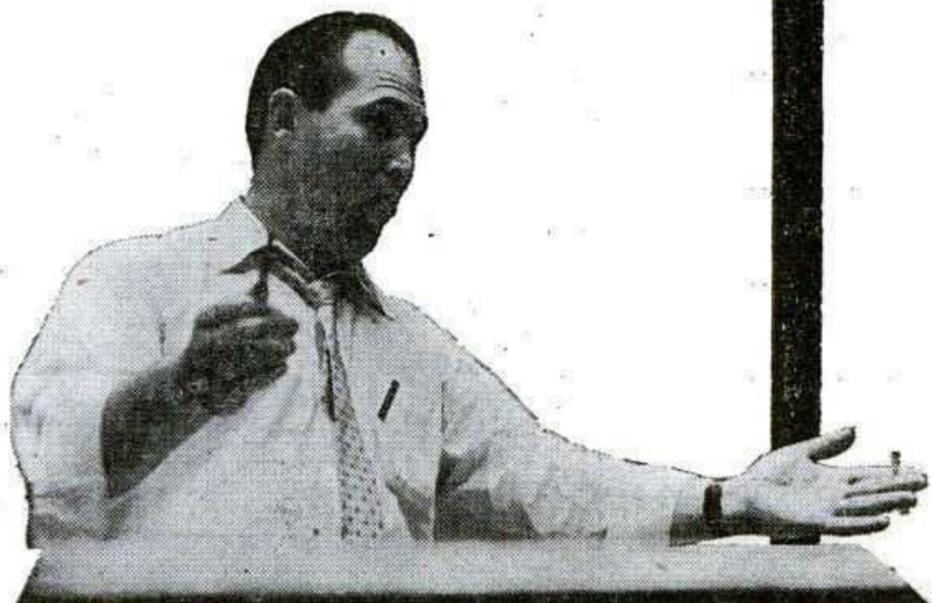
### Third Ten

<b>21. Garden of Eden</b>		<b>20 3</b>	<b>26. I Walk the Line</b>		<b>19 4</b>
By Dennise Norwood—Published by Republic (BMI) RECORD AVAILABLE: J. Valino, Vik 0226.			By J. Cash—Published by Hi-Lo Music (BMI) RECORDS AVAILABLE: C. Bennett, Cap 3564; H. Carmichael, Coral 61717; J. Cash, Sun 241.		
<b>21. Petticoats of Portugal</b>		<b>26 3</b>	<b>27. My Prayer</b>		<b>21 20</b>
By Michael Durso-Mel Mitchell-Muri Kahn—Published by Christopher (BMI) RECORDS AVAILABLE: W. Covington, Dec 30097; C. Giovannini, Bally 1018; P. Prado, Vic 20-6684; B. Vaughn, Dot 15506; D. Jacobs, Coral 61724; F. ZaBach, Mercury 70975.			By Boulanger & Kennedy—Published by Skidmore (ASCAP) RECORDS AVAILABLE: P. Heap, Col 40757; Ink Spots, Dec 29991; M. Lopez, Vic 20-6678; Platters, Mercury 70893.		
<b>23. Night Lights</b>		<b>22 3</b>	<b>27. Autumn Waltz</b>		<b>- 1</b>
By Sammy Gallop-Chester Conn—Published by Bregman, Vocco & Conn (ASCAP) RECORD AVAILABLE: N. (King) Cole, Cap 3551.			By Hilliard-Coleman—Published by Shapiro-Bernstein (ASCAP) RECORD AVAILABLE: T. Bennett, Col 40770		
<b>24. Hound Dog</b>		<b>23 17</b>	<b>27. Love Me</b>		<b>- 1</b>
By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) RECORDS AVAILABLE: F. Bell-Bellboys, Mercury 70919; E. Presley, Vic 20-6604; W. Thornton, Peacock 1612.			By Jerry Leiber-Mike Stoller—Published by Hill & Range (BMI) RECORD AVAILABLE: E. Presley, Vic. *		
<b>25. Mutual Admiration Society</b>		<b>- 1</b>	<b>30. Confidential</b>		<b>- 1</b>
By Matt Dubey-Harold Karr—Published by Chappell (ASCAP) RECORDS AVAILABLE: T. Brewer, Coral 62737; C. Applewhite, M-G-M 12365; E. Arnold-J. P. Morgan, Vic 20-6708.			By Dorindo Morgan—Published by Prestige (ASCAP) RECORDS AVAILABLE: R. Draper, Mercury 70989; B. Johnson, King 4968; S. Knight, Dot 15507.		

\*Not Available as a Pop Single, Available on RCA Victor 45 EPA-992 and in the RCA Victor 33 $\frac{1}{3}$  "Elvis" LPM 1382

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



*the next  
No. 1 instrumental  
in the country*

# Joe Reisman

*plays*

# ARMEN'S THEME

*Joe Reisman's orchestra*

b/w

**I'LL TAKE YOU DANCING**

*Joe Reisman's Orchestra  
and chorus*

20/47-6740

America's favorite speed...  45 RPM

**RCA VICTOR**



### Best Sellers in Stores

For survey week ending November 14

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	on Chart
<b>1. LOVE ME TENDER (BMI)—</b> E. Presley . . . . .	1	6
Any Way You Want Me (BMI)—Vic 20-6643		
<b>2. GREEN DOOR (BMI)—J. Lowe . . . . .</b>	2	9
(The Story of) the Little Man From Chinatown (BMI)—Dot 15486		
<b>3. SINGING THE BLUES (BMI)—</b> G. Mitchell . . . . .	4	4
Crazy With Love (ASCAP)—Col 40769		
<b>4. JUST WALKING IN THE RAIN (BMI)—J. Ray . . . . .</b>	3	12
In the Candlelight (ASCAP)—Col 40729		
<b>5. DON'T BE CRUEL (BMI)—</b> E. Presley . . . . .	5	17
<b>HOUND DOG (BMI)—Vic 20-6604</b>		
<b>6. BLUEBERRY HILL (ASCAP)—</b> F. Domino . . . . .	6	7
Honey Chile (BMI)—Imperial 5407		
<b>7. TRUE LOVE (ASCAP)—</b> B. Crosby-G. Kelly . . . . .	7	8
Well, Did You Evah? (ASCAP)—Cap 3507		
<b>8. HONKY TONK (Parts I &amp; II) (BMI)—</b> B. Doggett . . . . .	8	14
King 4950		
<b>9. FRIENDLY PERSUASION (ASCAP)—</b> P. Boone . . . . .	9	10
Chains of Love (BMI)—Dot 15490		
<b>10. CINDY, OH, CINDY (BMI)—E. Fisher. . . . .</b>	14	4
Around the World (ASCAP)—Vic 20-6677		
<b>11. CANADIAN SUNSET (BMI)—</b> H. Winterhalter . . . . .	10	18
This Is Real (ASCAP)—Vic 20-6537		
<b>12. HEY, JEALOUS LOVER (ASCAP)—</b> F. Sinatra . . . . .	13	4
You Forgot All the Words (BMI)—Cap 3552		
<b>13. CINDY, OH, CINDY (BMI)—</b> V. Martin . . . . .	12	7
Only If I Praise the Lord (BMI)—Glory 247		
<b>14. ROSE AND A BABY RUTH (BMI)—</b> G. Hamilton IV . . . . .	19	2
If You Don't Know (BMI)—ABC-Paramount 9756		
<b>15. TONIGHT YOU BELONG TO ME (ASCAP)—Patience &amp; Prudence. . . . .</b>	11	14
A Smile and a Ribbon (ASCAP)—Liberty 55022		
<b>16. GARDEN OF EDEN (BMI)—J. Valino. . . . .</b>	20	3
Caravan (ASCAP)—Vic 0226		
<b>17. YOU'LL NEVER, NEVER KNOW (BMI)—Platters . . . . .</b>	15	7
It Isn't Right (BMI)—Mercury 70948		
<b>18. I WALK THE LINE (BMI)—J. Cash. . . . .</b>	18	5
Get Rhythm (BMI)—Sun 241		
<b>19. CITY OF ANGELS—Highlights. . . . .</b>	—	2
Listen, My Love—Bally 1016		
<b>20. PRISCILLA (BMI)—E. Cooley. . . . .</b>	22	2
Got a Little Woman (BMI)—Roost 621		
<b>21. ROCK-A-BYE YOUR BABY (ASCAP)—</b> J. Lewis . . . . .	—	1
Come Rain Or Come Shine (ASCAP)—Dec 30124		
<b>22. NIGHT LIGHTS (ASCAP)—</b> Nat (King) Cole . . . . .	23	3
To the Ends of the Earth (BMI)—Cap 3551		
<b>23. MAMA FROM THE TRAIN (ASCAP)—</b> P. Page . . . . .	—	1
Every Time—I Feel His Spirit (BMI)—Mercury 70971		
<b>24. LOVE ME (BMI)—E. Presley. . . . .</b>	—	1
Vic EPA 992		
<b>25. TRUE LOVE (ASCAP)—J. Powell. . . . .</b>	16	8
Mind If I Take Love to You? (ASCAP)—Verve 2018		

### Most Played in Juke Boxes

For survey week ending November 14

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 the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	on Chart
<b>1. GREEN DOOR (BMI)—J. Lowe. . . . .</b>	1	7
(The Story of) The Little Man in Chinatown (BMI)—Dot 15486		
<b>2. LOVE ME TENDER (BMI)—</b> E. Presley . . . . .	4	5
Any Way You Want Me (ASCAP)—Vic 20-6643		
<b>3. JUST WALKING IN THE RAIN (BMI)—J. Ray . . . . .</b>	2	10
In the Candlelight (ASCAP)—Col 40729		
<b>4. DON'T BE CRUEL (BMI)—</b> E. Presley . . . . .	2	16
<b>HOUND DOG (BMI)—Vic 20-6643</b>		
<b>5. HONKY TONK (Parts I &amp; II) (BMI)—</b> B. Doggett . . . . .	5	11
King 4950		
<b>6. BLUEBERRY HILL (ASCAP)—</b> F. Domino . . . . .	6	6
Honey Chile (BMI)—Imperial 5407		
<b>7. SINGING THE BLUES (BMI)—</b> G. Mitchell . . . . .	9	3
Crazy With Love (ASCAP)—Col 40769		
<b>8. CANADIAN SUNSET (BMI)—</b> H. Winterhalter-E. Heywood . . . . .	7	15
This Is Real (ASCAP)—Vic 20-6537		
<b>9. FRIENDLY PERSUASION (ASCAP)—</b> P. Boone . . . . .	8	8
Chains of Love (BMI)—Dot 15490		
<b>10. TONIGHT YOU BELONG TO ME (ASCAP)—Patience &amp; Prudence. . . . .</b>	10	12
A Smile and a Ribbon (ASCAP)—Liberty 55022		
<b>11. TRUE LOVE (ASCAP)—</b> B. Crosby-G. Kelly . . . . .	12	4
Well, Did You Evah? (ASCAP)—Cap 3507		
<b>12. CINDY, OH, CINDY (BMI)—</b> V. Martin . . . . .	15	3
Only If I Praise the Lord (BMI)—Glory 247		
<b>13. YOU'LL NEVER, NEVER KNOW (BMI)—Platters . . . . .</b>	11	7
<b>IT ISN'T RIGHT (BMI)—</b> Mercury 70984		
<b>14. WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day . . . . .</b>	13	18
I Gotta Sing Away These Blues (BMI)—Col 40704		
<b>15. MY PRAYER (ASCAP)—Platters. . . . .</b>	14	19
Heaven on Earth (ASCAP)—Mercury 70893		
<b>16. LAY DOWN YOUR ARMS (BMI)—</b> Chordettes . . . . .	16	6
Teen-Age Goodnight (BMI)—Cadence 1299		
<b>17. CONFIDENTIAL (BMI)—S. Knight. . . . .</b>	—	1
Jail Bird (BMI)—Dot 15507		
<b>18. HEY, JEALOUS LOVER (ASCAP)—</b> F. Sinatra . . . . .	—	1
You Forgot All the Words (BMI)—Cap 3552		
<b>19. CINDY, OH, CINDY (BMI)—E. Fisher. . . . .</b>	17	2
Around the World (ASCAP)—Vic 20-6677		
<b>20. PETTICOATS OF PORTUGAL (BMI)—</b> D. Jacobs . . . . .	—	1
Song of the Vagabonds/Only a Rose (ASCAP)—Coral 61724		

### Best Selling Sheet Music

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

This Week	Last Week	on Chart
<b>1. Love Me Tender (Presley) . . . . .</b>	1	6
<b>2. True Love (Buxton Hill) . . . . .</b>	2	9
<b>3. Just Walking in the Rain (Golden West) . . . . .</b>	7	7
<b>4. Whatever Will Be, Will Be (Que Sera, Sera) (Artists) . . . . .</b>	3	20
<b>5. Tonight You Belong to Me (Mills) . . . . .</b>	4	12
<b>6. Allegheny Moon (Oxford) . . . . .</b>	8	21
<b>7. Green Door (Trinity) . . . . .</b>	9	8
<b>8. Canadian Sunset (Meridian) . . . . .</b>	6	16
<b>9. Friendly Persuasion (Felt) . . . . .</b>	8	4
<b>10. Cindy, Oh, Cindy (E. B. Marks-Bryden) . . . . .</b>	11	3
<b>11. Honky Tonk (Billace) . . . . .</b>	10	8
<b>12. Blueberry Hill (Chappell) . . . . .</b>	—	2
<b>13. Don't Be Cruel (Presley-Shalimar) . . . . .</b>	13	11
<b>14. Two Different Worlds (Spier) . . . . .</b>	15	2
<b>15. Singing the Blues (Acuff-Rose) . . . . .</b>	—	1

### Most Played by Jockeys

For survey week ending November 14

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught 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	on Chart
<b>1. LOVE ME TENDER (BMI)—</b> E. Presley . . . . .	1	6
Any Way You Want Me (BMI)—Vic 20-6643		
<b>2. GREEN DOOR (BMI)—J. Lowe. . . . .</b>	2	9
(The Story of) The Little Man in Chinatown (BMI)—Dot 15486		
<b>3. SINGING THE BLUES (BMI)—</b> G. Mitchell . . . . .	3	4
Crazy With Love (ASCAP)—Col 40769		
<b>4. TRUE LOVE (ASCAP)—</b> B. Crosby-G. Kelly . . . . .	4	8
Well, Did You Evah? (ASCAP)—Cap 3507		
<b>5. JUST WALKING IN THE RAIN (BMI)—J. Ray . . . . .</b>	6	9
In the Candlelight (ASCAP)—Col 40729		
<b>6. HEY, JEALOUS LOVER (ASCAP)—</b> F. Sinatra . . . . .	8	5
You Forget All the Words (BMI)—Cap 3552		
<b>7. FRIENDLY PERSUASION (ASCAP)—</b> P. Boone . . . . .	7	10
Chains of Love (ASCAP)—Dot 15490		
<b>8. DON'T BE CRUEL (BMI)—</b> E. Presley . . . . .	5	16
Hound Dog (BMI)—Vic 20-6604		
<b>9. BLUEBERRY HILL (ASCAP)—</b> F. Domino . . . . .	11	6
Honey Chile (BMI)—Imperial 5407		
<b>10. CANADIAN SUNSET (BMI)—</b> H. Winterhalter-E. Heywood . . . . .	9	18
This Is Real (ASCAP)—Vic 20-6537		
<b>11. TWO DIFFERENT WORLDS (ASCAP)—D. Rondo . . . . .</b>	15	4
He Made You Mine (ASCAP)—Jubilee 5256		
<b>12. CINDY, OH, CINDY (BMI)—</b> V. Martin . . . . .	17	3
Only If I Praise the Lord (BMI)—Glory 247		
<b>13. NIGHT LIGHTS (ASCAP)—</b> Nat (King) Cole . . . . .	13	4
To the Ends of the Earth (BMI)—Cap 3551		
<b>14. ROSE AND A BABY RUTH (BMI)—</b> G. Hamilton IV . . . . .	25	2
If You Don't Know (BMI)—ABC-Paramount 9756		
<b>15. HONKY TONK (Parts I &amp; II)—</b> B. Doggett . . . . .	10	10
King 4950—BMI		
<b>16. CINDY, OH, CINDY (BMI)—</b> E. Fisher . . . . .	12	5
Around the World (ASCAP)—Vic 20-6677		
<b>17. CANADIAN SUNSET (BMI)—</b> A. Williams . . . . .	18	15
High Upon a Mountain (ASCAP)—Cadence 1297		
<b>18. AUTUMN WALTZ (ASCAP)—</b> T. Bennett . . . . .	24	2
Just in Time (ASCAP)—Col 40770		
<b>19. TONIGHT YOU BELONG TO ME (ASCAP)—Patience &amp; Prudence. . . . .</b>	14	14
A Smile and a Ribbon (ASCAP)—Liberty 55022		
<b>20. PETTICOATS OF PORTUGAL (BMI)—</b> D. Jacobs . . . . .	19	3
Song of the Vagabonds/Only a Rose (ASCAP)—Coral 61724		
<b>21. MAMA FROM THE TRAIN (ASCAP)—</b> P. Page . . . . .	23	4
Every Time—I Feel His Spirit (BMI)—Mercury 70971		
<b>22. I CAN'T LOVE YOU ENOUGH (BMI)—L. Baker . . . . .</b>	—	1
Still (BMI)—Atlantic 1104		
<b>23. GARDEN OF EDEN (BMI)—J. Valino. . . . .</b>	22	2
Caravan (ASCAP)—Vic 0226		
<b>24. LAY DOWN YOUR ARMS (BMI)—</b> Chordettes . . . . .	20	3
Teen-Age Goodnight (BMI)—Cadence 1299		
<b>25. TO THE ENDS OF THE EARTH (BMI)—Nat (King) Cole. . . . .</b>	—	1
Night Lights (ASCAP)—Cap 3551		

\* (Not available as a Pop Single; available on RCA Victor 45 EPA-992 and in RCA Victor 33 1/2 "Elvis" LPM 1382)

# TOP Mercury MONEY MAKERS



## Patti Page

### MAMA FROM THE TRAIN

AND  
EVERY TIME  
70971



## The Platters

### IT ISN'T RIGHT

AND  
YOU'LL NEVER  
NEVER KNOW  
70948



## Sil Austin

### SLOW WALK

AND  
WILDWOOD  
70963

## JUST RELEASED AND GOING STRONG



## Georgia Gibbs

### TRA LA LA

AND  
MORNING, NOON  
AND NIGHT  
70998



## Rusty Draper

### CONFIDENTIAL

AND  
TIGER LILY  
70989



## Chuck Miller

### AUCTIONEER

AND  
BABY DOLL  
71001

## BRAND NEW! AVAILABLE THIS WEEK



## Ralph Marterie

Big Instrumental Hit From Europe  
**GUAGLIONE**  
Pronounced WAHL-YONE

AND  
CARLA  
Ralph Marterie Theme  
71007



## David Carroll

### YEARNING

AND  
**ARMEN'S THEME**  
71000



## Louis Jordan

### BIG BESS

AND  
CAT SCRATCHIN'  
70993

**A WILD WEIRDIE!**

**SCREAMIN'  
JAY HAWKINS**

rocks, rolls  
grunts, groans,  
shouts, screams

**II  
PUT  
A  
SPELL  
ON YOU**



**D.J.'s-**

Be brave . . .  
Put a spell on your fans . . .  
Tie up your switchboard\* . . .  
Get on this hit . . .

\*It happened in New York, Chicago, Philly and Hartford! If you get fired, we'll get you a job.

b/w

**LITTLE DEMON**

Okeh 7072 & 4-7072

A Billboard R&B Best Buy  
"POPPIN' AS A POP HIT!"

**Okeh** records—in screamin' hi-fi—

**THE TOP 100**

For survey week ending November 14

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.

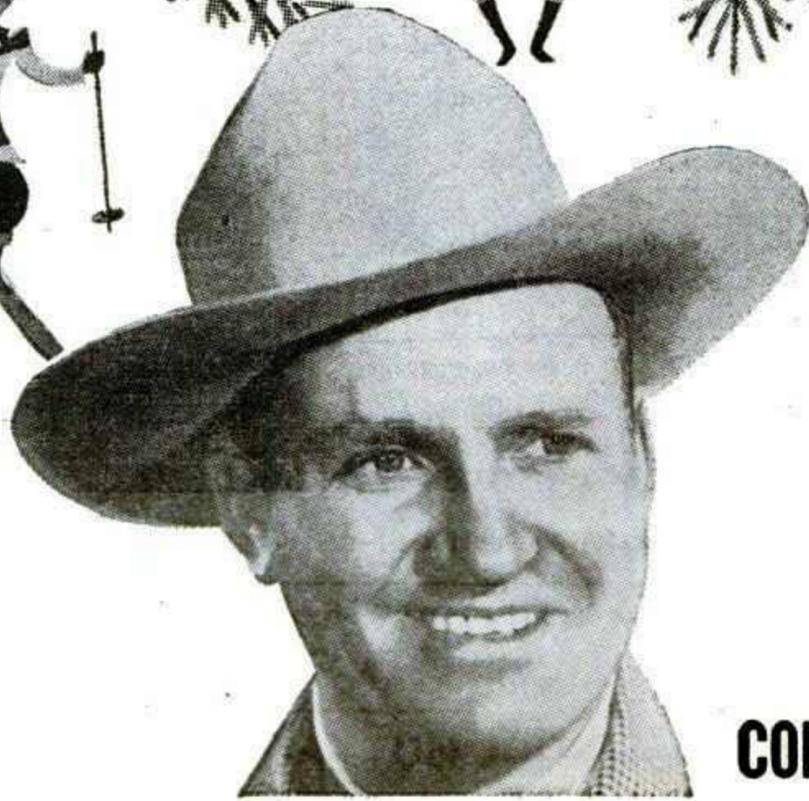
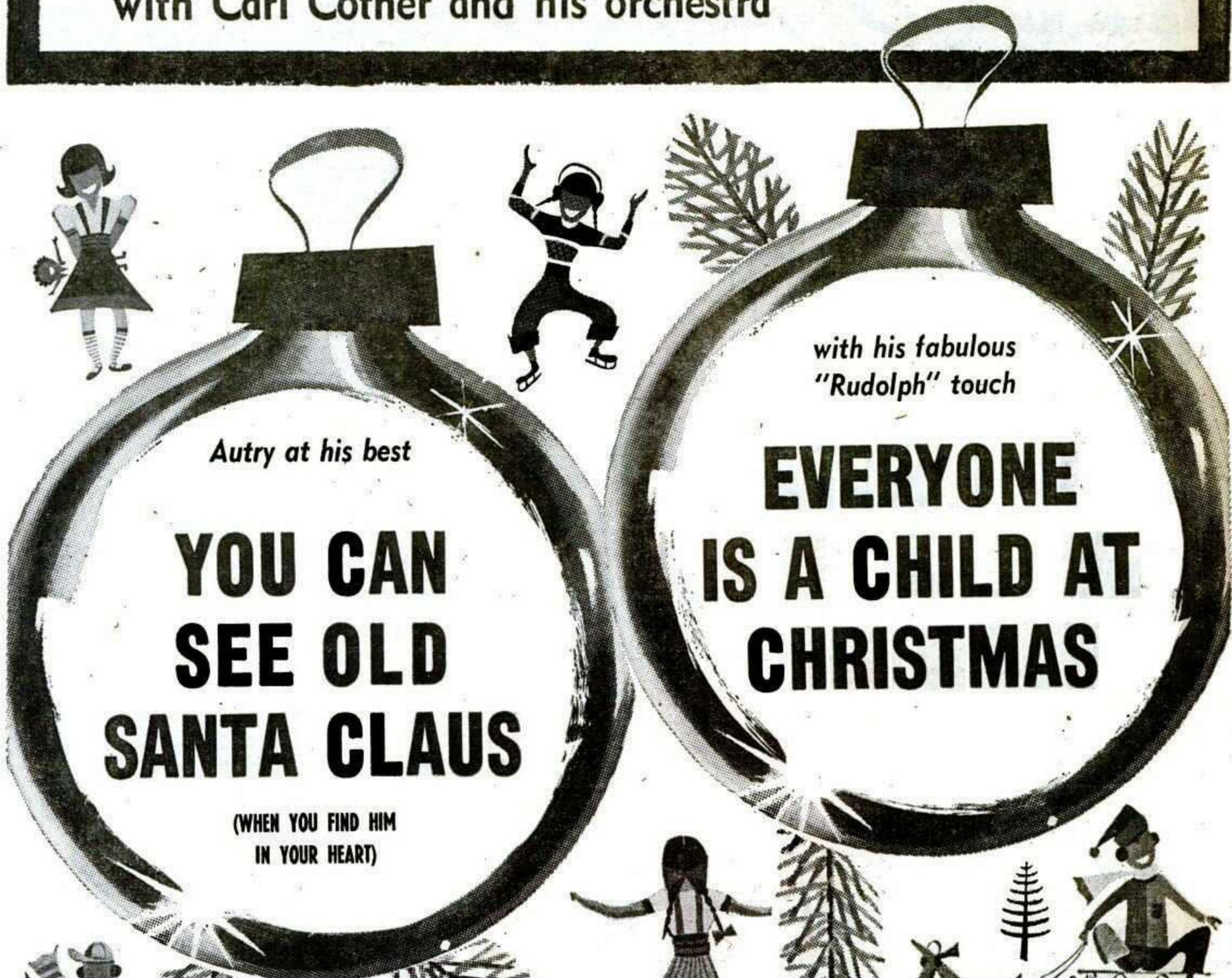
Pos.	Song, Artist, Label	Last Week
1.	LOVE ME TENDER—E. Presley, Victor	1
2.	GREEN DOOR—J. Lowe, Dot	1
3.	JUST WALKING IN THE RAIN—J. Ray, Columbia	3
4.	SINGING THE BLUES—G. Mitchell, Columbia	5
5.	DON'T BE CRUEL—E. Presley, Victor	4
6.	BLUEBERRY HILL—F. Domino, Imperial	7
7.	TRUE LOVE—Bing Crosby-G. Kelly, Capitol	6
8.	FRIENDLY PERSUASION—P. Boone, Dot	10
9.	HONKY TONK—B. Doggett, King	7
10.	CANADIAN SUNSET—E. Heywood-H. Winterhalter, Victor	9
11.	HEY, JEALOUS LOVER—F. Sinatra, Capitol	15
12.	CINDY, OH, CINDY—V. Martin, Glory	12
13.	TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty	11
14.	CINDY, OH, CINDY—E. Fisher, Victor	12
15.	ROSE AND A BABY RUTH—G. Hamilton IV, ABC-Paramount	28
16.	YOU'LL NEVER NEVER KNOW—Platters, Mercury	18
17.	MAMA FROM THE TRAIN—P. Page, Mercury	24
18.	GARDEN OF EDEN—J. Valino, Vik	22
19.	HOUND DOG—E. Presley, Victor	19
19.	LAY DOWN YOUR ARMS—Chordettes, Cadence	16
21.	PETTICOATS OF PORTUGAL—D. Jacobs, Coral	27
22.	NIGHT LIGHTS—Nat (King) Cole, Capitol	29
23.	I WALK THE LINE—J. Cash, Sun	19
24.	TWO DIFFERENT WORLDS—D. Rondo, Jubilee	19
25.	WHATEVER WILL BE, WILL BE—Doris Day, Columbia	14
26.	MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral	36
27.	CANADIAN SUNSET—A. Williams, Cadence	17
28.	TONIGHT YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral	23
29.	JAMAICA FAREWELL—H. Belafonte, Victor	42
30.	CITY OF ANGELS—Highlights, Bally	44
31.	CONFIDENTIAL—S. Knight, Dot	46
32.	FOOL—S. Clark, Dot	46
32.	IT ISN'T RIGHT—Platters, Mercury	25
34.	RUDY'S ROCK—B. Haley, Decca	43
35.	ANY WAY YOU WANT ME—E. Presley, Victor	33
36.	SOFT SUMMER BREEZE—E. Heywood, Mercury	34
37.	PRISCILLA—E. Cooley, Roost	45
37.	SINGING THE BLUES—M. Robbins, Columbia	86
39.	SLOW WALK—S. Austin, Mercury	48
39.	TO THE ENDS OF THE EARTH—Nat (King) Cole, Capitol	43
41.	LOVE ME—E. Presley, Victor	84
42.	MIRACLE OF LOVE—F. Rodgers, Columbia	41
43.	TRUE LOVE—J. Powell, Verve	30
44.	AFTER THE LIGHTS GO DOWN LOW—A. Hibbler, Decca	40
45.	TEEN-AGE GOODNIGHT—Chordettes, Cadence	57
46.	IN THE MIDDLE OF THE HOUSE—R. Draper, Mercury	49
46.	YOU DON'T KNOW ME—J. Vale, Columbia	35
48.	MY PRAYER—Platters, Mercury	25
49.	SINCE I MET YOU, BABY—I. J. Hunter, Atlantic	84
50.	OUT OF SIGHT, OUT OF MIND—Five Keys, Capitol	32
51.	MOONLIGHT LOVE—P. Como, Victor	50
52.	AUTUMN WALTZ—T. Bennett, Columbia	65
53.	STAR YOU WISHED UPON LAST NIGHT—G. MacKenzie, Vik	56
54.	IN THE STILL OF THE NIGHT—Satins, Ember	31
55.	FRIENDLY PERSUASION—Four Aces, Decca	61
56.	LET THE GOOD TIMES ROLL—Shirley & Lee, Ataddin	38
57.	CHAINS OF LOVE—P. Boone, Dot	59
58.	SLOW WALK—B. Doggett, King	—
59.	ALLEGHENY MOON—P. Page, Mercury	39
60.	ON LONDON BRIDGE—J. Stafford, Columbia	—
61.	EV'RYDAY OF MY LIFE—McGuire Sisters, Coral	37
62.	FIRST BORN—Tennessee Ernie, Capitol	53
63.	ROCK-A-BYE YOUR BABY—J. Lewis, Decca	—
64.	I CAN'T LOVE YOU ENOUGH—L. Baker, Atlantic	58
64.	JULIE—Doris Day, Columbia	94
66.	I DREAMED—B. Johnson, Bally	—
66.	NEW YORK'S MY HOME—S. Davis Jr., Decca	71
68.	JUST IN TIME—T. Bennett, Columbia	59
68.	I WOULDN'T KNOW WHERE TO BEGIN—E. Arnold, Victor	—
70.	ST. THERESE OF THE ROSES—B. Ward, Decca	73
71.	SEE-SAW—Moonglows, Chess	81
72.	TWO DIFFERENT WORLDS—R. Williams & J. Morgan, Kapp	62
73.	CHINCHERINCHEE—P. Como, Victor	69
74.	BLUEBERRY HILL—L. Armstrong, Decca	50
75.	MARRIED I CAN ALWAYS GET—T. King, Victor	83
76.	IT'S YOURS—De Castro Sisters—Victor	94
76.	SONG FOR A SUMMER NIGHT—M. Miller, Columbia	77
76.	WHEN THE WHITE LILACS BLOOM AGAIN—H. Zacharias, Decca	50
79.	I SAW ESAU—Ames Brothers, Victor	—
80.	HAPPINESS STREET—G. Gibbs, Mercury	65
80.	CONFESSION OF A SINNER—Stylers, Jubilee	—
82.	TONIGHT YOU BELONG TO ME—K. Chandler & J. Wakely, Decca	91
83.	AUCTIONEER—L. Van Dyke, Dot	—
84.	EARTHBOUND—S. Davis Jr., Decca	88
84.	FAITHFUL HUSSAR—T. Heath, London	75
86.	HOUSE WITH LOVE IN IT—Four Lads, Columbia	71
87.	EVERY TIME—I FEEL HIS SPIRIT—P. Page, Mercury	—
87.	IT HAPPENED AGAIN—S. Vaughan, Mercury	87
87.	STILL—Fontane Sisters, Dot	—
87.	SADIE'S SHAWL—B. Sharples, London	75
87.	SEE-SAW—D. Cornell, Coral	74
92.	THAT'S ALL THERE IS TO THAT—Nat (King) Cole, Capitol	—
93.	BLUE MOON—E. Presley, Victor	92
98.	NAMELY YOU—D. Cherry, Columbia	—
95.	CRAZY WITH LOVE—T. Brewer, Coral	—
96.	IN THE MIDDLE OF THE HOUSE—V. Monroe, Victor	85
97.	PLEASE DON'T LEAVE ME—Fontane Sisters, Dot	—
98.	I MISS YOU SO—C. Connor, Atlantic	—
99.	GIANT—L. Baxter, Capitol	—
99.	ITALIAN THEME—C. Stapleton, London	90

**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.

# GENE AUTRY

with Carl Cotner and his orchestra



POP SERIES  
 40790  
 4-40790

CHILDREN'S SERIES  
 J-293  
 J-4-293

COLUMBIA  RECORDS

# HOT DISKS FROM M-G-M Records

**JONI JAMES**  
**TO YOU I GIVE MY HEART**  
 and  
**DANNY BOY**

MGM 12369 • K12369

**DAVID ROSE & His Orch.**

**HOLIDAY FOR TROMBONES**  
 and  
**MIDNIGHT ON THE CLIFFS**

(From film, "Julie")

MGM 12376 • K12376

**CONNIE FRANCIS**

**LITTLE BLUE WREN** I NEVER HAD A SWEETHEART

(Both from Alan Freed picture, "Rock, Rock, Rock")

MGM 12375 • K12375

**THE NATURALS**

**'ERBERT** FEELING FOOLISH IN BRAZIL

MGM 12374 • K12374

This Season's Big Christmas Hit

**BARRY GORDON** sings

**I LIKE CHRISTMAS**  
 (I LIKE IT! I LIKE IT!)  
 b/w  
**ZOOMAH, THE SANTA CLAUS FROM MARS**

Orchestra and Chorus Conducted by

**ART MOONEY**

MGM 12367 • K12367

**ART MOONEY & His Orch.**

**GIANT** and  
**ROCK AND ROLL TUMBLEWEED**

MGM 12320 • K12320

**BETTY MADIGAN**

**HOLD ME AGAIN LOVE** and  
**TAKE MINE**

MGM 12366 • K12366

**ROGER COLEMAN**

**IN HAMBURG WHEN NIGHTS ARE LONG** and  
**ONE MORE KISS**

MGM 12380 • K12380

## New Christmas Albums

### MERRY CHRISTMAS FROM JONI



**JONI JAMES**

E3468 • X1399 X1400 • X1401

### A MERRY CHRISTMAS TO YOU



**DAVID ROSE & His Orch.**

E3469

### HERE WE COME A-CAROLING



**THE RAY CHARLES SINGERS**

E3467

### THE MAGIC OF CHRISTMAS



**LEROY HOLMES & His Orch. & Mary Mayo**

X3452 • X1373 X1374 • X1375

### AN OLD-FASHIONED CHRISTMAS



**RICHARD ELLSASSER**

E3475

### SEASONAL BEST SELLER

#### A CHRISTMAS CAROL



**LIONEL BARRYMORE**

E3222 • X16

## Territorial Best Sellers

For survey week ending November 14

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

### Atlanta

1. Love Me Tender, E. Presley, Vic.
2. Canadian Sunset
3. Green Door, J. Lowe, Dot
4. Cindy, Oh, Cindy, E. Fisher, Vic.
5. True Love, B. Crosby-G. Kelly, Cap.
6. Singing the Blues, G. Mitchell, Col.
7. Moonlight Love, P. Como, Vic.
8. Mutual Admiration Society
9. Tonight You Belong to Me

### Baltimore

1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Just Walking in the Rain, J. Ray, Col.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Rose and a Baby Ruth
6. Green Door, J. Lowe, Dot
7. Blueberry Hill, F. Domino, Imp.
8. Cindy, Oh, Cindy, V. Martin, Gly.
9. Friscilla, E. Cooley, Rst.
10. Rock-a-Bye Your Baby, J. Lewis, Dec.

### Boston

1. Love Me Tender, E. Presley, Vic.
2. True Love, B. Crosby-G. Kelly, Cap.
3. Rose and a Baby Ruth
4. Hey, Jealous Lover, F. Sinatra, Cap.
5. Singing the Blues, G. Mitchell, Col.
6. Petticoats of Portugal, D. Jacobs, Cor.
7. Friendly Persuasion, P. Boone, Dot
8. Honky Tonk, B. Doggett, Kng.
9. Blueberry Hill, F. Domino, Imp.
10. Let the Good Times Roll

### Buffalo

1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. Petticoats of Portugal, D. Jacobs, Cor.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Friendly Persuasion, P. Boone, Dot

### Chicago

1. Green Door, J. Lowe, Dot
2. Love Me Tender, E. Presley, Vic.
3. Just Walking in the Rain, J. Ray, Col.
4. Singing the Blues, G. Mitchell, Col.
5. Cindy, Oh, Cindy, V. Martin, Gly.
6. City of Angels, Highlights, Bly.
7. Blueberry Hill, F. Domino, Imp.
8. Honky Tonk, B. Doggett, Kng.
9. True Love, J. Powell, Vrv.
10. Don't Be Cruel, E. Presley, Vic.

### Cincinnati

1. Green Door, J. Lowe, Dot
2. Love Me Tender, E. Presley, Vic.
3. Singing the Blues, G. Mitchell, Col.
4. Just Walking in the Rain, J. Ray, Col.
5. Blueberry Hill, F. Domino, Imp.
6. Friendly Persuasion, P. Boone, Dot
7. Don't Be Cruel, E. Presley, Vic.
8. True Love, B. Crosby-G. Kelly, Cap.
9. Garden of Eden, J. Valino, Vik.
10. Canadian Sunset

### Cleveland

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Friendly Persuasion, P. Boone, Dot
5. Blueberry Hill, F. Domino, Imp.
6. Cindy, Oh, Cindy, V. Martin, Gly.
7. Just Walking in the Rain, J. Ray, Col.
8. Two Different Worlds, D. Rondo, Jub.
9. Petticoats of Portugal, D. Jacobs, Cor.

### Dallas-Fort Worth

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

### Denver

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. Singing the Blues, G. Mitchell, Col.
6. True Love, B. Crosby-G. Kelly, Cap.
7. Cindy, Oh, Cindy, E. Fisher, Vic.
8. Tonight You Belong to Me

### Detroit

1. Singing the Blues, G. Mitchell, Col.
2. Green Door, J. Lowe, Dot
3. Blueberry Hill, F. Domino, Imp.
4. Friscilla, E. Cooley, Rst.
5. Love Me Tender, E. Presley, Vic.
6. True Love, B. Crosby-G. Kelly, Cap.
7. Slow Walk, S. Austin, Mer.
8. Friendly Persuasion, P. Boone, Dot
9. Let the Good Times Roll
10. Night Lights, Nat (King) Cole, Cap.

### Kansas City

1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Blueberry Hill, F. Domino, Imp.

4. Green Door, J. Lowe, Dot
5. Rudy's Rock, B. Haley, Dec.
6. Garden of Eden, J. Valino, Vik.
7. Hey, Jealous Lover, F. Sinatra, Cap.
8. Honky Tonk, B. Doggett, Kng.
9. Don't Be Cruel, E. Presley, Vic.
10. City of Angels, Highlights, Bly.

### Los Angeles

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

### Milwaukee

1. Singing the Blues, G. Mitchell, Col.
2. True Love, B. Crosby-G. Kelly, Cap.
3. Love Me Tender, E. Presley, Vic.
4. Cindy, Oh, Cindy, V. Martin, Gly.
5. Green Door, J. Lowe, Dot
6. Honky Tonk, B. Doggett, Kng.
7. Hey, Jealous Lover, F. Sinatra, Cap.
8. I Walk the Line, J. Cash, Sun

### Minneapolis-St. Paul

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. True Love, B. Crosby-G. Kelly, Cap.
4. Cindy, Oh, Cindy, V. Martin, Gly.
5. Garden of Eden, J. Valino, Vik.
6. Green Door, J. Lowe, Dot
7. True Love, J. Powell, Vrv.
8. Blueberry Hill, F. Domino, Imp.
9. Cindy, Oh, Cindy, V. Martin, Gly.
10. Honky Tonk, B. Doggett, Kng.

### New Orleans

1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. Singing the Blues, G. Mitchell, Col.
4. Blueberry Hill, F. Domino, Imp.
5. Hey, Jealous Lover, F. Sinatra, Cap.
6. You'll Never, Never Know
7. Cindy, Oh, Cindy, E. Fisher, Vic.
8. Don't Be Cruel, E. Presley, Vic.
9. Just Walking in the Rain, J. Ray, Col.
10. Night Lights, Nat (King) Cole, Cap.

### New York

1. Love Me Tender, E. Presley, Vic.
2. True Love, B. Crosby-G. Kelly, Cap.
3. Hound Dog, E. Presley, Vic.
4. Green Door, J. Lowe, Dot
5. Just Walking in the Rain, J. Ray, Col.
6. Don't Be Cruel, E. Presley, Vic.
7. Whatever Will Be, Will Be
8. Canadian Sunset
9. Friendly Persuasion, P. Boone, Dot
10. Cindy, Oh, Cindy, V. Martin, Gly.

### Philadelphia

1. Love Me Tender, E. Presley, Vic.
2. Just Walking in the Rain, J. Ray, Col.
3. Don't Be Cruel, E. Presley, Vic.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Green Door, J. Lowe, Dot
6. Tonight You Belong to Me
7. Cindy, Oh, Cindy, E. Fisher, Vic.
8. Friendly Persuasion, P. Boone, Dot
9. Blueberry Hill, F. Domino, Imp.

### Pittsburgh

1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Rose and a Baby Ruth
4. Honky Tonk, B. Doggett, Kng.
5. Blueberry Hill, F. Domino, Imp.
6. Thousand Miles Away, Heartaches, Hul.
7. Hound Dog, E. Presley, Vic.
8. It Isn't Right, Platters, Mer.
9. Slow Walk, S. Austin, Mer.

### St. Louis

1. Green Door, J. Lowe, Dot
2. Singing the Blues, G. Mitchell, Col.
3. Hey, Jealous Lover, F. Sinatra, Cap.
4. Just Walking in the Rain, J. Ray, Col.
5. Love Me Tender, E. Presley, Vic.
6. Two Different Worlds, D. Rondo, Jub.
7. Cindy, Oh, Cindy, V. Martin, Gly.
8. Confidential, S. Knight, Dot
9. Don't Be Cruel, E. Presley, Vic.
10. Friendly Persuasion, P. Boone, Dot

### San Francisco

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. Canadian Sunset
6. True Love, B. Crosby-G. Kelly, Cap.
7. Tonight You Belong to Me
8. Honky Tonk, B. Doggett, Kng.
9. Cindy, Oh, Cindy, E. Fisher, Vic.
10. Friendly Persuasion, P. Boone, Dot

(Continued on page 42)

# SMASH SLEEPER!

Stuart Hamblen's Orchestra

**DESERT SUNRISE**

**THE WHISTLER'S DREAM**

20/47-6714

# SMASH DUET!

Jaye P. Morgan and Eddy Arnold

**IF'N**

**MUTUAL ADMIRATION SOCIETY**

(from the Broadway production "Happy Hunting")

20/47-6708

# SMASH INSTRUMENTAL!

Hugo Winterhalter's Orchestra and Chorus

**BOULEVARD OF LOVE**

**ALL THAT I ASK IS LOVE**

20/47-6701

Your customers hear these New Orthophonic High Fidelity recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola" •

America's favorite speed...  45 RPM

**RCA VICTOR**



# 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. Mutual Admiration Society . . . . *Teresa Brewer*  
(ASCAP) Coral 61737
2. Two Different Worlds . . . . . *Don Rondo*  
(ASCAP) Jubilee 5256
3. Jamaica Farewell . . . . . *Harry Belafonte*  
(ASCAP) RCA Victor 6663
4. Slow Walk . . . . . *Sil Austin*  
(BMI) Mercury 70963
5. Singing the Blues . . . . . *Marty Robbins*  
(BMI) Columbia 21545
6. Petticoats of Portugal . . . . . *Dick Jacobs*  
(BMI) Coral 61724
7. Since I Met You, Baby . . . . *Ivory Joe Hunter*  
(BMI) Atlantic 1111
8. Slow Walk . . . . . *Bill Doggett*  
(BMI) King 5000
9. The Star You Wished Upon Last Night  
..... *Gisele MacKenzie*  
(ASCAP) Vik 0233
10. Written on the Wind . . . . . *Four Aces*  
(ASCAP) Decca 30123

### 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.

- THE STAR YOU WISHED UPON LAST NIGHT** (Robbins, ASCAP)—*Gisele MacKenzie*—Vik 0233—This disk has been going along nicely from time of release. However, within the past 10 days, it has been picking up terrific momentum and is starting to shape up as a "dangerous" record. In other words, very good chart potential. The reports of fine sales are pretty evenly spread over the whole country. The flip ("It's Delightful to Be Married," E. B. Marks, ASCAP) is also enjoying brisk action in several important cities.
- WRITTEN ON THE WIND** (Northern, ASCAP)—*Four Aces*—Decca 30123—Boston, Providence, Philadelphia, Baltimore, Buffalo, St. Louis, Milwaukee, and Cincinnati are among the cities that have returned good to strong volume reports on the Aces' latest issue. At this stage it looks as if this one will go a long way. Some reports are coming in on the flip ("Someone to Love," Audubon, ASCAP) also. A previous Billboard "Spotlight" pick.
- I DREAMED** (Trinity, BMI)—*Betty Johnson*—Bally 1020—Miss Johnson is enjoying her fastest breaking record here to date. It's been available only two weeks or less in most areas, but reported taking off in a majority of areas surveyed. Middle Western reports were especially good, but she is also selling in Boston, Philadelphia, and Baltimore. Flip is "If It's Wrong to Love You" (Peer, BMI).
- SLOW WALK** (Norbay, BMI)—*Bill Doggett* — King 5000 — See this week's Rhythm and Blues "Best Buys."

## • Review Spotlight on . . .

### POP RECORDS

- DORIS DAY** . . . . Columbia 40798 . . . . . **THE PARTY'S OVER**  
(Stratford, ASCAP)  
Thrush Day takes a lovely ballad from the new musical "Bells Are Ringing" and gives it the warm, intimate touches that characterized her "Secret Love" smash. An extremely smart production that will fracture the jocks and win their undying support. Flip is a cute rhythm bit, "What'ya Put in That Kiss" (Daywin, BMI).
- FRANKIE LAINE** . . . . Columbia 30780 . . . . . **MOONLIGHT GAMBLER**  
(E. H. Morris, ASCAP)  
An unusual piece of material, a saga with a Western beat that's persistent and contagious. Laine's handling of the lyrics makes for a most effective portrayal. - The flip is "Lotus Land," an exotic, perfume-y opus that places the load squarely on the flip (Jungnickel, ASCAP).
- FRANKIE LYMON AND THE TEEN-AGERS** . . . . . **BABY, BABY**  
(Kahl and ADT, BMI)  
**I'M NOT A JUVENILE DELINQUENT** . . . . . (Kahl and ADT, BMI)  
See Spotlight Review in Rhythm and Blues section.
- SYLVIA SIMS** . . . . Decca 30143 . . . . . **DANCING CHANDELIER**  
(Shapiro-Bernstein, ASCAP)  
The tempo and arrangement are similar to the thrush's great "I Could Have Danced All Night" click. Thrush's deejay fans will go for this and that push could kick it off. Flip is "Each Day," a sock new version of a well-known spiritual (Monument, BMI).
- LITTLE RICHARD** . . . . Specialty 591 . . . . . **ALL AROUND THE WORLD**  
(Venice, BMI)  
**THE GIRL CAN'T HELP IT** . . . . . (Robbins, ASCAP)  
See Spotlight Review in Rhythm and Blues section.
- FIVE KEYS** . . . . Capitol 3597 . . . . . **WISDOM OF A FOOL**  
(Planetary, ASCAP)  
Group stands a good chance to make it in both pop and r.&b. markets with this one. Tune is a slow ballad with a philosophical message, intoned with great feeling and solid harmony. Flipside is a rhythm novelty with strong rock and roll pulse; "Now Don't That Prove I Love You" (ABC, ASCAP).
- EILEEN RODGERS** . . . . Columbia 40791 . . . . . **GIVE ME**  
(Valyr, ASCAP)  
The young thrush's second record looks to repeat her "Miracle of Love" tally and follows a similar pattern. Cal appeals in robust tones, backed by rock and roll figures that pack teen-age bait. Backing won't hurt. . . . It's a ballad, "I Wish I Didn't Have to Dream So Far" (Music of Today, BMI).

### POP DISK JOCKEY PROGRAMMING

- HENRI RENE ORK** . . . . RCA Victor 6728 . . . . . **THE LITTLE WHITE HORSE**  
(Anvil, ASCAP)  
**LOVE ME TENDER** . . . . . (Presley, BMI)  
Orkster Rene hits the right contagious tempo and rhythm for the first-named novelty tone-poem to provide fodder for many light, bright program slots. Flipside is an instrumental version of the Presley hit, exceedingly lovely as done here, and likely to appeal to many oldsters who don't cotton to the teeners' idol. A classy coupling.

### POP TALENT

- MARK MURPHY** . . . . Decca 30101 . . . . . **FASCINATING RHYTHM**  
(New World, ASCAP)  
**EXACTLY LIKE YOU** . . . . . (Shapiro-Bernstein, ASCAP)  
This is one of the smartest, most unusual disks and talents to appear in many weeks. Murphy sings with a modern jazz feeling, and like an instrument, weaving into two swiny arrangements by Ralph Burns. His unorthodox phrasing and sophisticated manner will register especially with hip deejays.

## Reviews and Ratings \* \*

- VIC DAMONE**  
**One Little Boy** . . . . . 85  
COLUMBIA 40783 — Singer gives top projection to something of a musical soliloquy from forthcoming TV production, "The Stingiest Man in Town." Camarata and ork again supply canny backing. This one can easily take off and dealers should be alert. (Harms, ASCAP)
- When My Love Smiles** . . . . 80  
Finely delivered love ballad with undercurrent Latin beat. Fine sound here, too, with Dave Terry and ork giving hefty assistance. Another side to be watched. (Bourne, ASCAP)
- BILLY WILLIAMS QUARTET**  
**Follow Me** . . . . . 83  
CORAL 61751—A beautiful ballad with religious touches that has started to take off in a version by the Four Esquires. This powerful reading will be a strong contender for the big money, and will have to be watched. (Greta, BMI)
- Stormy** . . . . 80  
Territorial action has been good on the Prophets' version of this tune. Williams has come up with a strong, rather melodramatic interpretation that could find favor with pop and r.&b. fans who haven't picked up on the original. (Winlyn, ASCAP)
- CARMEN McRAE**  
**The Party's Over** . . . . . 82  
DECCA 30112 — Lovely ballad from "Bells Are Ringing" is the vehicle for one of Miss McRae's top efforts to date. Unfortunately, she has heavy competition to buck in the Doris Day version. (Stratford, ASCAP)
- I'm a Dreamer, Aren't We All?** . . . . 73  
Thrush does a classy job on the fine standard. Jocks will like it, and it should eventually fill an album slot. (DeSylva, Brown & Henderson, ASCAP)

(Continued on page 44)

# INTRODUCING NEW Mercury ARTISTS



## Felicia Sanders

BREAK IT TO ME GENTLY  
AND  
WHAT DO YOU WANNA DO TONIGHT?  
70994

## Vivian Blaine

(VOCAL)

IF PROMISES WERE MADE OF GOLD  
AND  
PAPER ROSES  
70995



## Pete Rugolo

AND HIS HOLLYWOOD ALL-STARS

INSTRUMENTAL SNOWFALL  
AND  
LATER TEAM  
71004



## Jimmy Randolph

(VOCAL)

THE LITTLE BOY  
AND  
FALLEN ANGEL  
71006

## Steve Schickel

LEAVE MY SIDE BURNS BE  
AND  
CRY-BABY BOOGIE  
70999



## Lou Stein

HONKY TONK PIANO  
PEG O' MY HEART  
AND  
OH JOHNNY,  
OH JOHNNY, OH  
71005

## Don Johnston

A REAL VOCAL "ROCKER"  
BORN TO LOVE ONE WOMAN  
AND  
HOW MANY  
70991

## June Perry

A BEAUTIFUL "NEW" VOICE  
IN YOUR ARMS  
AND  
SOMETHING TELLS ME  
70990

## Carol Hughes

14 YEAR OLD SINGING SENSATION  
FANCY DANCE  
AND  
MINE ALL MINE  
70986

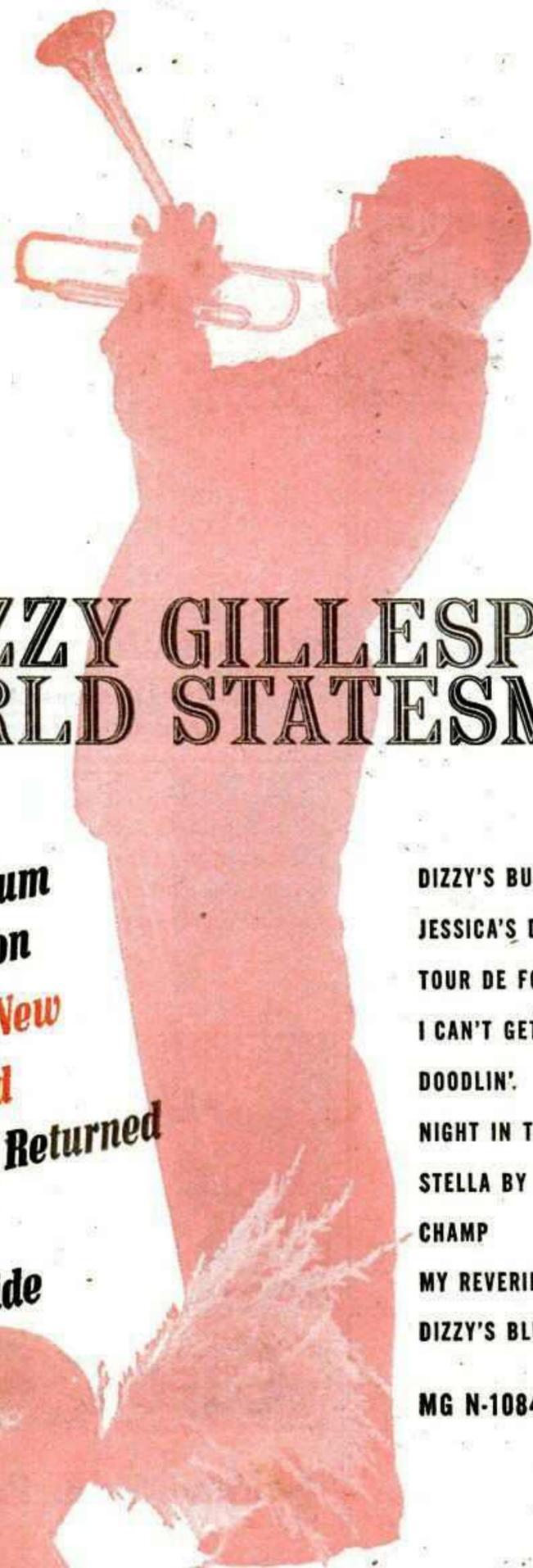


## EARLSTON FORD

SINGING A NEW SMASH!  
PLEASE OPEN YOUR HEART  
AND  
HE MADE US ALL  
70984



CHICAGO 1, ILLINOIS



# DIZZY GILLESPIE WORLD STATESMAN

**First Album  
Release on  
Dizzy's New  
Big Band  
Recently Returned  
from  
World-Wide  
Tour**

- DIZZY'S BUSINESS
- JESSICA'S DAY
- TOUR DE FORCE
- I CAN'T GET STARTED
- DOODLIN'
- NIGHT IN TUNISIA
- STELLA BY STARLIGHT
- CHAMP
- MY REVERIE
- DIZZY'S BLUES
- MG N-1084

**DOODLIN' B/W DIZZY'S BLUES**  
**DIZZY GILLESPIE BIG BAND**

N-154 N-154X45

**also DIZZY GILLESPIE - JAZZ RECITAL**  
MG N-1083

- SUGAR HIPS
- HEY PETE  
*vocal by Dizzy Gillespie*
- MONEY HONEY  
*vocal by Dizzy Gillespie*
- BLUE MOOD
- RAILS
- DEVIL AND THE FISH
- RUMBOLA
- SEEMS LIKE YOU JUST DON'T CARE  
*vocal by Herb Lance*
- TAKING A CHANCE ON LOVE  
*vocal by Toni Harper*
- PLAY ME THE BLUES  
*vocal by Toni Harper*

**NORGRAN RECORDS**

451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

**• 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**

- Armen's Theme (R)—Bourne—ASCAP
- Around the World (R)—Young—ASCAP
- Autumn Waltz (R)—Remick—ASCAP
- Baby Doll (R) (F)—Remick—ASCAP
- Blueberry Hill (R)—Chappell—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Cindy, Oh, Cindy (R)—E. B. Marks-Bryden—BMI
- Everyone Needs Someone (R)—B. F. Woods—ASCAP
- Friendly Persuasion (R) (F)—Feist—ASCAP
- Gonna Get Along Without You Now (R)—Kellem—ASCAP
- Hey, Jealous Lover (R)—Barton—ASCAP
- Just in Time (R)—Stratford—ASCAP
- Just Walking in the Rain (R)—Golden West—BMI
- Love Me Tender (R) (F)—Presley—BMI—ASCAP
- Mamma From the Train (R)—Remick—ASCAP
- Married I Can Always Get (R)—Leeds—ASCAP
- Money Tree (R)—Frank—ASCAP
- Mutual Admiration Society (R) (M)—Chappell—ASCAP
- My Last Night in Rome (R)—Famous—ASCAP
- Night Lights (R)—Bregman, Vocco & Conn—ASCAP
- Petticoats of Portugal (R)—Christopher—BMI
- Priscilla (R)—Forshay—BMI
- Singing the Blues (R)—Acliff-Rose—BMI
- The Star You Wished Upon Last Night (R)—Robbins—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Two Different Worlds (R)—Princess—ASCAP
- When the White Lilacs Bloom Again (R)—Harms—ASCAP
- You Can't Run Away From It (R) (F)—Columbia Pic—ASCAP
- You Don't Know Me (R)—Hill & Range—BMI

**Television**

- Allegheny Moon (R)—Oxford—ASCAP
- Ballad of Jack and the Beanstalk (R)—Chappell—ASCAP
- Blueberry Hill (R)—Chappell—ASCAP
- By the Fountains of Rome (R)—Chappell—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Don't Be Cruel (R)—Presley—Shallmar—BMI
- Friendly Persuasion (R) (F)—Feist—ASCAP
- Green Door (R)—Trinity—BMI
- He Never Looks My Way (R)—Chappell—ASCAP
- I Cry More (R)—Famous—ASCAP
- I Don't Know Enough About You (R)—Chappell—ASCAP
- I'll Go Along With You (R)—Chappell—ASCAP
- Just Walking in the Rain (R)—Golden West—BMI
- Lay Down Your Arms (R)—Ludlow—BMI
- Looka Me (R)—Chappell—ASCAP
- Love Me Tender (R) (F)—Presley—BMI
- Make It Do (R)—Hollybrook—ASCAP
- March of the Ill-Assorted Guards (R)—Chappell—ASCAP
- Mutual Admiration Society (R) (M)—Chappell—ASCAP
- People Should Listen to Me (R)—Chappell—ASCAP
- Pioneer's Prayer (R)—Disney—ASCAP
- Rock-a-Bye Your Baby With a Dixie Melody (R)—Mills—ASCAP
- Sweet World (R)—Chappell—ASCAP
- 13 Going on 14 (R)—Roncom—ASCAP
- This Is the One (R)—Chappell—ASCAP
- Tonight You Belong to Me (R)—Bregman, Vocco & Conn—ASCAP
- Tra La La (R)—Snapper—BMI
- True Love (R) (F)—Buxton Hill—ASCAP
- 5 Feet Tall (R)—Chappell—ASCAP
- Where Are the White Birds Flying (R)—Chappell—ASCAP
- Wouldn't It Be Lovely (R) (M)—Chappell—ASCAP
- You Don't Know Me (R)—Hill & Range—BMI

**• Best Selling Sheet Music in Britain**

(For Week Ending November 10)

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.

- More—Berry (Shapiro-Bernstein)
- A Woman in Love—Morris (Frank)
- Lay Down Your Arms—Francis Day (Howie Richmond)
- Autumn Concerto—Macmelodies (Symphony)
- Whatever Will Be, Will Be—Melcher-Toff (Artists)
- Just Walking in the Rain—Frank (Golden West)
- Walk Hand in Hand—Duchess (Republic)
- In the Middle of the House—John Fields (Shapiro-Bernstein)
- Rock Around the Clock—Kassner (Myers)
- The Green Door—Francis Day (Trinity)
- When Mexico Gave Up the Rumba—Feist (Copar)
- A Sweet Old-Fashioned Girl—Campbell-Connelly (Valry)
- Rockin' Through the Rye—Sterling (Valleybrook)
- Mountain Greenery—New World (Harms)
- You Are My First Love—Grosvenor (Kassner)
- Two Different Worlds—Spier (Spier)
- Serenade—Blossom (Harms)
- A House With Love In It—Lawrence Wright (Evans)
- The Birds and the Bees—Maddox (Famous)
- Love Me As Though There Were No Tomorrow—Robbins (Robbins)

**• Best Selling Pop Records in Britain**

(For Week Ending November 10)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1.	JUST WALKING IN THE RAIN—Johnnie Ray (Philips)	3
2.	WOMAN IN LOVE—Frankie Laine (Philips)	1
3.	HOUND DOG—Elvis Presley (HMV)	2
4.	MORE—Jimmy Young (Decca)	6
5.	ROCKING THROUGH THE RYE—Bill Haley Comets (Brunswick)	5
6.	MY PRAYER—Platters (Mercury)	4
7.	GREEN DOOR—Jim Lowe (London)	14
8.	LAY DOWN YOUR ARMS—Anne Shelton (Philips)	7
9.	RIP IT UP—Bill Haley Comets (Brunswick)	—
10.	GREEN DOOR—Frankie Vaughan (Philips)	—
11.	ROCK AROUND THE CLOCK—Bill Haley Comets (Brunswick)	9
12.	MAKE IT A PARTY—Winitred Atwell (Decca)	10
13.	ST. THERESA OF THE ROSES—Malcolm Vaughan (HMV)	—
14.	LOVE ME AS THOUGH THERE WERE NO TOMORROW—Nat (King) Cole (Capitol)	12
15.	GIDDY-UP-A-DING-DONG—Freddie Bell and the Bellboys (Mercury)	8
16.	ROCK WITH THE CAVE MAN—Tommy Steele (Decca)	17
17.	WHEN MEXICO GAVE UP THE RUMBA—Mitchell Torok (Brunswick)	12
18.	AUTUMN CONCERTO—George Melachrino (HMV)	16
19.	MORE—Perry Como (HMV)	11
20.	WHATEVER WILL BE, WILL BE—Doris Day (Philips)	15
21.	BLUE JEAN BOP—Gene Vincent (Capitol)	17

**• Territorial Best Sellers**

• Continued from page 38

**Seattle**

- 1. Love Me Tender, E. Presley, Vic.
- 2. Singing the Blues, G. Mitchell, Col.
- 3. Just Walking in the Rain, J. Ray, Col.
- 4. Green Door, J. Lowe, Dot
- 5. Don't Be Cruel, E. Presley, Vic.
- 6. Blueberry Hill, F. Domino, Imp.
- 7. I Walk the Line, J. Cash, Sun
- 8. True Love, B. Crosby-G. Kelly, Cap.

**Toronto**

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

# Disk Jockeys and Stations Corral More Dealer Dollars as Clock-Radio Gift Sales Climb



## Stations Tested Wake-Up Promotions

WACO, Waco, Texas, offered 25% discount on straight radio copy broadcast. This was backed up with 10 announcements daily, plus mailings and store displays. They developed a long list of dealer-sponsors—and got 46.5% of morning listening homes.

### 240 Sponsored Spots in One Month

Using 20,000 lines of newspaper advertising, in 1955, to introduce "Wake Up New England to Music on Clock-Radio," WHDH, Boston, followed up with an intensive spot program. These spots brought in a total of 240 sponsored announcements, which promoted the sale of clock-radios.

### From 4th to 2nd Place in Market of 17 Stations

WWDC, Washington, D. C., plugged the wake-up theme in 10-a-day spots—as well as in newspapers and direct mail. With this kind of promotion, WWDC jumped from 4th to 2nd place in a market of 17 stations.

### Morning Billing Increased 59%

WEJL, Scranton, Pa., reports that pushing the wake-up theme increased morning billing 59%, upped the listening audience 25%.

### 20-25 Sponsors for Each 2-hour Show

WATW, Ashland, Wisconsin, reported they built to approximately 20-25 sponsors for their 6-8 a.m. show, which featured the Wake to Music idea.

## NEWS FLASH

### Stations Everywhere Pushing Wake Up to Music

As this goes to press, radio stations from Eastern Canada to Southern California are promoting Wake to Music Month. Sustaining radio spots alone run from 3 to 28 a day, per station. Sales of sponsored spots are skyrocketing.

### WAKE TO MUSIC RECORDING A HIT

RCA Victor's catchy new recording, "Wake Up to Music," is climbing fast as disk jockeys coast to coast feature it on programs promoting the wake-up theme.

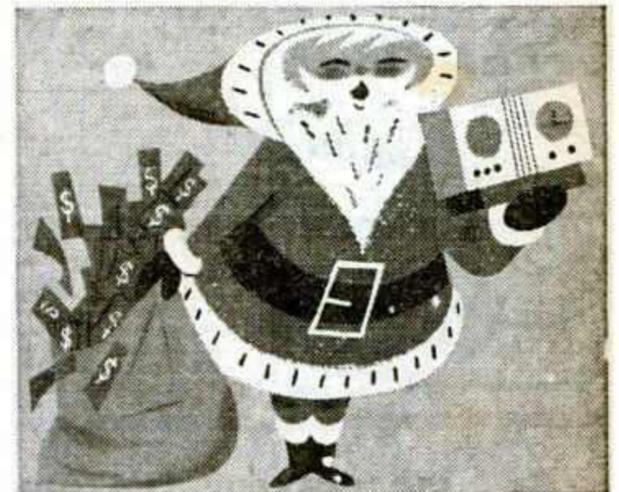
Copies of this recording have already been sent to radio stations throughout the country. It's a natural to build a greater listening audience and to promote time sales for local Wake to Music programs.



## Wake to Music Month

disk jockey promotions are smashing time sales records . . . and now show every sign of roaring right on through the Christmas selling season.

Promoting both Wake to Music and clock-radios with spots, mailings, newspaper ads and store displays, radio static are corraling dealer clock-radio co-op money on one hand. And on the other they're building bigger listening audiences as listeners wake to music with their new clock-radios.



## Dynamic Sales Program Plugged by Telechron Timers

Telechron Timers, makers of the clock-timers used by many clock-radios, are pushing the sale of radios of all brands in full-color ads in *Post* and *Life*. In their Nov. 26 *Life* ad they feature Capitol recording stars and play up clock-radios as Christmas gifts.

## FREE Merchandising Helps

Write, wire or phone for details and full information on Wake to Music Month. Telechron Timers, Clock and Timer Department, General Electric Co., 21 Homer Ave., Ashland, Mass.

# Reviews of New Pop Records

Continued from page 40

**ROSALINDA**  
The Cruel Tower.....81  
ERA 1023—Main title theme from a Lindsay-Parsons production is a torchy piano-with-ork opus with flashy fingering by Rosalinda. It's moody, then turbulent in the accepted manner for these things. A good bet that should garner plenty of deejay support. (Warman, ASCAP)

**WORLD SYMPHONY ORK**  
Ticker Tape Tango.....80  
REQUEST 733—Smart instrumental, taken from album, "Musical Portraits of Wall Street," is in the Leroy Anderson vein, and should rate highly

as a deejay programming item. (Pleasant, ASCAP)  
Serenade for Trumpets....76  
This one has a touch of "O Mein Papa," with the featured trumpet, etc. A large-scaled production with plenty of class. This is from another album, "Many Moods." (Pleasant, ASCAP)

**JOE REISMAN ORK**  
Armen's Theme.....80  
VICTOR 6740—Reisman bucks strong competition on this one, but his competent, tasteful and appealing instrumental should come in for some big coin if the tune lives up to its promise. (Bourne, ASCAP)  
I'll Take You Dancing....78  
A brisk, folkish waltz is very pleasantly sung by a mixed chorus. A charming item, but the flip is more marketable. (Morris, ASCAP)

**MILLS BROTHERS**  
That's All I Need.....79  
DECCA 30136—Last year's Lavern Baker hit gets a robust pop go by the Mills lads and a snappy group. Rock and roll orking could help set this off again. (Raleigh, BMI)  
Tell Me More....78  
Lovely, languid waltz is warbled with a pleasing lilt by the brothers while Sy Oliver makes like Russ Morgan in back. It's a switch that merits deejay attention. (Northern, ASCAP)

**ROLAND SHAW ORK**  
Street of Goodbyes.....78  
LONDON 1771—A lush piano-and-strings instrumental a la Roger Williams. The basic melody is lovely and given a fancy romantic frame that is hard to resist. Could be a "sleeper."  
Walk to the Bull Ring....75  
This English arrangement of "Walk to the Bull Ring" is the fanciest yet. The ork builds and builds, adding element after element until a brilliant climax is reached. Both sides are top deejay programming bets. (Criterion, ASCAP)

**RALPH YOUNG**  
Baby Doll.....78  
EPIC 9194—Young can give Andy Williams a real run on this bluesy picture tune. Rich, robust warbling that's mighty convincing. (Remick, ASCAP)  
Stormy Weather....73  
Young even does the verse to the great Arlen standard, which has been overlooked lately by disk makers. Good deejay or album material. (Mills, ASCAP)

**CHUCK MILLER**  
The Auctioneer.....78  
MERCURY 71001—Miller has a cute novelty here, and makes convincingly like the original Lucky Strike auctioneer in his fast-patter routine. Might be a "sleeper"; in any case, a lively, attractive toy for deejays to play with. (Randy-Smith, ASCAP)  
Baby Doll....72  
Numerous vocal and instrumental versions of this movie tune are out now. Miller's robust baritone is well suited for the material, and he gives an individual, memorable styling that will attract adherents. (Remick, ASCAP)

**TONY MARTIN**  
This Much I Know.....77  
VICTOR 6731—This is great deejay fare. Real Martin delivery charm brought to a fine melody from the upcoming musical "Happy Hunting," with a tremendous assist from Henri Rene and ork. It can likewise stir plenty of sales interest counter-wise. (Chappell, ASCAP)  
Lonely Winter....76  
Sound-wise there is little to choose between this fine ballad and flip. Jocks will like both and so will Martin fans. (Jungnickel, ASCAP)

**FELICIA SANDERS**  
Break It to Me Gentle.....77  
MERCURY 70994—The chick doesn't want to split, but the outlook is pretty gloomy. This is a torchy song that requires a realistic expression of emotion. And Miss Sanders provides just that. In her first Mercury release, she'll rate heavy exposure. (Marvin, ASCAP)  
What Do You Wanna Do Tonight?....76  
Here the thrush sort of cuddles up to the listener and in an intimate, insinuating manner begins to work on his blood pressure. Quite a performance. Could happen. (Stanson, BMI)

**SNOOKY LANSON**  
Now You're in My Arms.....76  
DOT 15513—Warmly expressive warbling on a pretty ballad with effective choral work in background. (Remick, ASCAP)  
Rocky Mountain Rose....74  
Lanson sings with appealing simplicity on a folksy, leisurely-paced theme. (Oxford, ASCAP)

**JOHNNY MATHIS**  
Wonderful Wonderful!.....75  
COLUMBIA 40784—Young singer will build reputation with first single for the label. Gets fine delivery into an attractive ballad, with imaginative support from Ray Coniff ork and chorus. This can spark a yen in Mathis fans. (E. B. Marks, BMI)  
When Sunny Gets Blue....73  
Singer gets relaxed production into another ballad. Nice material here and more good sound. Flip, however, is standard bearer. (Marvin, ASCAP)

**THE 4 MOST**  
Ooh! Baby, It Scares Me.....75  
DAWN 220—Modern, jazz-tinged vocal group is in the vein of the Four Freshmen. Unusually cute "Idea" tune is an excellent introductory vehicle. Jocks will dig it. (Lively Arts, BMI)  
Let a Smile Be Your Umbrella....73  
There's a little of the Four Aces, too, on this face. Between the vocals are some trim modern jazz solos by tenor, alto and trumpet. Good arrangement. (Warock, ASCAP)

**DICK CONTINO**  
Just Squeeze Me.....75  
MERCURY 70996—Contino sings this oldie in a slow, teased-out style with little stops and catches that are cute. His fans will find this an interesting experiment. (Robbins, ASCAP)  
Peggy O'Neill....71  
A pretty, reflective reading of the standard by accordionist Contino with a tasty backing by the David Carroll ork. Juke potential for this instrumental is good. (Felt, ASCAP)

**HELMUT ZACHARIAS ORK**  
The Whistler and His Dog.....75  
DECCA 30102—Whistler, fiddler and

Jazzy German ork style the oldie in the manner of their recent "White Lilacs" elick. Should get some play, but it's not likely that lightning will strike twice.  
**Spanish Violins....70**  
This one's from the "Million Strings" album. Colorful Latinized filler. (BIEM)

**TITO PUENTE ORK**  
Que Sera Cha Cha.....74  
VICTOR 6735—The Puente ork, with bandmen offering vocal, gives a bright expression to a smartly arranged cha cha cha. Boxes could use this. (Patricia, BMI)  
Rumberos....74  
Here's a colorful, full-blast treatment in a rumba framework. Wild drumming and vocal by band chorus keeps this moving. Exciting terp wax. (Patricia, BMI)

**JOAN HAGER**  
Run, Darlin', Don't Walk.....74  
DECCA 30137—A happy country-type tune covered recently also by Carol Richards. Miss Hager's reading has a warmth and easy, relaxed conviction to which many will respond. (T-C, BMI)  
Happy Is a Girl Named Me....70  
From the pic "Rock, Pretty Baby" comes a pleasant, lilting ballad that is apt material for the thrush. The guitar and choral backing is an attracting frame. (Northern, ASCAP)

**ANNISTEEN ALLEN**  
The Money Tree.....73  
DECCA 30146—Miss Allen's first Decca record showcases her now as a completely pop-oriented singer. She has a nice voice quality and plenty of stylistic savvy. Competitive versions of "Money Tree" are stronger, tho Miss Allen deserves her due.  
Don't Nobody Move....72  
A smart piece of material. Clever lyrics and bright packing makes a click impression. Deejays on the lookout for something a little unusual, need look no further.

**KULDIP SINGH**  
Don't Take My Heart.....73  
VICTOR 6732—A pretty song gets an emotional performance akin to the David Whitfield style. May win some jock attention first time around. (Raleigh, Lecocque, BMI)  
Love, You Don't Owe Me a Thing....72  
The label's new import gives a lot of vibrato-packed feeling to this so-so ballad, phrasing ranges from whispers to full belting, but flip has more appeal. (Jungnickel, ASCAP)

**MUZZY MARCELLINO**  
Oh, You Beautiful Doll.....72  
CRYSTALETTE 707—Standout solo whistling by Marcellino with catchy backing by "the dancing forks" on the bouncy oldie. Good juke wax, and pick-up platter for morning jocks. (George, ASCAP)  
That's a Plenty....72  
Same comment. (Remick, ASCAP)

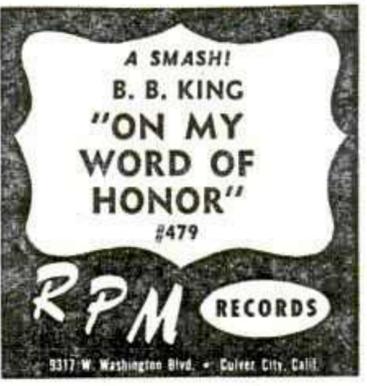
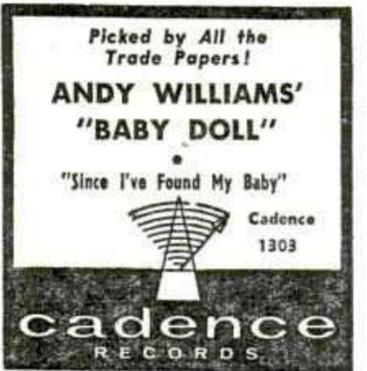
**MITCHELL AYRES ORK**  
Guaglione.....72  
VICTOR 6729—This is a pretty, minor key opus that has the sounds of the steppes built in. It's a colorfully arranged job with choral fill-ins that makes for nice listening. (Raphael, ASCAP)  
The Awakening Period....71  
Here's a nice session of relaxing mood material which gains speed and fire in a stepped-up tempo half way thru. Good background stuff. (Roncom, ASCAP)

**JACKIE LEE ORK**  
Dardanelle.....72  
CORAL 61734—Juke bait here. Oldie gets an Eddie Heywood-inspired piano styling with the bass figure, etc. (Fisher, ASCAP)  
Chatterbox....71  
Strong, monotonous cornball boogie by piano and ork. A good good juke entry. (New York, ASCAP)

**MOLLIE BEE**  
Since I Met You, Baby.....72  
DOT 15517—Former c.&w. thrush goes pop with a pleasantly throaty interpretation of the new Ivory Joe Hunter torcher. (Progressive, BMI)  
I'll Be Waiting for You....70  
Miss Bee pipes attractively on a swiny rock and roll item. (Randy-Smith, ASCAP)

**VIVIAN BLAINE**  
If Promises Were Made of Gold.....71  
MERCURY 70995—The Broadway star debuts on the label with an emotional weeper. She belts it out to maximum impact. (Planetary, ASCAP)  
Paper Roses....70  
Another hillbilly type weeper (recorded some time ago by Lola Dee) that brings a sincere, deeply felt reading from Miss Blaine. Jocks will probably be co-operative on either—or both—of these. (Planetary, ASCAP)

**TED HEATH ORK**  
Canadian Sunset.....71  
LONDON 1692—The British orkster contributes a tardy waxing of the song hit. It's a crisp and snappy arrangement but most of the starch has left the tune by this time. (Meridian, BMI)  
Oriental Holiday....66  
Here's an instrumental showpiece that's full of the weird sounds of the Orient. There must be more salable  
(Continued on page 45)



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# VOX JOX

By JUNE BUNDY

**JOCKS OF MANY TRADES:** Ex-Billboard staffer Steve Schickel, of WGN, Chicago, has turned record artist. His first disk, released by Mercury last week, is tagged "Leave My Sideburns Be," a take-off on "you know who." Schickel is actually a miniature music industry all by himself. He makes platters, plays them on the air, and reviews them as editor of The Chicago Tribune Record Page. . . . Another jockey columnist is Don Sherman, WBOS, Boston. Beginning with the December issue, he is writing a monthly column for Deejay Magazine.

**THIS 'N' THAT:** "Slim Jim" Stevens, WLLH, Lowell, Mass., is out to convert teenagers over from rock and roll to jazz and swing. In line

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

- NOVEMBER 23, 1946
1. Rumors Are Flying
  2. Old Buttermilk Sky
  3. Five Minutes More
  4. The Old Lamplighter
  5. To Each His Own
  6. South America, Take It Away
  7. You Keep Coming Back Like a Song
  8. The Whole World is Singing My Song
  9. The Things We Did Last Summer
  10. This Is Always
- NOVEMBER 24, 1951
1. (It's No) Sin
  2. Because of You
  3. Cold, Cold Heart
  4. Down Yonder
  5. I Get Ideas
  6. Undecided
  7. And So to Sleep Again
  8. Domino
  9. Slow Poke
  10. Jalousie

with this, he's staging "Swing 'n' Hops," featuring top swing and jazz platters for dancing. . . . William J. Riley, KQRS,

**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.

- "Holiday for Trombones," David Rose Ork, M-G-M.
- Greenwood, Miss.  
"Just Walking in the Rain," Johnny Ray, Columbia.
- St. Louis  
"Cindy, Oh, Cindy," Eddie Fisher, Victor.
- San Francisco  
"Love Me Tender," Elvis Presley, Victor
- Dallas  
"Green Door," Jim Lowe, Dot
- Charlotte, N. C.  
"Singing the Blues," Guy Mitchell, Columbia.
- Seattle  
"Mama From the Train," Patti Page, Mercury.

Rock Springs, Wyo., conducts a Monday night polka show and, of course, is in the market for polka disks. Rock Springs, says Riley, "has over 52 nationalities and is the polkiest city in Wyoming." . . . Tom Edwards, WERE, Cleveland, writes: "I think it won't be too far in the future before big name record artists record the same music publisher's tunes back to back on one release. With both firms wooing the jocks for their side of a record, split plays result,

In many cases both sides just lay there and nothing happens."

**GIMMIX:** Bob Elliott, KENT, Shreveport, La. (via special permission of his station), wrote a two-hour show around The Billboard's recent deejay issue, featuring the top 20 jock selections in each category. Elliott spent over five hours writing the show, and KENT plugged it in advance for three days, including cross-plugging by other jocks. "As a result," says Elliott, "We received so many telephone calls and mail responses to the show that it has to be repeated Sunday."

Don French, disk jockey on the staff of radio station

KTSA, San Antonio, claims the new international record for continuous radio broadcasting, that of 130 hours. French started his grind at 5:30 a.m. on Thursday, November 1, and concluded his marathon at 3:30 p.m. on Tuesday, November 6. He aired from a special booth in front of a local shoe store. Free meals were sent him from several cafes in the area. Other merchandise and "free room service" was given him by other merchants and hotels in the area.

teen-year-old Howard Clark is the new program director at KBSF, Springhill, La. . . . Jim Scannell has replaced Joe Phillips at

WOSH, Wis. Phillips has entered the U. S. Army. . . . Mike Norton, has moved into Frank Sweeny's old spot at from 10 p.m. to 1 a.m. over WFOR, Portland, Me. . . . New program director at KTLN, Denver, is Perry Allen. He's also production manager and pilots a daily four-hour platter program. . . . Sterling Bricker ankle KIMN, Denver, to join KDEN, same city. Another Denverite, Bill Sharpe, has left KTLN to join KVOD, he is assistant news director. . . . Walt Gaines, is back on WVOF, Amsterdam, N. Y., after the station received over 3,300 letters in five days following the cancellation of his show. He is also heard over WSPN, Saratoga, N. Y., and WLHF, Little Falls, N. Y.

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**HONKY TONK (VOCAL)**

**KING 5001—THIS IS A VOCAL VERSION!**

**• Reviews of New Pop Records**

• Continued from page 44

- ideas for the top-notch band than this. (Zodiac, BMI)
- WINIFRED ATWELL**  
Hamp's Boogie . . . . .70  
LONDON 1704 — Fine solo piano work by British keyboard artist on Hampton's solid boogie standard. Interesting programming for deejays and jukes. (Robbins, ASCAP)
- St. Louis Blues . . . . .70  
Tasteful keyboarding by Miss Atwell on the great oldie. (Handy, ASCAP)
- LEE BARTELL AND THE BELAIRS**  
Sonya's Place . . . . .70  
CORAL 61735 — Nice rhythm tune with a good beat gives singer and quartet a belting opportunity. Projection is solid but sales prospects look only fair. (Vernon, ASCAP)
- By You, By You . . . . .68  
Singer featured on a swiny ballad with group backing pleasantly. Similar in quality to flip. (Herbert, ASCAP)
- JACK HASKELL**  
Around the World . . . . .70  
THUNDERBIRD 1956 — Another cover of the title song from pic, "Around the World in 80 Days," most of which recordings have been instrumental. Singer gives it good projection, but sides doesn't look to touch off sales conflagration. (Young, ASCAP)
- The Ho-Ho Rock and Roll . . . . .68  
Novelty laughing bit with yocks from Peter Roberts and orchestral didoes baton-goes by Sid Ramin for r.&r. fiesta. Possible deejay sound gimmick. (Rosen, BMI)
- JEFFREY CLAY**  
She's Just Another Girl . . . . .69  
CORAL 61733 — Ballad is from "Happy Hunting." A virile bit of baritone, but an unlikely side. (Chappell, ASCAP)
- You're Not Alone . . . . .68  
Clay is quite convincing in this tender class ballad, but commercial chances are not obvious. (Scherer, BMI)
- JAYCEE HILL**  
Crash-Out . . . . .69  
EPIC 9193—Cat wants to crash out of San Quentin to get to his baby. Fine rockabilly performer deserves better material, but he gets all that

- can be gotten out of this one. (Felt, ASCAP)
- Bump . . . . .66  
Performance rates far ahead of the material on this face. (Raleigh, BMI)
- JACK SMITH AND RIN TIN TIN**  
Yo-O Rinty . . . . .68  
UNIQUE 370 — A jolly, up-beat tribute to Rin Tin Tin. The canine is featured in "Adventures of Rin Tin Tin" and this is a tune from the pic. A few barks from Rinty are heard. Commercially rather lightweight. (Bourne, ASCAP)
- Everyone Says . . . . .67  
Smith (sans Rin Tin Tin) breezes thru a rhythm ballad here with a light touch and agreeable style. Material itself doesn't quite make it. (Lamas, ASCAP)
- TEDDY PHILLIPS ORK**  
I Married an Angel . . . . .68  
DECCA 30115—A pretty instrumental styling of the Rodgers and Hart classic. Featuring soprano sax solo, this leisurely nostalgia-laden arrangement is a deejay's "natural." (Robbins, ASCAP)
- Dansero . . . . .66  
A welcome revival of the Richard Hayman tune. Also in fox trot tempo, this instrumental is a good one for terpters. Both sides have a smart, big band sound. (B&F, BMI)
- MERV GRIFFIN**  
It Was My Father's Habit . . . . .66  
DECCA 30131—Tune is from the new musical, "Shoestring '57." It's a waltz warbled gently by Griffin. Strictly show material. (E. H. Morris, ASCAP)
- Wrangle Wrangle . . . . .66  
This one is from Disney's "Westward Ho the Wagons." Like the flip, it's special show stuff with little import as a disk entity. (Disney, ASCAP)
- DAVE KING**  
You Make Nice . . . . .66  
LONDON 1702—Singer brings pleasant delivery to a spritely rhythm, and Roland Shaw ork help him out considerably. Nothing here, however, to set cash registers to more than moderate jingling. (Spler, ASCAP)
- Christmas and You . . . . .65  
Slow-paced Christmas ballad shows off singer's voice to advantage. But

(Continued on page 46)

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### Reviews of New Pop Records

Continued from page 45

over-all adds up to nothing more than pleasant, listenable vocalizing. Shaw again comes thru with good backing assist. (Leeds, ASCAP)

**GRACIE LIND**  
 Dreamy Valley ..... 63  
 INTRO 6094—Pretty ballad is handed a Paul-Ford sound treatment by the sweet-voiced canary and guitarist Jim Rollins with only so-so results. (Aldwin, BMI)  
 Thumpity Thump.... 61  
 Too much echo chamber dims the luster of this novelty-rhythm waxing, with Miss Lind and Rollins trying to make like Les Paul and Mary Ford sound-wise. (Fairway, BMI)

**THE BEVERLY SISTERS**  
 I'll See You in My Dreams..... 62  
 LONDON 1703—Gals give a lush vocal treatment to the old standard and backing by Roland Shaw ork adds materially to effect. Very listenable for jock spins and can easily spark counter interest. (Feist, ASCAP)  
 Greensleeves... 62  
 Thrushes have arranged the old ballad and added own lyrics. More lush sound is the keynote, and again the Shaw ork is a solid help. Same commercial comment as above. (Burlington, ASCAP)

### Reviews of New Pop-Christmas Records

**GENE AUTRY**  
 Everyone Is a Child at Christmas ..... 80  
 COLUMBIA 30790 — Autry has a good two-sided Christmas platter here with strong appeal for kids. He warbles with good humor and folksy charm on a bright, happy Yule ditty on this side. (St. Nicholas, ASCAP)  
 You Can See Old Santa Claus (When You Find Him in Your Heart).... 78  
 Sincere vocal job by Autry on a pleasing holiday item with an effective lyric message for deejay segs. (Golden West, BMI)

**LAWRENCE WELK ORK**  
 The Christmas Waltz ..... 78  
 CORAL 61746—Pleasant Welk salute to the yuletide with helpful vocal from singing group, the Sparklers. Good fare for deejay holiday spins and Welk fans will like it. (Champagne, ASCAP)  
**THE LENNON SISTERS**  
 Santa From Santa Fe.... 77  
 Maestro still on Christmas kick with bouncy, danceable number featuring able vocal by the Lennon Sisters. This can do business, too. (Olman, ASCAP)

**LAWRENCE WELK ORK**  
 Ring Those Christmas Bells ..... 76  
 CORAL 61745—Features the Champagners again in holiday mood with maestro and ork turning in a fine variety of Christmas sounds. The Sparklers group adds effective vocal overlay. (Herbert, ASCAP)  
 Let's Have an Old-Fashioned Christmas.... 74  
 Similar to the flip. Should enjoy equal seasonal popularity. (Raphael, ASCAP)

**JOHNNY DESMOND**  
 The Birthday Party of the King ..... 75  
 CORAL 61747—Singer puts plenty of heart and power into solid ballad number from forthcoming TV holiday production, "The Stingiest Man in Town." Good backing from Camarata and chorus. (Harms, ASCAP)  
 Old-Fashioned Christmas.... 73  
 Another number from same source, but on lighter, waltz tempo beam.

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 78's ..... 65c  
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Camarata ork and chorus likewise give this a solid assist projection-wise. (Harms, ASCAP)

**DOROTHY COLLINS**  
 Baby's First Christmas ..... 74  
 CORAL 61736 — Thrush is on a Christmas kick with a sentimental little ballad. Welk's Champagne backing adds fine framing for vocal. Nice counter holiday item. (Chatham, ASCAP)  
 Christmas Comes  
 But Once a Year.... 72  
 Flip has canary on a carol pitch. Backing sound again is provocative. Other side carries the bait, but jocks may find both useful for holiday spins. (Chatham, ASCAP)

### Reviews of New Jazz Records

**KRAZY KRIS**  
 Floyd's Guitar Blues ..... 73  
 KING 4991—Sock guitar and sax solo instrumental work on a pleasant novelty blues with a swiny tempo. (Jay & Cee, BMI)  
 Wisly-Washy.... 70  
 Good vibes solo stint on a fast-moving rhythm instrumental. (Jay & Cee, BMI)

### Reviews of New Polka Records

**JUDY JOHNSON**  
 Paper Kisses ..... 76  
 VICTOR 6722—Thrush gets a lot of zip into a bouncy ballad that teenagers should take to. Bill Gale's ork provides solid backing. This is a promising item both for deejays and counters. (Gala, BMI)  
**BILL HARRINGTON**  
 Do the Polka Rock.... 76  
 Another bid for younger set spins. Bill Harrington and the Gale ork give a solid r.&r. beat a good send-off. Same sales estimate as for flip. (Gala, BMI)

**BUD ISAACS**  
 Bud's Waltz ..... 68  
 VICTOR 6705—A very attractive instrumental side featuring electric guitar and fiddle. Good terpalbe juke box entry. (Athens, BMI)  
 Bohemiana Polka.... 66  
 More lively juke box wax, this time in polka tempo. Equally solid terp accompaniment. (PD)

**ED ARMSTRONG ORK**  
 Bubble Gum Polka ..... 67  
 AMBER 288—Floy Franks adds an innocuous vocal to this perky polka. Muted trumpet and sax carry melody load. Adds up to a catchy, danceable bit.  
 Kissing Tears.... 65  
 Band swings over to the waltz tempo here with Miss Franks again contributing the vocal work. Would be okay for dancers even without the lyrics.

### Reviews of New Spiritual Records

**SOUL SATISFIERS**  
 I Love to Tell of His Goodness ..... 80  
 APOLLO 306—The sisters shout up a storm on a rocking, joyous theme. Should be a strong one. (Bess, BMI)  
 Run on Home and Live With God.... 79  
 A faster, rollicking opus, packed with pious enthusiasm. Lead keeps excitement at a high level. (Bess, BMI)

**CHRISTLAND SINGERS**  
 Jesus Has a Blessing ..... 78  
 NASHBORO 589 — This is the brighter side, with a strong beat, and alternating leads building the fervor to a high pitch. Repetitious backing by chorus is most effective. (Excellorec, BMI)  
 You Got to Be Born Again.... 77  
 Moderately slow chant builds to a stirring conclusion. Both sides stack up as good entries in the field. (Excellorec, BMI)

**THE SWAN SILVERTONES**  
 When Jesus Comes ..... 77  
 VEE-JAY 222 — Authentic church sound here, with group doing full justice to a fine spiritual with accented lead and fine harmony backing. Good sales indicated. (Tollie, BMI)  
 Traveling On.... 76  
 Solid revival beat with group working

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up to a high excitement pitch. Fine combination with flip to showcase group's versatility. (Tollie, BMI)

**THE SINGING SONS**  
 God Will Bring Things Out ..... 75  
 NASHBORO 590 — Slow, plodding, but thoughtful opus. May have some regional appeal. (Excellorec, BMI)  
 If You Ever Needed the Lord.... 72  
 A less effective piece of material, less affectively chanted. (Excellorec, BMI)

**THE KELLY BROS.**  
 Prayer for Tomorrow ..... 73  
 VEE-JAY 220 — Slow, persistent chant with screaming lead. Frantic, but not profound. (Tollie, BMI)  
 God Said He Was Coming.... 70  
 Moderately swiny spiritual with moderate impact. For the boys' local fans. (Tollie, BMI)

**THE STAPLE SINGERS**  
 Uncloudy Day ..... 69  
 VEE-JAY 224—Good harmony here, but not much fervor or imagination in projection. Reaction hardly likely to be more than moderate. (BMI)  
 I Know I Got Religion.... 67  
 Similar projection as flip. Lacking in excitement. (Tollie, BMI)

### Reviews of New Sacred Records

**STATESMEN QUARTET**  
 (Prayer Is the Key to Heaven) -  
 Faith Unlocks the Door ..... 80  
 VICTOR 6723—Not long ago Roberta Sherwood recorded both these sides. The Statesmen also have apt vehicles in these top sacred tunes. Hovie Lister, the lead, was never more impressive than in this side. (Duchess, BMI)  
 My Heart Is a Chapel.... 80  
 The styling here is jumpy and jolly. The beat goes at a lickety-split speed, but the boys are on top of it all the way. Commercially, this can go pop and c.&w. (Leeds, ASCAP)

**MARTHA CARSON**  
 Get That Golden Key ..... 77  
 VICTOR 6724—Another fast rhythm side, kept going at a lively pace by handclapping and chorus singing behind Miss Carson. Has an infectious quality. (Regent, BMI)  
 He Was There.... 78  
 Miss Carson deserves credit for both vocal and writing chores on this side. A fast-patter recitation of Biblical examples of the greatness and charity of God, this is presented to maximum effect by the singer. Good sales predicted. (Tannen, BMI)

**CROCKER BROTHERS QUARTET**  
 Over in Gloryland ..... 74  
 GOSPEL JUBILEE 503—A happy, jubilant vision of the life of the hereafter. Smartly harmonized with catchy ragtime piano rounding out the edges. The beat is fast and infectious. (Ralph's Radio, BMI)  
 Work, Pray, Sing and Shout.... 72  
 The Brothers spell out a healthy formula of living on this side. The material has a quiet swing to it and is effectively presented. (Ralph's Radio, BMI)

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**CAVALCADE OF FAIRS SECTION**

Pages 44 and 45  
 this issue

# C&W Best Sellers in Stores

For survey week ending November 14

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	10	<b>SINGING THE BLUES (BMI)</b> -M. Robbins. I Can't Quit (BMI)-Col 21545	Col
2	2	25	<b>CRAZY ARMS (BMI)</b> -R. Price. You Done Me Wrong (BMI)-Col 21510	Col
3	4	17	<b>DON'T BE CRUEL (BMI)</b> -E. Presley. <b>HOUND DOG (BMI)</b> -Vic 20-6604	Vic
4	3	25	<b>I WALK THE LINE (BMI)</b> -J. Cash. Get Rhythm (BMI)-Sun 241	Sun
5	5	6	<b>LOVE ME TENDER (BMI)</b> -E. Presley. <b>ANY WAY YOU WANT ME (ASCAP)</b> -Vic 20-6643	Vic
6	6	21	<b>SEARCHING (BMI)</b> -K. Wells. I'd Rather Stay Home (BMI)-Dec 29956	Dec
7	7	23	<b>SWEET DREAMS (BMI)</b> -F. Young. Until I Met You (BMI)-Cap 3443	Cap
8	8	17	<b>CONSCIENCE, I'M GUILTY (BMI)</b> -H. Snow. Hula Rock (BMI)-Vic 20-6578	Vic
9	9	18	<b>YOU ARE THE ONE (BMI)</b> -C. Smith. Doorstep to Heaven (BMI)-Col 21522	Col
10	11	4	<b>ACCORDING TO MY HEART (BMI)</b> -J. Reeves. Mother of a Honky Tonk Girl (BMI)-Vic 20-6620	Vic
11	15	2	<b>I'VE GOT A NEW HEARTACHE (BMI)</b> -R. Price. <b>WASTED WORDS (BMI)</b> -Col 21562	Col
12	10	5	<b>WICKED LIES (BMI)</b> -C. Smith. <b>BEFORE I MET YOU (BMI)</b> -Col 21552	Col
13	14	2	<b>TURN HER DOWN (BMI)</b> -F. Young. <b>I'LL BE SATISFIED WITH LOVE (BMI)</b> -Cap 3549	Cap
14	12	11	<b>I'M A ONE-WOMAN MAN (BMI)</b> -J. Horton. I Don't Like I Did (BMI)-Col 21538	Col
15	-	4	<b>YOU'RE RUNNING WILD (BMI)</b> - Louvin Brothers Cash on the Barrel Head (BMI)-Cap 3532	Cap
15	-	5	<b>TEEN-AGE BOOGIE (BMI)</b> -W. Pierce. I'm Really Glad You Hurt Me (BMI)-Dec 30045	Dec

# FOLK TALENT AND TUNES

By BILL SACHS

## Around the Horn

Visitors to the WSM deejay festival in Nashville were shocked to sadness early on the getaway, Sunday (11), when word spread rapidly that the popular Lou Black, head of Top Talent, Inc., Springfield, Mo., had been found dead of a heart attack in his room at the Andrew Jackson Hotel shortly after midnight Saturday. Black's body was found by E. E. (Si) Siman Jr., of RadiOzark Enterprises and Crossroads, Inc., who occupied an adjoining room. Funeral services for Black were held in Springfield last Tuesday (13). (See separate story in front of Music Section.) Pallbearers were E. E. Siman Jr., John G. Mahaffey, Joe Slattery, Ralph D. Foster, Bill Bailey and Leslie L. Kennon. Honorary pallbearers were Red Foley, Don Richardson, Bryan Bisney, W. E. (Lucky) Moeller, Fred Rains, Allan (Bud) Brixey, Lester E. Cox, George Earle, Al Stone, E. P. (Tommy) Thomas, Slim Wilson, Virgil Phillips and Jim Kendrick. K W T O, Springfield, broadcast a 15-minute tribute to Black Tuesday (13) afternoon.

WSM's Fifth Annual National Disk Jockey Festival, held in Nashville, November 9-10, was the greatest gathering of c.&w. talent, deejays and associate industry members ever held. All who attended will attest to that fact. The growth and progress of this annual event in five short years has been nothing short of phenomenal. Jack Stapp, WSM program director; Harriette Moore, station's publicity director; Walter D. Kilpatrick, head of WSM's Artist Service Bureau; John H. DeWitt Jr., WSM president, and others of the station staff are deserving of much credit for their excellent handling of arrangements for the gala festival. Incidentally, don't fail

(Continued on page 49)

# Review Spotlight on . . . C&W RECORDS

## SONNY JAMES

**Young Love (Lowery, BMI)**-Capitol 3602-Here's an unusual side, spotlighting sock vocal and instrumental treatment on a haunting ballad with a strong teen-age identification theme. The original by Rick Cartey on the Stars label is also excellent, but the James version should step out first on the basis of Capitol's distribution and artist's name power. Flip on the James platter is a light, pleasant country theme, "You're the Reason" (Beechwood, BMI).

## DICK RICHARDS

**Fourteen Karat Gold (Peer, BMI)**-Columbia 30786-A powerful vocal performance by Richards on a moving ballad, with effective "message" lyrics. The platter should pull plenty of play and is a particularly good bet for jocks. Flip is an appealing ballad, "Time Alone" (Jungnickel, ASCAP).

# This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

# C&W Territorial Best Sellers

For survey week ending November 14

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

## Birmingham

1. Singing the Blues, M. Robbins, Col.
2. According to Your Heart, J. Reeves, Vic.
3. Crazy Arms, R. Price, Col.
4. I Walk the Line, J. Cash, Sun
5. Hound Dog, E. Presley, Vic.

## Charlotte

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Love Me Tender, E. Presley, Vic.
4. Don't Be Cruel, E. Presley, Vic.
5. I Walk the Line, J. Cash, Sun
6. Searching, K. Wells, Dec.
7. Sweet Dreams, F. Young, Cap.

## Dallas-Fort Worth

1. Crazy Arms, R. Price, Col.
2. Singing the Blues, M. Robbins, Col.
3. I Walk the Line, J. Cash, Sun
4. Don't Be Cruel, E. Presley, Vic.
5. Hound Dog, E. Presley, Vic.
6. Any Way You Want Me, E. Presley, Vic.

## Houston

1. Singing the Blues, M. Robbins, Col.
2. I Walk the Line, J. Cash, Sun
3. Love Me Tender, E. Presley, Vic.
4. Poor Man's Riches, B. Barnes, Sdy.
5. Crazy Arms, R. Price, Col.
6. Just One More, G. Jones, Sdy.

## Memphis

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.

3. Conscience, I'm Guilty, H. Snow, Vic.
4. I Walk the Line, J. Cash, Sun
5. Turn Her Down, F. Young, Cap.

## Nashville

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Hound Dog, E. Presley, Vic.
4. According to Your Heart, J. Reeves, Vic.
5. You're Running Wild, Louvin Brothers, Cap.

## Richmond, Va.

1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, M. Robbins, Col.
3. Don't Be Cruel, E. Presley, Vic.
4. I'll Be Satisfied With Love, F. Young, Cap.
5. You're Running Wild, Louvin Brothers, Cap.

## St. Louis

1. Don't Be Cruel, E. Presley, Vic.
2. I Walk the Line, J. Cash, Sun
3. Poor Man's Riches, B. Barnes, Sdy.
4. Love Me Tender, E. Presley, Vic.
5. Singing the Blues, M. Robbins, Col.

# Most Played C&W in Juke Boxes

For survey week ending November 14

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

This Week	Last Week	Weeks on Chart	Title	Label
1	4	8	<b>SINGING THE BLUES (BMI)</b> -M. Robbins. I Can't Quit (BMI)-Col 21545	Col
2	1	15	<b>DON'T BE CRUEL (BMI)</b> -E. Presley. <b>HOUND DOG (BMI)</b> -Vic 20-6604	Vic
3	2	22	<b>CRAZY ARMS (BMI)</b> -R. Price. You Done Me Wrong (BMI)-Col 21510	Col
4	3	22	<b>I WALK THE LINE</b> -J. Cash. Get Rhythm (BMI)-Sun 241	Sun
5	6	3	<b>LOVE ME TENDER (BMI)</b> -E. Presley. Any Way You Want Me (BMI)-Vic 20-6643	Vic
6	5	6	<b>JUST ONE MORE (BMI)</b> -G. Jones. Gonna Come Get You (BMI)-Starday 264	Starday
6	7	9	<b>POOR MAN'S RICHES (BMI)</b> -B. Barnes. Those Who Know (BMI)-Starday 262	Starday
8	8	20	<b>SEARCHING (BMI)</b> -K. Wells. I'd Rather Stay Home (BMI)-Dec 29956	Dec
9	-	1	<b>WASTED WORDS (BMI)</b> -R. Price. <b>I'VE GOT A NEW HEARTACHE (BMI)</b> -Col 21562	Col
10	10	7	<b>BEFORE I MET YOU (BMI)</b> -C. Smith. <b>WICKED LIES (BMI)</b> -Col 21552	Col

# Most Played C&W by Jockeys

For survey week ending November 14

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	Title	Label
1	2	10	<b>SINGING THE BLUES</b> -M. Robbins. Col 21545-BMI	BMI
2	1	27	<b>CRAZY ARMS</b> -R. Price. Col 21510-BMI	BMI
3	3	25	<b>I WALK THE LINE</b> -J. Cash. Sun 241-BMI	BMI
4	7	5	<b>LOVE ME TENDER</b> -E. Presley. Vic 20-6643-BMI	BMI
5	4	9	<b>ACCORDING TO MY HEART</b> -J. Reeves. Vic 20-6620-BMI	BMI
6	12	3	<b>I'VE GOT A NEW HEARTACHE</b> -R. Price. Col 21562-BMI	BMI
7	6	15	<b>DON'T BE CRUEL</b> -E. Presley. Vic 20-6604-BMI	BMI
8	5	20	<b>SEARCHING</b> -K. Wells. Dec 29956-BMI	BMI
9	-	2	<b>TURN HER DOWN</b> -F. Young. Cap 3549-BMI	BMI
10	9	21	<b>YOU ARE THE ONE</b> -C. Smith. Col 21522-BMI	BMI
11	14	11	<b>I'M A ONE-WOMAN MAN</b> -J. Horton. Col 21538-BMI	BMI
12	-	6	<b>I CAN'T QUIT</b> -M. Robbins. Col 21545-BMI	BMI
13	10	22	<b>SWEET DREAMS</b> -F. Young. Cap 3443-BMI	BMI
14	13	2	<b>WASTED WORDS</b> -R. Price. Col 21562-BMI	BMI
15	-	1	<b>TEEN-AGE BOOGIE</b> -W. Pierce. Dec 30045-BMI	BMI

# Reviews of New C&W Records

## RIC CARTEY

**Oooh-Eeee** . . . 90  
**STARS 539**-The wild sounds and rhythm of this side fall into the rockabilly category, tho the production is not imitative of any of the leading practitioners in the field. A unique listening experience, as many deejays will learn. (Stars, BMI)  
**Young Love** . . . 78  
Technically this is a ballad, a rather nostalgic one. It is unusual for the fact that alternated choruses are in strict march tempo, producing an unexpected quality. The singer is not as remarkable on either side as the production itself. (Stars-Lowery, BMI)

## ONIE WHEELER

**A Beggar for Your Love** . . . 80  
**COLUMBIA 40787**-Wheeler makes a damp-eyed appeal to his lady love with solid salesmanship. Projects the mood in fine traditional style. This could grab spins. (Cedarwood, BMI)  
**A Booger Gonna Getcha** . . . 73  
This is a rhythmic ditty with an element of humor in the lyric. A bright job which also merits some attention. (Peer, BMI)

## DEL WOOD

**On the Sunny Side of the Street** . . . 75  
**VICTOR 6725**-Good country piano sound and rhythm brought to an old fave. Can stir up territorial interest with followers of the toe-tapping beat. (Shapiro-Bernstein, ASCAP)  
**Crazy** . . . 74  
Pianist is on similar kick. Both sides can pick hefty plays on the juke box bar and grill belt. (Cedarwood, BMI)

## DOYE O'DELL

**According to the Evidence** . . . 74  
**ERA 1025**-Colorful vocalizing on an attractive ballad with clever lyrics. (Thunderbird, ASCAP)  
**Bow Your Head and Pray** . . . 73  
O'Dell sings a moving sacred item with reverence and heart. (Thunderbird, ASCAP)

## JIMMY STAYTON AND MORTON WALKER

**You're Gonna Treat Me Right** . . . 73  
**BLUR HEN 224**-In this upbeat material, Stayton essays a rather success-

ful Elvis Presley styling. Not many of these imitations have succeeded commercially; if any could; this one might. (Cedarwood, BMI)  
**Midnight Blues** . . . 67  
A traditional-style blues plaint to steady, restrained beat. The harmonizing of the duo is competent but a little old-fashioned. Guitar backing is excellent. (Cedarwood, BMI)

## JACK TURNER

**It's My Foolish Pride (That's Talkin')** . . . 72  
**HICKORY 1057**-Plaintive warbling stint on an effective weeper. (Acuff-Rose, BMI)  
**Lookin' for Love** . . . 71  
Turner sings a happy, fast-paced rhythm ditty with personality and an infectious beat. (Acuff-Rose, BMI)

## DORSEY BURNETTE

**Let's Fall in Love** . . . 69  
**ABBOTT 188**-Presley-type vocal on an attractive up-tempo ballad with a steady beat. (Dandelion, BMI)  
**The Devil's Queen** . . . 67  
Sincere reading of a dramatic-styled ballad. (Dandelion, BMI)

## COUSIN JODY 'N' ODIE

**Georgiana Waltz** . . . 68  
**CHIC 1004**-Cousin Jody 'n' Odie, a featured act on the Grand Ole Opry, do some mighty listenable voice-blending here in three-quarter time. A good deejay disk. (Cedarwood, BMI)  
**Television Set** . . . 66  
The gal says that she'll say "I do," if he'll promise her a TV set. Only a few yocks on this one. (Acuff-Rose, BMI)

## JACK TRIPLETT

**For All You Know** . . . 66  
**K-PEP 255**-Triplett gives this a nice twangy feel but material isn't likely to carry him very far. (4 Star Sales, BMI)  
**Two Little Words** . . . 65  
Pretty pale stuff as Triplett sings something about the words "I'm sorry." Small chance here. (4 Star Sales, BMI)

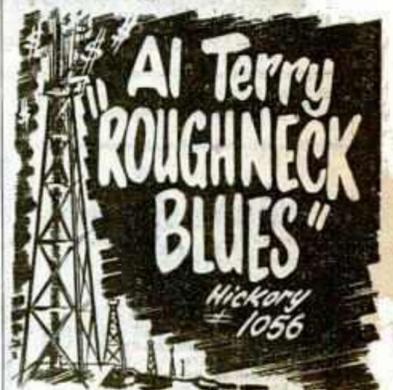
(Continued on page 49)

## Billboard Picks!

# LONESOME TRAIN

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Columbia 21565

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### This Week's R&B Best Buys

**SLOW WALK** (Norway, BMI)—Bill Doggett—King 5000—Sil Austin's "original" version of "Slow Walk" now holds the No. 4 position on the national r.&b. retail list. This has not prevented Doggett's reading from taking off like a house afire. Doggett stands a good chance of zooming on to both the national pop and r.&b. charts next week, for it is coming up very fast in both markets. Flip is "Hand in Hand." A previous Billboard "Spotlight" pick.

**JIM DANDY** (Raleigh, BMI)

**TRA LA LA** (Snapper, BMI)—Lavern Baker—Atlantic 1116—The thrush is following up "Still" with another solid seller. This is hitting on both sides with a slight edge this week on "Jim Dandy." Sales are well distributed over both Northern and Southern markets, showing good national acceptance. A previous Billboard "Spotlight" pick.

**YOU'VE GOT ME DIZZY** (Conrad, BMI)—Jimmy Reed—V-J 226—Southern markets, like New Orleans, Atlanta, Durham, and Nashville, have reported this to be a sensational hit from the time it was delivered in their areas. It's having very easy sledding up North as well; Cincinnati, Philadelphia, Chicago and even New York indicated this to be a very good seller, for all its Deep South styling. Flip is "Honey, Don't Let Me Go" (Conrad, BMI). A previous Billboard "Spotlight" pick.

### Review Spotlight on . . .

#### R&B RECORDS

**LITTLE RICHARD**

All Around the World (Venice, BMI)

The Girl Can't Help It (Robbins, ASCAP)—Specialty 591—Little Richard has another two-sided hit in his latest platter. "All Around" is a frisky fast moving rhythm item. The flip—another great rhythm tune with amusing lyrics—is the title tune from the forthcoming Jayne Mansfield movie about the juke box industry. Little Richard also appears in the film.

**FRANKIE LYMON AND THE TEEN-AGERS**

Baby, Baby (Kahl & ADT, BMI)

I'm Not a Juvenile Delinquent (Kahl & ADT, BMI)—Gee 1026—Both sides are warbled by Lymon in deejay Alan Freed's new movie, "Rock, Rock, Rock," and as such should grab off plenty of jockey and juke attention. "Baby, Baby" is a bouncy rhythm ditty, while the flip has a strong beat and a sock lyric with a timely slant for both the pop and r.&b. markets.

**ERNIE FREEMAN**

Return to Me (Reeve, BMI)

A Touch of the Blues (Reeve, BMI)—Imperial 5419—Freeman offers his usual standout piano work on two attractive instrumentals with haunting, moving themes. Both sides should see considerable spin-action, and "Return to Me," also packs pop-appeal.

### Reviews of New R&B Records

**MICKEY AND SYLVIA**

I'm Going Home . . . . .81

**GROOVE 0175**—A potent duo effort on an intriguing chant. Heavy-beat backing, plus Mickey Baker's guitar, juice this up plenty. Could happen. (Ghazi, BMI)

Love Is Strange . . . . .76

Some cute repartee adds interest to this insinuating effort. More good guitar here. (Ghazi, BMI)

**LITTLE (BUTCHIE) SAUNDERS**

Great Big Heart . . . . .79

**HERALD 491**—The sub-teen bracket invades the r.&b. field here. The Saunders youngsters emulate Frankie Lymon's style, while the backing group offers the typical "Teen-Agers" accompaniment. Could be considerable action on this fast moving wax. (Angel, BMI)

I Wanna Holler . . . . .78

Young Saunders belts this upbeat blues job in solid, professional style.

A lively dinking that may well get a good play from jocks and boxes. (Angel, BMI)

**JOHNNY OTIS ORK**

The Midnight Creeper, Parts 1 and 2 . . .78

**DIG 122**—Here's some tricky rhythmic instrumental stuff highlighting solos by sax, guitar and piano. Eight-to-the-bar beat keeps the interest up thru both sides of the disk. Possibility for the boxes. (Dig, BMI)

**AMOS MILBURN BAND**

Girl of My Dreams . . . . .77

**ALADDIN 3340**—A rowdy, likeable up-tempo take-off on the usually serene standard with a strong, steady beat. (Mills, ASCAP)

Every Day of the Week . . . . .76

Enthusiastic vocalizing on a fast-moving blues with a good beat. (Aladdin, BMI)

**THE NITECAPS**

In Each Corner of My Heart . . . . .76

**GROOVE 0176**—Slow ballad is handled in the Ink Spots manner, with high tenor lead, then contrasting deep bass. Fine performance of a nice pop-style tune. (ADT, BMI)

Let Me Know Tonight . . . . .75

Light-hearted treatment of this ditty is in the vein of the recent "Love, Love, Love" by the Clovers. Another good job by the lead tenor. (Barracuda, BMI)

**GOOGIE RENE BAND**

Big Time . . . . .74

**CLASS 205**—A very sharp swingin' instrumental here. Keeps up a great beat all the way and should get action. A natural for on-the-air and juke box plays. (Records, BMI)

Midnight . . . . .74

Slow, pulsating wax on a superior instrumental job. Should divide attention with the flip. (Records, BMI)

**MORRIS LANE**

A Pretty Girl Is Like a Melody . . . . .74

**CORAL 61739**—Lane, on tenor sax, offers a swiny reading of the oldie in medium jump tempo. He has Wild Bill Doggett coming in for a few telling licks on organ. A rhythmic instrumental that is fine for dancing. (Berlin, ASCAP)

If I Should Lose You . . . . .73

Another Lane-Doggett co-operative effort that is ideal for the late evening to pick up on. They create a quiet, nostalgic mood that is hard to resist. (Famous, ASCAP)

### R&B Territorial Best Sellers

For survey week ending November 14

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. Blueberry Hill, F. Domino, Imp.
2. Honky Tonk, B. Doggett, King
3. In the Still of the Night, Satins, Emb.
4. Congo Mumbo, G. Gable, Exc.
5. Let the Good Times Roll Shirley & Lee, Ala.
6. Since I Met You, Baby I. J. Hunter, Atl.
7. Whatcha Gonna Do When Your Baby Leaves You? C. Willis, Atl.
8. Love Me Tender, E. Presley, Vic.
9. I Feel Good, Shirley & Lee, Ala

#### Charlotte

1. Blueberry Hill, F. Domino, Imp.
2. Brown-Eyed Handsome Man C. Berry, Chs.
3. Honky Tonk, B. Doggett, King.
4. I Feel Good, Shirley & Lee, Ala.
5. Oh, What a Nite, Dels, VJ
6. Don't Be Cruel, E. Presley, Vic.
7. Heeblie Jeebles, Little Richard, Spe.
8. Green Door, J. Lowe, Dot
9. Hound Dog, E. Presley, Vic.

#### Chicago

1. Honky Tonk, B. Doggett, King.
2. Blueberry Hill, F. Domino, Imp.
3. Slow Walk, S. Austin, Mer.
4. Green Door, J. Lowe, Dot
5. Keep It to Yourself S. B. Williamson, Che.
6. Love Me Tender, E. Presley, Vic.

#### Cincinnati

1. On My Word of Honor B. B. King, RPM
2. Honky Tonk, B. Doggett, King.
3. Slow Walk, S. Austin, Mer.
4. I Feel Good, Shirley & Lee, Ala.
5. You've Got Me Dizzy, J. Reed, VJ
6. Out of Sight, Out of Mind Five Keys, Cap.
7. Slow Walk, B. Doggett, King.

#### Detroit

1. Slow Walk, S. Austin, Mer.
2. Blueberry Hill, F. Domino, Imp.
3. Ain't Got No Home, C. Henry, Ago.
4. Oh, What a Nite, Dels, VJ
5. I Feel Good, Shirley & Lee, Ala.
6. Honky Tonk, B. Doggett, King.
7. I Can't Quit You Now, O. Rush, Cba.

#### Los Angeles

1. Honky Tonk, B. Doggett, King.
2. Don't Be Cruel, E. Presley, Vic.
3. Blueberry Hill, F. Domino, Imp.
4. Love Me Tender, E. Presley, Vic.
5. Oh, What a Nite, Dels, VJ
6. Goodnight, My Love, J. Belvin, Mod.
7. On My Word of Honor B. B. King, RPM
8. Since I Met You, Baby I. J. Hunter, Atl.
9. Canadian Sunset H. Winterhalter-E. Heywood, Mer.

#### New Orleans

1. Blueberry Hill, F. Domino, Imp.
2. Honky Tonk, B. Doggett, King.
3. In the Still of the Night, Satins, Emb.
4. Green Door, J. Lowe, Dot
5. I Can't Quit You Now, O. Rush, Cba.
6. Ain't Got No Home, C. Henry, Arg.
7. After the Lights Go Down Low A. Hibbler, Dec.

#### New York

1. Thousand Miles Away, Heartbeats, Hul.
2. Blueberry Hill, F. Domino, Imp.
3. Honky Tonk, B. Doggett, King.
4. Oh, What a Nite, Dels, VJ
5. It Isn't Right, Platters, Mer.

#### Philadelphia

1. Blueberry Hill, F. Domino, Imp.
2. Honky Tonk, B. Doggett, King.
3. Congo Mumbo, G. Gable, Exc.
4. Thousand Miles Away, Heartbeats, Hul.
5. Oh, What a Nite, Dels, VJ

#### St. Louis

1. Blueberry Hill, F. Domino, Imp.
2. Honky Tonk, B. Doggett, King.
3. Please, Please, Please, J. Brown, Fed.
4. Slow Walk, S. Austin, Mer.
5. Oh, What a Nite, Dels, VJ
6. On My Word of Honor B. B. King, RPM
7. Heeblie Jeebles, Little Richard, Spe.
8. See-Saw, Moonglows, Chs.

#### Washington, D. C.

1. Honky Tonk, B. Doggett, King.
2. Blueberry Hill, F. Domino, Imp.
3. Oh, What a Nite, Dels, VJ
4. Love Me Tender, E. Presley, Vic.
5. Slow Walk, S. Austin, Mer.
6. Green Door, J. Lowe, Dot
7. Thousand Miles Away, Heartbeats, Hul.
8. I Feel Good, Shirley & Lee, Ala.
9. Singing the Blues, G. Mitchell, Col.

#### A Great New Spiritual Team

REV. CLEOPHUS ROBINSON

and his sister

JOSEPHINE JAMES

sing two soul-stirring duets

"PRAY FOR ME"

and "WHEN I CROSS OVER"

Peacock #1762

PEACOCK RECORDS, Inc.

2809 Erastus St. Houston 26, Texas

### R&B Best Sellers in Stores

For survey week ending November 14

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 thruout 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. BLUEBERRY HILL (ASCAP)—F. Domino . . . . .	2	7
Honey Chile (BMI)—Imperial 5407		
2. HONKY TONK (Parts I & II)—B. Doggett . . . . .	1	15
King 4950—BMI		
3. DONT' BE CRUEL (BMI)—E. Presley . . . . .	3	15
HOUND DOG (BMI)—Vic 20-6604		
4. SLOW WALK (BMI)—S. Austin . . . . .	7	2
Wildwood (BMI)—Mercury 70963		
5. LOVE ME TENDER (BMI)—E. Presley . . . . .	4	6
Any Way You Want Me (BMI)—Vic 20-6643		
6. GREEN DOOR (BMI)—J. Lowe . . . . .	5	5
(The Story of) The Little Man in Chinatown (BMI)—Dot 15486		
7. OH! WHAT A NIGHT (BMI)—Dels . . . . .	6	3
Jo-Jo (BMI)—Vee Jay 204		
8. BROWN-EYED, HANDSOME MAN (BMI)—		
C. Berry . . . . .	8	5
TOO MUCH MONKEY BUSINESS (BMI)—Chess 1635		
9. IN THE STILL OF THE NIGHT (BMI)—Satins . . . . .	10	13
Jones Girl (BMI)—Ember 10005		
10. I FEEL GOOD (BMI)—Shirley & Lee . . . . .	—	1
Now That It's Over (BMI)—Aladdin 3338		
11. LET THE GOOD TIMES ROLL (BMI)—		
Shirley & Lee . . . . .	9	17
Do You Mean to Hurt Me So? (BMI)—Aladdin 3325		
12. YOU'LL NEVER, NEVER KNOW (BMI)—Platters . . . . .	11	5
IT ISN'T RIGHT (BMI)—Mercury 70948		
13. ON MY WORD OF HONOR (BMI)—B. B. King . . . . .	13	2
Bim Bam (BMI)—RPM 479		
14. I CAN'T QUIT YOU NOW (BMI)—O. Rush . . . . .	—	6
Sit Down, Baby (BMI)—Cobra 5000		
15. THOUSAND MILES AWAY (BMI)—Heartbeats . . . . .	12	2
Oh, Baby, Don't (BMI)—Hull 720		

### Most Played R&B in Juke Boxes

For survey week ending November 14

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout 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. BLUEBERRY HILL (ASCAP)—F. Domino . . . . .	2	7
Honey Chile (BMI)—Imperial 5407		
2. LET THE GOOD TIMES ROLL (BMI)—		
Shirley & Lee . . . . .	1	14
Do You Mean to Hurt Me So? (BMI)—Aladdin 3325		
3. HONKY TONK (Parts I & II)—B. Doggett . . . . .	4	12
King 4950—BMI		
4. BAD LUCK (BMI)—B. B. King . . . . .	3	5
SWEET LITTLE ANGEL (BMI)—RPM 468		
5. HOUND DOG (BMI)—E. Presley . . . . .	7	13
DON'T BE CRUEL (BMI)—Victor 20-6604		
6. IN THE STILL OF THE NIGHT (BMI)—Satins . . . . .	5	10
Jones Girl (BMI)—Ember 1005		
7. JUANITA (BMI)—C. Willis . . . . .	8	2
Whatcha Gonna Do When Your Baby Leaves You? (BMI)—Atlantic 1112		
8. CONFIDENTIAL (BMI)—S. Knight . . . . .	—	1
Jail Bird (BMI)—Dot 15507		
9. TOO MUCH MONKEY BUSINESS (BMI)—C. Berry . . . . .	—	6
Brown-Eyed, Handsome Man (BMI)—Chess 1635		
10. GREEN DOOR (BMI)—J. Lowe . . . . .	—	1
(The Story of) The Little Man in Chinatown (BMI)—Dot 15486		

### Most Played R&B by Jockeys

For survey week ending November 14

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout 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. BLUEBERRY HILL—F. Domino . . . . .	1	8
Imperial 5407—BMI		
2. HONKY TONK (BMI)—B. Doggett . . . . .	2	13
King 4950—BMI		
3. LET THE GOOD TIMES ROLL—Shirley & Lee . . . . .	5	18
Aladdin 3325—BMI		
4. STILL—L. Baker . . . . .	—	6
Atlantic 1104—BMI		
5. OH! WHAT A NITE—Dels . . . . .	14	2
VeeJay 204—BMI		
6. I FEEL GOOD—Shirley & Lee . . . . .	—	1
Aladdin 3338—BMI		
7. LOVE ME TENDER—E. Presley . . . . .	3	6
Vic 20-6643—BMI		
7. IN THE STILL OF THE NIGHT—Satins . . . . .	4	11
Ember 10005—BMI		
9. DON'T BE CRUEL—E. Presley . . . . .	7	14
Vic 20-6604—BMI		
10. HONEY CHILE—F. Domino . . . . .	12	3
Imperial 5407—BMI		
10. SHE'S GOT IT—Little Richard . . . . .	15	4
Specialty 584—BMI		
12. JUANITA—C. Willis . . . . .	13	2
Atlantic 1112—BMI		
13. BROWN-EYED, HANDSOME MAN—C. Berry . . . . .	6	5
Chess 1635—BMI		
13. LONELY AVENUE—R. Charles . . . . .	—	3
Atlantic 1108—BMI		
15. DO SOMETHING FOR ME—Little Willie John . . . . .	—	1
King 4960—BMI		

Vee-Jay #226

**"YOU'VE GOT ME DIZZY"**

b/w

**"HONEY, DON'T LET ME GO"**

by Jimmy Reed

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Smash R & B Christmas Release

**RUDOLPH THE RED-NOSED REINDEER**

**THE CADILLACS**

Josie 807

**Josie RECORD**

1650 Broadway, New York City

(Continued on page 49)

# FOLK TALENT AND TUNES

Continued from page 47

to-see the current issue of Life magazine, dated November 19, for a splendid eight-page photo story in color and black and white on the "Grand Ole Opry," its talent, and the preliminaries to the deejay festival.

Gabe Tucker has Ernest Tubbs and the Wilburn Brothers set as follows for the remainder of November: Jamestown, N. D., November 20; Minot, N. D., 21; Bainville, Mont., 22; Rapid City, S. D., 23; Casper, Wyo., 24; Rock Springs, Wyo., 25; Salt Lake City, 26; Boise, Idaho, 27, and Spokane, Wash., 28.

Roster of the Texas Stompers on "Big D Jamboree," Dallas, is made up of Marvin (Smoky) Montgomery, banjo; Jim Boyd, lead guitar; Paul Blunt, steel guitar and piano; Ken Cobb, bass; Eddie McDuff and Carroll Hubbard, fiddles; Billy Briggs, sax, and Bill Willis, drums. . . . Station KLAJ, Denver, has increased its output to 1,000 watts and goes on 24-hour operation within a few weeks. KLAJ is the only exclusive c.&w. station in the Rocky Mountain area and consistently does a good job of publicizing c.&w. artists who play the territory. Morey Da Volt is station owner. Newest ranch hand at KLAJ is Larry Dietz, formerly with Washington stations.

Cal Shrum, now going into his sixth year on WMAJ, Springfield, Ill., emceed the "Grand Ole Opry" unit which showed there November 1 featuring Little Jimmy Dickens, Benny Martin, Grandpa Jones, Bill Monroe, Stringbean and June Webb. Show had a big advance, Shrum reports. Cal continues to do 26 hours of country music a week over WMAJ from his own studio located in his Springfield home. "My brother, Walt, and his gang from Hastings, Neb., and I recently pulled 15,000 people in a one-day furniture sale and sold \$26,000 worth of new furniture, using only radio advertising," writes Cal. "This was for the G. & E. Furniture Company, one of my sponsors. I've heard folks say radio advertising doesn't pay off. That isn't true in this area. See you in Nashville."

Kent W. Kistler, for the past year road manager for A. V. Bamford, West Coast promoter, has joined Jim Halsey's Thunderbird Artists, Inc., Independence, Kan., which holds the managerial reins on Hank Thompson and His Brazos Valley Boys, Leon McAuliffe and His Cimarron Boys, Wanda Jackson, Mitchell Torok and Billy Walker. The firm, which also handles publicity for c.&w. artists, plans to expand its talent roster, Halsey reports. . . . The Wilburn Brothers, Teddy and Doyle, pitched their newest Decca release, "Go Away With Me," to the deejays gathered in Nashville last week.

Leon McAuliffe and His Cimarron Boys played the Texas territory thru November 10, with stops in Houston, Fort Worth and other major Lone Star cities. . . . Mitch Torok is currently visiting his his parents in Houston. . . . Bill Lowery, Lowery Music biggie, Atlanta, hopped into Nashville recently for Jerry Reed's Capitol session. The trip also included a few fast rounds of baseball poker, with those playing wondering where Bob Burrell, Columbia's c.&w. pro-

motion mogul, got the idea he could play the game.

Billy Walker (Columbia), who recently signed a personal-management pact with Thunderbird Artists, Independence, Kan., has new release in "So Far," b/w "Little Baggy Britches." . . . Wanda Jackson will work a seven-day tour for Bob Neal and Hap Peebles, opening November 17 in Kansas City, Mo. She follows with St. Joseph, Mo., November 18; Topeka, Kan., 19; Omaha, 20; Independence, Kan., 21; Wichita, Kan., 22, and Hutchinson, Kan., 23. Wanda's new one on the Capitol label is "Hot Dog."

Hank Thompson and His Brazos

Valley Boys, who recently concluded their forth straight year at the State Fair of Texas, Dallas, for Falstaff Beer, have already been booked to return there in 1957. While at Cook's Hoedown Club, Houston, October 30, Thompson had a visit from Hank Locklin (RCA Victor). . . . James O'Gwynn (Starday) is now working under the personal direction of Slick Norris, who recently relinquished the managerial reins on Jimmy Newman. O'Gwynn's initial waxings for Starday are "If I Never Get to Heaven" and "Losing Game," both penned by O'Gwynn in collaboration with DeWayne Higdon.

Smokey Smith, KRNT, Des Moines, opines that it would be a help to deejays if the recording companies would put full clearance info and time (running time of each selection) on albums sent them.

## With the Jockeys

Tater Pete Hunter, KTLW, Texas City, Tex., infos that he's got a recording of two of his own tunes out on the M-G-M label, "I'm So Tired," b/w. "You Ain't Got No Right." Jockeys may obtain a sample by writing to Hunter c/o KTLW. Guesting on Hunter's shows recently were Faron Young, Sonny James, Charline Arthur, Johnny Cash, Johnny Horton, Jimmy Heap, Wiley Barkdull and Benny Barnes.

Cracker Jim Brooker, who has a nightly two-hour country music disk program on WMIE, Miami, has launched a new Saturday TV show on KITV, Channel 17, Miami. Billed as "Big Orange Jubilee," show features numerous local and out-of-town acts, with Jimmy Hartley and the Orange State Playboys making with the melodies. Cracker Jim is chairman of the board of the Country Music Disk Jockeys' Association. . . . Don Reno and Red Smiley have begun a series of television shows for Roanoke Valley Motors over WDBJ, Roanoke, Va. Time is 7-7:30 p.m.

RCA Victor has just released singles of Jim Reeves' recordings which were originally made for Abbott Records and recently purchased by Victor. List includes "Mexican Joe," "Drinking Tequila," "Where Does a Broken Heart Go?" "Penny Candy" and "How Many?" Disk jockeys may obtain copies by writing to Reeves' manager, Herb Shucher, at 613 Gibson Drive, Madison, Tenn. . . . Texas Tony Merrill and his unit, including Bo Kannon, fem singer; Joe Tanner, guitarist, and the Dixie Ramblers, rock 'n' roll group, played to a fair but enthusiastic crowd recently at the Princeton, N. C., high school. "It proves that

# Reviews of New R&B Records

Continued from page 48

**KING PLEASURE BAND**  
Blues I Like to Hear . . . . .73  
ALADDIN 3343—Pleasant excursion into pop field by Aladdin with some attractive vocalizing on an okay blues item. (Lewis, BMI)  
D B Blues . . . . .73  
Same comment. (Aladdin, BMI)

**JIMMY THOMASON**  
Now Hear This . . . . .73  
VITA 143—A rhythmic warning to the straying chick. Thomason belts it with solid help from Jackie Kelso ork. Good juke job. (Sparks, BMI)  
Big Wheel . . . . .71  
Here's a rhythm rocker in a blues pattern. Lyrics don't mean much but arrangement has plenty of zip. Flip rates the edge, however. (Spark, BMI)

**JACKIE KELSO ORK**  
Once More . . . . .72  
VITA 141—A nice swinging instrumental by the Kelso ork with lots of sax work up front. Solid wax for terpers in the juke joints. (Sparks, BMI)  
Not Yet . . . . .72  
Same comment. (Sparks, BMI)

**FREDDIE MITCHELL ORK**  
Blowin' Mighty . . . . .72  
CORAL 61740—A big band jump instrumental probably intended to cash in on the current demand for rock and roll instrumentals. Has some exciting tenor honking and a Gibraltar-solid beat. (Bryden, BMI)  
Slow Blues . . . . .70  
Title accurately describes the material. Tenor lays out the riff and the rest of the band walls sympathetically. Both sides have juke box possibilities. (Bryden, BMI)

**ED TOWNSEND BAND**  
Give Me One Chance . . . . .71  
ALADDIN 3326 — Townsend socks across a dramatic lyric with maximum emotional impact and an exciting tempo. (Fairway, BMI)  
Come On and Walk With Me . . . . .71  
Exuberant reading of a deliberately monotonous rhythm ditty with an insistent beat. (Aladdin, BMI)

**FRANK SCOTT**  
Walkin' Up Four Flights of Stairs . . . . .71  
KAPP 164 — Good, solid beat in rhythm number. Scott and his boys put guts into it. Teen-agers can easily go for this torrid r.&r. belt. (Seabreeze, BMI)  
She Said . . . . .70  
Scott and group on another hefty kick, but vocal here is not in driver's seat. Can appeal, however, to the stomping set. (Valley Brook, ASCAP)

**WILD BILL DAVIS**  
Crosstown . . . . .70  
IMPERIAL 5420 — Organist, guitar and rhythm tease out a slow, hard-rocking blues instrumental that borders on the jazz field. Some juke possibilities. (Reeve, BMI)  
Perdido . . . . .64  
This one's strictly in the stomping jazz vein, but sales to regular jazz buyers are not likely to get it off the ground. (Tempo, ASCAP)

**BOB WILLIAMS**  
You . . . . .69  
VITA 142—A slow, romantic dedication here which has a draggy tendency. Singer has a nice touch, however, and would do well as a straight singer with a band. (Prestige, ASCAP)  
Fool in Love . . . . .67  
Another slow moving ballad job. A nice performance by the singer but the side lacks dynamics and vigor. (Gulf, BMI)

there's room for all—country and western and rock 'n' roll," writes Texas Tony.

Freddie Chapman is now spinning the c.&w. wax over KROP, Brawley, Calif. On the air daily from 6:15-7 a.m. Chapman asks to be placed on record mailing lists. . . . Billie Smith, KDET, Center, Tex., letters: "Our good friend Harmie Smith has been busy with personal appearances, along with Royce Luman and His Power Pacs. They have been drawing good crowds thru East Texas. Harmie had as recent guests James O'Gwynn, who's latest on the Starday label is 'If I Never Get to Heaven' b/w. 'Losing Game,' and David Houston, who's recording of 'I'll Always Have It on My Mind' b/w. 'Blue Prelude' is new on RCA Victor. Slick Norris recently dropped by on his way to the 'Louisiana Hayride.' Just talked to Jimmie Davis, who is busy on tours, and also Jeff Dale, who spins 'em over KCIJ, Shreveport, La."

# RHYTHM-BLUES NOTES

By GARY KRAMER

Glancing thru last week's pop "Spotlights" and reviews in The Billboard, it appears that r.&b. material is still carefully scanned for pop adaptation. The top two "Spotlights" were "Goodnight, My Love," by the McGuire Sisters, and "Tra La La," by Georgia Gibbs. These are covers of the Jessie Belvin (Modern) and Lavern Baker (Atlantic) disks, respectively. Miss Gibbs had a big hit with another Baker cover, "Tweedle Dee," and is clearly shooting for a repeat performance. Other recent covers include "Follow Me," by Billy Williams, originally cut by the Four Esquires (Pilgrim); "Since I Met You, Baby," by Mindy Carson and by Molly Bee, originally cut by Ivory Joe Hunter (Atlantic). Miss Carson also has a version of "Goodnight, My Love."

A certain amount of grumbling is again being heard on the part of r.&b. artists who are being covered by pop artists in styling and arrangements that are all but carbon copies of the original. While tunes and lyrics can be copyrighted, arrangements cannot, and this has been frustrating to a number of artists who feel deprived of their rightful share of the pop music market thru quick covers by names well established pop-wise. One

artist commented, "My only protection from what I consider unfair competition comes from the sportsmanship of the disk jockeys. Ordinarily, the "original" record will always rate most plays with them, no matter what the name of the competing artist. This explains, I think, why neither "Honky Tonk" nor "Blueberry Hill," both in the pop top 10, drew any significant pop covering."

Rock and roll hit Denver last week. A two-day cold spell topped off with an eight-hour blowing snow storm did not prevent an SRO reception for Bill Haley and His Comets at the Denver Coliseum. Attendance was 7,000-plus and they rocked and rolled happily to the music of Haley, Frankie Lyman, the Platters, Clyde McPhatter, Ella Johnson, the Clovers, Shirley and Lee, the Flairs and Chuck Berry. . . . Frankie Lyman has now been definitely set for a British tour beginning February 25. . . . The Clovers have an LP ready for release within the next few weeks.

Thru a typographical error in last week's column, Smiley Lewis' new record was represented to be "Baby Doll." The line should have read "Shame, Shame, Shame," from the picture "Baby Doll." . . . Savoy Records has just signed an instrumental and vocal group called the Jive Bombers. They were discovered at a small Manhattan club, the Wagon Wheel. . . . Kapp Records has taken a plunge into the r.&b. field with two releases this week. They are "Calypso Rock" and "Blue," by Dave Day and the Red Coats, and "She Said" and "Walkin' Up Four Flights of Stairs," by Frank Scott.

# Reviews of New C&W Records

Continued from page 47

**CHUCK CARROLL**  
Hey Now . . . . .66  
ESTA 281—A bright, happy ballad that Carroll sings with spirit and style. (BMI)  
Mean 'Ole Blues . . . . .65  
Carroll has a good blues feel. Makes a fine impression with this weeper material. (BMI)

**THE PHANTOM RIDER TRIO**  
Peekin' Thru Your Window . . . . .65  
K-PEP 256—Thru the window he saw her holding another in her arms. Just like she did him. This theme is given a bouncy performance by the trio. (4 Star Sales, BMI)  
I'm Telling Everybody (It's Great to Be in Love) . . . . .60  
Routine material and performance. (4 Star Sales, BMI)

**JIMMY COPELAND**  
Radar . . . . .64  
EVENT 4259—Radar has changed things for the speedy driver, it says here. Brisk country side, well orked and sung. Should do well around home base, which is the State of Maine.  
What Kind of Life Am I Living? . . . . .60  
Dolorous lament, well sung, but offering nothing unusual for today's market.

# Number of Releases This Week

Label	Pop	C&W	R&B
ABBOTT	1	1	—
ALADDIN	—	—	3
BLUE HEN	—	1	—
CAPITOL	1	—	—
CHIC	—	1	—
CLASS	—	—	1
COLUMBIA	4	2	—
CORAL	5	—	—
CRYSTALLETTE	1	—	—
DAWN	1	—	1
DECCA	6	—	1
DIG	—	—	1
DOT	3	—	—
EPIC	2	—	—
ERA	1	1	—
GROOVE	—	—	2
HERALD	—	—	1
IMPERIAL	—	—	2
INTRO	1	—	—
K-PEP	—	1	—
KAPP	—	—	2
KEY	1	—	—
LIBERTY	2	—	—
LONDON	6	—	—
MERCURY	6	—	—
SAVOY	—	—	1
STARS	—	1	—
THUNDERBIRD	1	—	—
UNIQUE	1	—	—
VEE-JAY	—	—	1
VICTOR	6	2	—
VITA	—	—	3
TOTAL	48	10	19

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b/w  
"TISHOMINGO"

Savoy 1505

**SAVOY** RECORD CO.  
58 MARKET ST.  
NEWARK, N. J.

## Allan Herschell Firm Buys Miniature Train Company

### Robertson to Head Up New Division At North Tonawanda, N. Y., Plant

NORTH TONAWANDA, N. Y.—Allan Herschell Company, Inc., of this city, the world's largest manufacturer of amusement rides, has purchased the equipment and inventory of the Miniature Train Company, of Rensselaer, Ind., and will go into the manufacture of miniature trains.

R. D. Robertson, who joined Miniature Train Company in 1936 and has been its vice-president-general manager for many years, is now vice-president of Allan Herschell Company in charge of the train division. Other key personnel in the Miniature Train Company

operation are expected to join the Herschell organization.

To Set Up for '57

Machinery and equipment will be moved from Rensselaer to the Herschell plant here and set up in time to meet delivery requirements for the coming season.

Two types of trains, both powered by gasoline motors, will be made for outdoor use. They are the G-12, a one-model kiddie unit, and the G-16, the adult size, having four models.

The Miniature Train Company has manufactured a reported 700 miniature trains since 1936. The Allen Merschell Company has been in operation 76 years and reports having made 1,500 Merry-Go-Rounds, of which about half are in the United States.

In addition, Allan Herschell has made hundreds of other amusement rides. Among types made by it are such major rides as the Hurricane, Looper, Hey Dey, Moon Rocket, 18-car Caterpillar and the new Twister.

In recent years kiddie rides have occupied a large part of the company's production. Well-known Allan Herschell kiddie rides are the Sky Fighter, Roller Coaster, Tank, Horse and Buggy, Boat,

Roadway, Rodeo and Auto. The Helicopter, its newest kiddie ride, was introduced at the 1956 Canadian National Exhibition.

History of Companies

The Miniature Train Company grew out of a father's desire to build something unusual for his small son. P. A. Sturtevant, in 1928, decided he wanted to build a miniature train large enough to carry his son, Lee, and Lee's playmates.

Sturtevant built the train over a period of several years and by 1932 it was so popular that friends suggested it be set up in a Chicago store. Executives from other stores saw the attraction and expressed their desire for a train for Christmas and Easter promotions. Sturtevant, in 1936, organized a company at Glen Ellyn, Ill., to manufacture them. The first models were patterned after the Burlington Zephyr, which introduced the modern streamliners.

Allan Herschell today is owned by the Wiesner-Rapp Company, of Buffalo, and is operated by Lyndon Wilson, president. Wiesner-Rapp purchased the company in 1953 from the estate of John Wender, who with his son, William,

(Continued on page 98)

## Bernice Herwitz Dies Suddenly

CHICAGO — Bernice Herwitz, private secretary of Sam J. Levy Sr., president of Barnes-Carruthers Theatrical Enterprises, died suddenly Thursday night (15) in a hospital here.

She died of a cerebral hemorrhage shortly after entering the hospital. She had been in ill health only three days and on the day of her death had visited the Barnes-Carruthers office en route to a medical check-up.

Miss Herwitz was widely known among fair men and outdoor acts. She had been with the Barnes-Carruthers office since 1939. Prior to that she had been secretary to Ernie Young, Chicago fair-booker, and Edgar Benson, club-booker, and in the office of the Witmark Publishing Company here.

Five sisters survive.

Funeral services were to be held Monday (19) at the Myron Weinstein Funeral Home, with interment in Fairmount Park Cemetery.

## BILLY RETIRED? MUST BE SOME OTHER FELLOW

HOLLYWOOD—It seems that retired showboat owner Billy Bryant can't keep his fingers out of the showbiz pie. Things began to happen immediately after he and his wife drove here recently from their home in Point Pleasant, W. Va., to visit relatives.

First came a feature story in The Citizens' News. This was followed by a local TV appearance that was caught by Groucho Marx. The result: Bryant is set for a shot on Marx's "You Bet Your Life" TV stanza, to be taped November 26 and aired a few weeks later. Then came Patrick Ford, producer for C. V. Whitney Pictures, Inc., with a part for Captain Billy in an upcoming picture, "The Missouri Traveler," which rolls in January.

Topping off the array of breaks for the veteran showboat impresario is word that Henry Greenberg, in charge of production at Hal Roach Studios, contemplates use of Bryant's book, "Children of Ol' Man River," as the basis of a TV spectacular.

## N. J. Hopes Mount For Skill Game OK

### Association Seeks Amendment Thru Committee; Public Sentiment Strong

NEW YORK—Chances of legalization of New Jersey's concession games appear good for the 1957 season, with the problem now being approached thru amendment of the State Constitution.

The State-wide crackdown, which caught operators in parks and on boardwalks with their defenses down, caused the loss of millions of dollars in gross earnings, and a standstill in prize merchandise traffic. It occurred in July, prior to the Fourth—probably the worst conceivable time of the year.

Coming too late for any immediate good, but with an eye toward the year ahead, was the formation of an operators' and landlords' organization, chartered as Amusements Incorporated and trading as New Jersey Amusement Men's Board of Trade. They subscribed a \$25,000 fund to develop public and legislative opinion favorable to their cause, and retained former State Senator John Toolan of Perth Amboy as counsel, and Bill O'Connor as publicist.

State Senator Sandman of Wildwood is chairman of the special legislative committee named to look into the situation which cut hundreds of operators off without income last season. Wildwood is a resort community and the State Legislature is well populated with representatives of other shore and inland spots where the games have been important attraction elements.

Skill Specified

The hope is for a favorable amendment to be submitted by the committee, which would legalize games of skill. Such an attempt was vetoed last fall by Governor Meyner without sufficient time re-

maining to attempt to override the veto. Association hopes this time are that a veto, requiring a difficult two thirds legislative vote, will not be needed.

On a test case last summer the (Continued on page 97)

## BALLOONS STAY LOW

### Helium for Macy's —But None Other

Continued from page 1

Besides welding, helium has been consumed in great quantities in various atomic energy projects. Main producing spot is in the Texas Panhandle area.

The Bureau of Mines has a strict allocation list prescribed for distributors, with holders of government contracts being No. 1 on the list. Second use is for medical purposes; then comes essential industries, followed by an open category which includes the balloon salesmen. There hasn't been any helium available for the open class for some time now.

The supply has been short, but a small black market has been in operation for several years where balloon people have been able to snag a tankful on occasion. On the black market, a \$16.50 cylinder goes for \$30-\$35. There isn't much traffic in this fashion, however. Initially, it's risky for a legitimate user of helium to risk loss of a

government contract or loss of his usual allocation by steering helium outside the prescribed channels. Secondly, there is a limit to how much the public will pay for bobbing balloons. If the price gets too steep, the balloon man has to pass it up.

There have been years of shortage in the supply of helium for amusement purposes and there is no easing of the situation in sight.

Also the use of helium for balloons is small in relation to the entire production as to be almost unnoticeable, the government hardly ever budges from its classified allocations. One of the rare relaxations is Macy's parade, with the department store being told it can have enough of the gas for three big displays. Mammoth of last year's parade was the turkey gobbler, which required 13,000 cubic feet of helium to get it off the ground.

## DEarborn 2-5601

Get down that number. It's important. It's the telephone number of The Billboard's Servicer at the outdoor convention which will start at the Hotel Sherman, Chicago, the weekend following Thanksgiving Day.

Offered in co-operation with the Showmen's League of America, The Billboard's Servicer will provide many free services to make your stay at the convention more pleasant.

Located in the Hotel Sherman lobby, The Billboard's Servicer will offer a free paging service.

That is why the number above is important.

Anyone calling you at that number will be able to have you paged over a special public address system.

Anyone leaving a message at that number will know that the message will be held until you pick it up.

Otherwise, The Billboard's Servicer will serve to make your convention stay as enjoyable as possible.

A battery of house phones will be set up in it to enable you to locate people in the hotel.

Phones also will be provided for free outside local calls.

Information sought by conventiongoers will be furnished.

Another service will be The Billboard's convention directory, listing room numbers of carnivals, booking agencies, etc. Showmen's League of America members will register at the booth.

The Servicer will be open daily, Sunday, November 25, thru Wednesday, November 28, on the following schedule:

Sunday—1 p.m. to 8 p.m.  
Monday—10 a.m. to 8 p.m.  
Tuesday—10 a.m. to 8 p.m.  
Wednesday—10 a.m. to 6 p.m.

## Film Staffers Plan \$5 Million Funspot With Animals, Rides

### Would Buy World Jungle Compound; Jimmy Woods in Group; Set Meeting

THOUSAND OAKS, Calif.—A \$5,000,000 amusement park is planned for a 20-acre site here. Final steps toward buying the site and financing the project are expected to jell at meetings scheduled the weekend of November 18.

The proposed fun zone will be called Jungleland, and it will be produced by a group made up largely of executives from 20th Century-Fox Film Corporation. They are acting as individuals, however, and not for the movie outfit. Associated with them is Jimmy

Wood, of Pan American Amusement Corporation, a veteran circus, carnival and park operator. They are Sig Rogell, production manager of 20th Century-Fox; James Ruman, transportation manager at 20th Century, and Lyle Wheeler, art chief at the film studio.

They reportedly expect to buy the World Jungle Compound here, a wild animal compound operated by I. S. (Trader) Horne and Billy Richards since they bought it in 1945 from Louis Goebel. The present owners of the compound said late last week that their property had not been sold and was not in escrow. However, the weekend sessions were expected to bring about something definite on such a purchase, others said.

The group also is understood to have an option on the adjacent 60 acres owned now by Goebel, who is associated with Wood in the carnival business.

The World Jungle Compound purchase price is reported to be in the neighborhood of \$500,000. Development of the park, according to plans, would boost the investment to nearly \$5,000,000, it was said. Jungleland would expand the (Continued on page 98)

## Sunny Bernet Joins Globe

CHICAGO—Sunny Bernet, veteran outdoor showman and salesman, has rejoined the staff of Globe Poster Corporation, Myron and Phil Shepard, firm owners, announced last week. Bernet will make the Chicago outdoor meetings in addition to a string of State fair association conventions.

Bernet formerly was with Globe many years, leaving the concern to enter the booking business. In recent years, he represented a phonograph record concern.

# NATIONAL'S TRACKLESS TRAIN

... a proven money-maker with strong publicity value!



### A GREAT ADVERTISING STUNT

All units can be driven on their own power across the highways (usually under police escort) from the factory in Dayton to their destination, furnishing one of the greatest advertising stunts possible.

Let us tell you how a National Trackless Train can fit into your operation.

### Ask any of these owners and operators

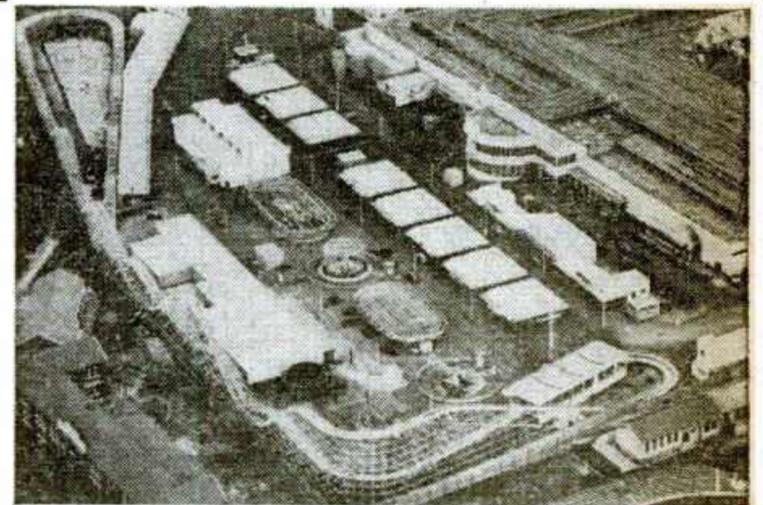
- 3 Units sold to Canadian National Exhibition, Toronto, Canada, and driven across the highways, on their own power, from Dayton to Toronto, a distance of 600 miles, in two and a half days.
- 3 Units sold to Mr. Jack Pedersen for operation in Africa, U.S.A., Boca Raton, Florida.
- 2 Units sold to the Anheuser-Busch Co. for operation in their Grant's Animal Farm, St. Louis, Mo.
- Single units sold to . . .
- The Cincinnati Zoo, Cincinnati, Ohio.
- Bob-Le Island Amusement Park, Detroit, Mich.
- Cincinnati Milling Machine Co., Cincinnati, Ohio.
- Agassiz Development Corp., Bethlehem, N. H., to take passengers up Agassiz Mountain.
- Hunter Hill Outdoor Theater, Gatlinburg, Tenn.
- Metz Baking Co., Sioux City, Iowa.
- Sheraton-Park Hotel, Washington, D. C.



Let us streamline your present Coaster with these new 1957 model Coaster Cars.

### COMPLETE KIDDELANDS AND AMUSEMENT CENTERS PLANNED AND DESIGNED

Whether you have an established Park or Amusement Center and merely want to add a ride or two, or if you have a plot of ground and want to establish a Kiddieland or Amusement Center, let us discuss your problem with you. **WILLIAM DE L'HORBE, JR.**, has had a lifetime of experience in planning parks and amusement areas. His personal services and suggestions are available to you wherever you are. No obligations.



### YOU CAN PLACE YOUR CONFIDENCE IN NATIONAL

National Rides are built complete from raw materials to the finished product in our own plant, occupying an entire city block, under the direct supervision of **AUREL VASZIN**, its founder, with 50 years of experience designing, engineering and building money-making rides.

### MANUFACTURERS OF

- CENTURY FLYER**  
Safest Miniature Train built. Operates on 24" gauge tracks.
- KIDDIE FERRIS WHEEL**  
Simple mechanism, push-button control. Mounted on trailer if desired.
- KIDDIE BUGGY RIDE**  
A 10-car Deluxe Buggy Ride that delights the Kiddies.
- FUN HOUSES**  
Designed especially to fit your location and pocket book.

- MIRROR MAZES**  
Fascinating Walk-Thru Fun House with a confusing mirage of mirrors.
- KIDDIE PONY TROT**  
10 or 20 ponies fitted with Western style leather saddles.
- LAUGHING MIRRORS**  
Laugh-provoking mirrors that amuse both young and old.
- PARK BENCHES**  
Designed and built for real tough usage. A lifetime product.

- OLD MILLS—MILL CHUTES**  
Suitable for parks and permanent locations.
- MAJOR ROLLER COASTERS**  
Engineered and built for enduring lifetime service.
- COASTER CARS**  
For streamlining present Coasters with new custom-built cars.
- COMET, JR.**  
A Junior Roller Coaster sturdy enough for adults.

Write for literature describing all National Money-Making Rides

# NATIONAL AMUSEMENT DEVICE COMPANY

Box 488, V A F, DAYTON 7, OHIO

# THE BILLBOARD'S 1956 KIDDIELAND SURVEY *Part 3*

This is the third phase of The Billboard's extensive study of kiddieland operations this year. Other portions were published in February and April. This section takes a look at the season just completed and rounds out the examination of a thriving branch of show business.

Only independent kiddieland operations were surveyed. Kiddielands which are a department of a larger amusement park or a carnival were not included.

The Billboard received returns from 15 per cent of the questionnaires it mailed to more than 300 kiddielands. This percentage of returns is regarded by statisticians as high for direct mail survey. Further, statistical studies give assurance that a sampling of this size is more than adequate to produce an accurate cross-section of the business.

As in the previous phases of this study, care was taken to make the returns representative of all types of kiddielands in all locations. Thus the returns are balanced so far as geography is concerned, with adequate numbers of replies coming from each section of the nation.

There is additional balance between kiddielands in large, medium and small population centers. And there is equitable distribution of returns from large and small kiddielands.

**QUESTION:** *How did attendance in 1956 compare with that of 1955?*

**ANSWER:**

Up from 1 to 5%.....	15.5%
Up from 6 to 10%.....	22.2%
Up from 11 to 25%.....	11.1%
Up more than 25%.....	8.8%
Down from 1 to 5%.....	13.3%
Down from 6 to 10%.....	8.8%
Down from 11 to 25%.....	4.4%
Unchanged or no answer.....	15.5%

**COMMENT:**

Well above half of the survey reported increases over last year's attendance; they comprised 58 per cent of the total. About 27 per cent reported decreases. Those who did have set-backs reported small decreases for the most part, but the increases ranged to high categories, and one location told of doubling attendance this year.

**QUESTION:** *How did gross business in 1956 compare with that of 1955?*

**ANSWER:**

Up from 1 to 5%.....	11.1%
Up from 6 to 10%.....	15.5%
Up from 11 to 25%.....	15.5%
Up more than 25%.....	4.4%
Down from 1 to 5%.....	11.1%
Down from 6 to 10%.....	8.9%
Down from 11 to 25%.....	4.4%
Down more than 25%.....	4.4%
Unchanged or No Reply.....	24.4%

**COMMENT:**

A strong percentage, 46.6 per cent, reported increases in gross while only 28.8 per cent told of decreases. Replies indicate that kiddielands generally are doing better business, and certainly that they are in a healthy state.

A further study of the replies shows that nearly all of the participants gave identical percentage answers for both Question 1 and Question 2. This means that operators apparently usually don't differentiate between receipts and attendance, that many estimate attendance from the gross, and that there often is no effort to decide whether attendance, for example, is staying the same or fewer people are spending more to give the same gross as before.

**QUESTION:** *What is your greatest problem in operation?*

**ANSWER:**

Finding and keeping employees.....	35.5%
Overcoming effect of weather.....	17.8%
Maintenance of equipment.....	6.6%

**COMMENT:**

Keeping an adequate labor force is far and away the major problem facing kiddielands. Weather complaints, of course, are frequent but in a different category. After that, there is no pattern. One's problem is getting parents to buy tickets when they accompany children on a ride. Another's is the competition from a supermarket that offers free rides. Promotion problems face some. One doesn't know whether he should add another ride. How to get more business on weekdays rather than all of it on weekends is another operator's hurdle.

**QUESTION:** *In what bracket was the gross of your kiddieland last season?*

**ANSWER:**

Under \$50,000.....	77.8%
From \$50,000 to \$100,000.....	8.9%
From \$100,000 to \$250,000.....	4.4%

**COMMENT:**

A kiddieland which grosses more than \$50,000 is a distinct exception. Those that do are among those located in major population centers. But many of the leading kiddielands in metropolitan areas also report grosses in the \$50,000 bracket.

**QUESTION:** *Did you use birthday party promotions in 1956?*

**ANSWER:**

Yes.....	54.5%
No.....	45.4%

**COMMENT:**

Promotion of the sale of "package" deals in the form of birthday parties have long been a favorite of kiddieland operators. More than half of those taking part in this survey reported using this type of promotion. The strong minority, which does not, includes not only those who have different types of promotions in operation but also those who believe that no special promotion is needed.

**QUESTION:** *Did you use newspaper or broadcast advertising?*

**ANSWER:**

Yes.....	61.8%
No.....	31.8%

**COMMENT:**

Again, heavy percentage of operators uses advertising of one standard type or another. Particularly in small and moderate sized cities, advertising is favored. But nearly one-third of the participants feel that this type of advertising does not benefit them. They depend on location, traffic and word of mouth advertising to build their business.

**QUESTION:** *Did you use any tie-ins with dairies, bakeries, etc.?*

**ANSWER:**

Yes.....	25.0%
No.....	75.0%

**COMMENT:**

Arrangements by which kiddielands offer ride tickets or cut rates in exchange for certain labels, box tops or bottle caps are profitable for both the operator and the producer in many cases. But the proportion of kiddielands which have such set-ups is still a minority. Nearly three-quarters of them do not have such an arrangement.

**QUESTION:** *Did you use any fireworks or special attractions?*

**ANSWER:**

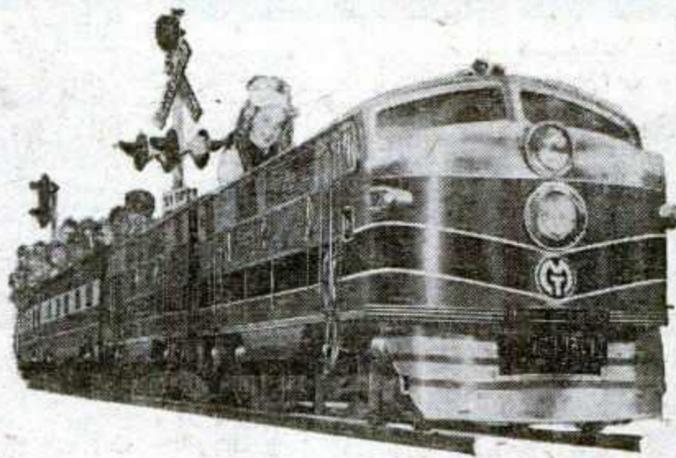
Yes.....	15.8%
No.....	81.8%

**COMMENT:**

These returns reflect the opinion among many kiddielanders that special attractions, particularly of a one-time variety, are of little benefit to their operations. On the other hand, there are exceptions, as the replies indicate, where conditions are such that special shows do call enough extra attention to the funspot.

(Continued on page 56)

Make it by the Trainloads!



MT Miniature Trains keep the money rolling in season after season, year after year because they are engineered for continuous running without costly breakdowns. Every one of the hundreds of MT Trains is still in active service!

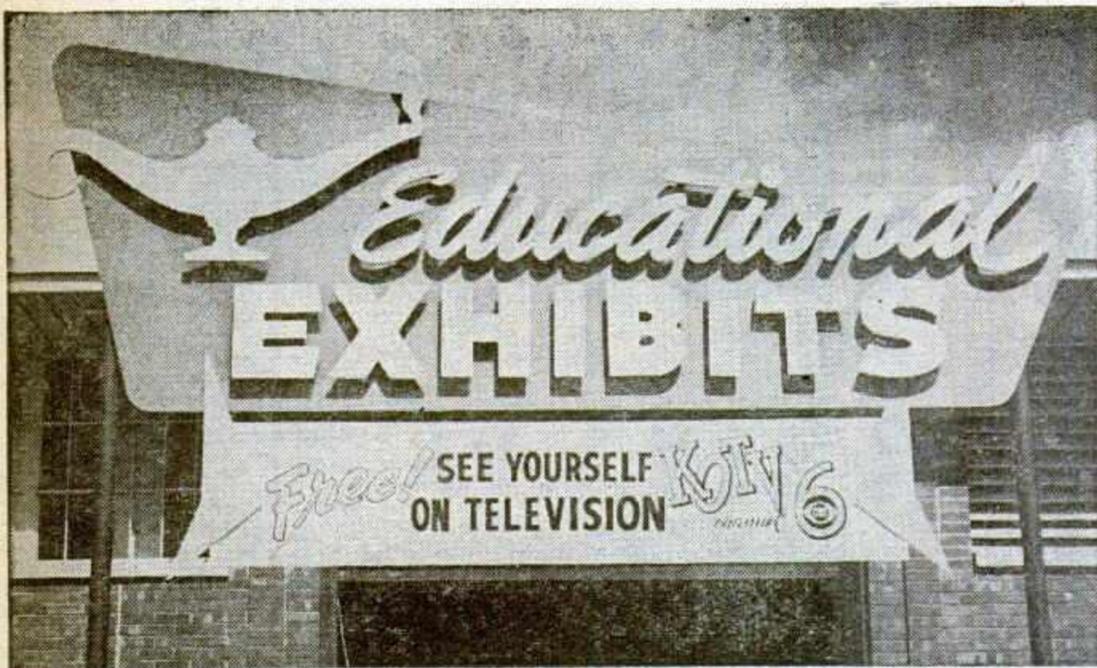
You get more for your money . . . and you make more money with MT Miniature Trains!

Yes, the money rolls in fast when you include one of the five popular passenger carrying MT Miniature Trains in your park, kiddieland or carnival.

Write for catalog and complete details.



**MINIATURE TRAIN CO.**  
RENSSELAER 1, INDIANA



# Liven Up Those Fronts!

THE problem of how to direct fair visitors to the displays and exhibits they wish to see was solved in a new and refreshing way at this year's Tulsa State Fair by a series of attractive signs which are a distinct departure from the usual lettered panels.

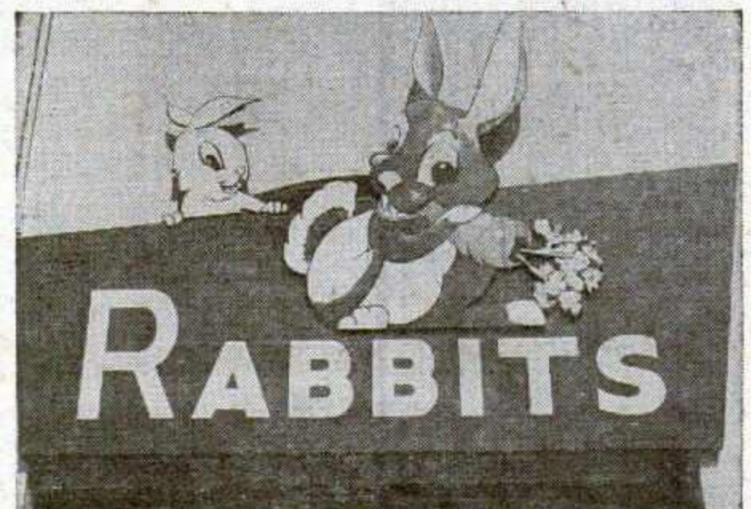
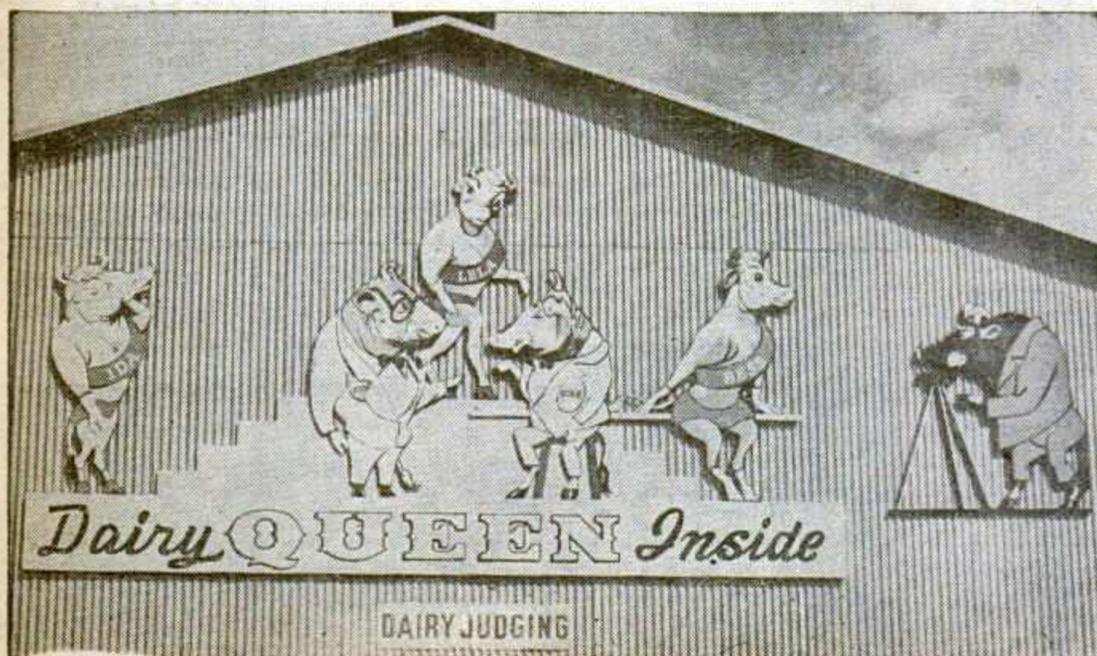
One group posted on the fair's huge livestock exhibit building featured all the farm animals in a variety of comic poses. The beef animals donned boxing gloves to slug it out for the championship. Dairy queens smiled confidently for a photographer as they primped for their victory pictures.

The sign marking the sheep, swine and horse barns featured a group of animals congregated around a corral fence.

Twenty-foot "fishing women" directed traffic to the fair's Midwest Recreational Exposition, while a wise old owl and a lamp of learning marked entrance to the educational exhibits.

Markers for the Rabbit and Poultry Building assumed Disney-like proportions, and two pixies cavorted above the entrance to the Women's Building.

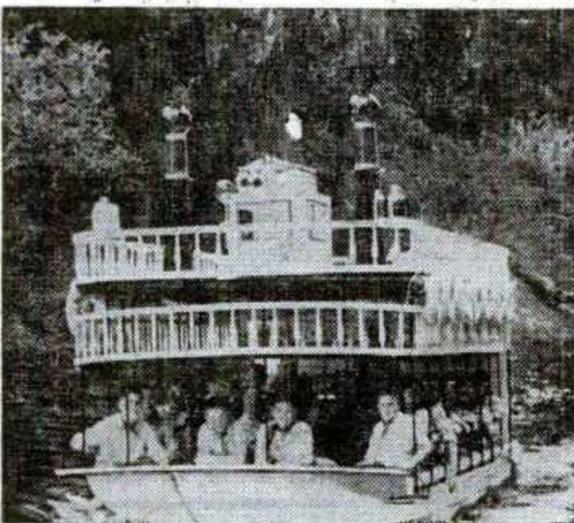
All the signs were constructed as cut-outs and were designed to last several seasons. Comment during the fair proved the new sign arrangement a welcome addition for visitors.



*Add Charm.* while producing sensational profits!



**"QUEEN O' THE DELLS"—WISCONSIN DELLS, WISCONSIN**  
**CAPACITY 75 PASSENGERS**



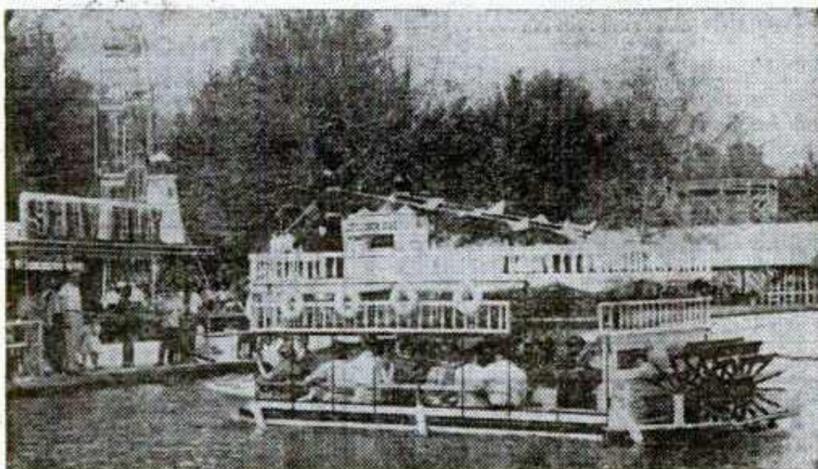
**Stephen Foster Memorial Park  
 White Springs, Florida**

*Replica of an Early American River Boat colorfully decorated to add dignity and nostalgia to your operations. Power supplied by conventional marine propellers for fast, maneuverable and dependable service. Sturdy fiberglass top and hand-turned banisters. Optional side or front loading into plastic-covered foam rubber seats.*

- ★ Three paddle wheel boats to fit your needs.
- ★ 30 Adult passengers—26 feet long, 8-foot beam, powered by 25 H.P. water-cooled seascout gray marine engine.
- ★ 50 Adult passengers—35 feet long, 10-foot beam, powered by 120 H.P. gray marine diesel or gasoline engine.
- ★ 75 Adult passengers—44 feet long, 12-foot beam, two decks, rest room, concession counter, twin 100 H.P. gray diesel or gasoline engines.
- ★ **NEW ALL-STEEL HULLS**  
 All boats complete with coast guard life saving and fire fighting equipment.
- ★ Boats also available with other types of superstructure to depict African jungle river boats, fantasy-land swan boats, etc., or will build to your specifications.

**YOU CAN SEE THE SHOW IN  
 OPERATION AT ANY OF THESE LOCATIONS:**

- |  |  |
|--|--|
| City of Dearborn<br>Dearborn, Mich. (2)                    | Springlake Amusement Park<br>Oklahoma City, Okla.    |
| Lake Winnetoesaukah<br>Rossville, Ga.                      | Lakeside Park<br>Dayton, Ohio                        |
| Dorney Park<br>Allentown, Pa.                              | Williams Grove Park<br>Mechanicsburg, Pa.            |
| Stephen Foster Memorial<br>Park<br>White Springs, Fla.     | Wyandotte Boat Rentals<br>Bethel, Kansas             |
| LeSourdsville Lake<br>Middletown, Ohio                     | James E. Strates Shows<br>Orlando, Fla.              |
| Wm. & Kate B. Reynolds<br>Memorial Park<br>Clemmons, N. C. | F & E Boat Co.<br>Wisconsin Dells, Wis.              |
| Riverview Beach Park, Inc.<br>Pennsville, N. J.            | Smith Boat Dock<br>Panama City, Fla.                 |
| Jacksonville Zoo<br>Jacksonville, Fla.                     | St. Andrews Amusement<br>Center<br>St. Andrews, Fla. |
| State Fair Park<br>Dallas, Texas (2)                       | Riverview Park<br>Chicago, Ill. (2)                  |



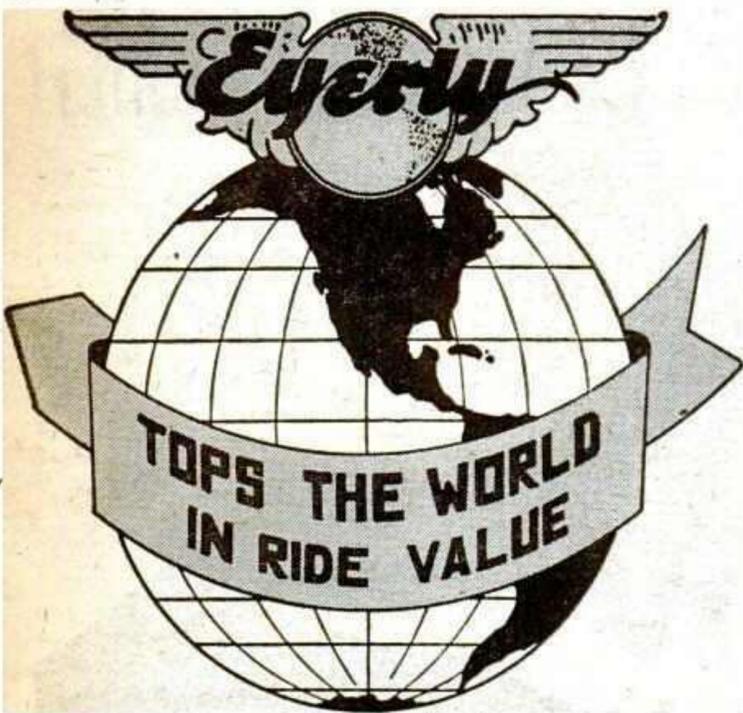
**LeSourdsville Lake  
 Middletown, Ohio**

**TRACKLESS TRAIN**

Take your customers any place a car or truck can go. No tracks needed for this money-maker! Flexible for changing seasonal volume. Available with jeeps, Clark tractors or custom-built streamline or Early American design towing unit. Coaches available in units of one or more with 12" or 15" wheels. Electric Stewart Warner brakes with 15" wheels only. Sound system optional. Plastic-covered foam rubber spring seat. Coil spring suspension. Plastic tops.

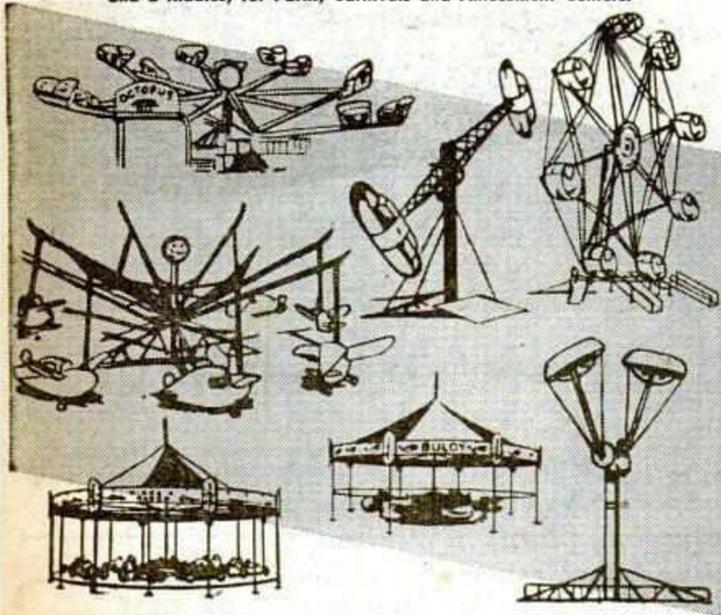
**See Us At Booths #100-101-106-107**

**ALAN HAWES** Manufacturing & Display Co.  
 30 MILES NORTH OF ATLANTA ON HIGHWAY 31  
 ACWORTH, GEORGIA      PHONE 6170



THE NAME **Everly** REPRESENTS  
A QUARTER CENTURY OF LEADERSHIP IN  
... RIDE ... DESIGN

Now manufacturing 7 proven money-making rides (5 Majors and 2 Kiddies) for Parks, Carnivals and Amusement Centers.



**OCTOPUS** Never has there been a ride with greater appeal or earning power. A consistent record-breaker over a period of years. 8 and 16 car models. 2 or 4 cars load simultaneously. Can handle up to 10,000 passengers in a single day.

**ROCK-O-PLANE** An outstanding ride with many advanced features that bring out top performance. The unique operating mechanism is more than just an improvement. It is actually the first real advance in ride design. A smooth, efficient and economical ride that appeals to all ages.

**ROLL-O-PLANE** Operates in either horizontal or vertical circle. Equally popular as a portable or permanent ride. It's flashy appearance, economy, earning capacity and safety performance is an asset to any park or midway.

**FLY-O-PLANE** Speed loading and higher earning capacity emphasized. All cars of the Fly-O-Plane may be loaded or unloaded simultaneously. Each plane individually controlled by passenger—planes bank, roll or fly level.

**LOOP-O-PLANE** A distinctive ride sensation, duplicated by no other device. Developed over 20 years ago and still gaining in popularity. Two cars, 8 or 12 passengers. Safe, economical and thrilling.

**MIDGE-O-RACER** Every youngster wants to drive an auto racer. Authentically designed cars which the kiddies can actually steer creates a sensation among the youngsters and makes them beg for "just one more ride, please." Requires only 25 foot circle.

**BULGY THE WHALE** Does not use, nor need "gadgets" to attract or amuse the kiddies. The playful simulated action of happy swimming whales provides enjoyment and thrills that the kiddies really go for in a big way. Requires only 25 foot circle.

**ALL EVERLY RIDES** are portable, requiring one semi-trailer for Major Rides and a 14 ft. truck bed for Kiddie Rides. They are equally appealing as permanent rides.

Write for completed descriptive circular on all Everly Rides

**EYERLY AIRCRAFT CO.**

Factory and Sales Office  
**SALEM, OREGON**

See Us in Chicago—Nov. 25-28

Continued from page 52

**QUESTION:** Did you use any appearances by TV-radio people, etc.?

**ANSWER:** Yes .....15.8%  
No .....84.0%

**COMMENT:**

In relatively few cases, management of kiddielands has experimented with personal appearances of local broadcast personalities. In some cases, these personalities are sponsored in their broadcasts by the kiddieland, but those arrangements are rare.

**QUESTION:** Do you operate on week-ends-only in the fall?

**ANSWER:** Yes .....50.0%  
No .....34.0%  
Don't close .....15.8%

**COMMENT:**

Usual procedure in the fall is for kiddielands to stay open on Saturdays and Sundays for several weekends after they have ceased weekday operation. Generally, Labor Day and the opening of schools ends the full-time operation.

Of special interest is the fact that about 15 per cent of the kiddielands operate on a year-round basis. Some of these operate on week-ends-only thru the winter, but they are tabulated as a separate class here in order not to give an erroneous effect to the statistics.

**QUESTION:** Does the final closing depend upon weather rather than a certain date?

**ANSWER:** Yes .....59.1%  
No .....25.0%  
Don't close .....15.8%

**COMMENT:**

When to close down for the winter is usually determined by the arrival of bad weather. But one-fourth of the operators set a closing date and operate until then regardless of whether weather is bad earlier or good later. Again there is a group which remains open all winter and these are located in southern and western areas.

**QUESTION:** Do you make any off-season use of your kiddieland location?

**ANSWER:** Yes .....9.0%  
No .....75.0%  
Don't close .....15.8%

**COMMENT:**

Kiddieland locations have to be good if the spot is to succeed. Most of those that are good in the summer also are good in the winter. But only a handful of kiddieland operators have come upon a way to use their locations in the off-season. One such use is as a Christmas tree sales lot.

**QUESTION:** During winter do you make any use of your rides?

**ANSWER:** Yes .....11.3%  
No .....72.7%  
Don't close .....15.8%

**COMMENT:**

While weather knocks out the possibility of using rides in winter at most kiddieland locations, some operators find ways to keep their equipment working for a profit a greater portion of the year. Some place the rides with a carnival or take them south to a new location in winter. Some rent them for use in department stores at Christmas time or in shopping centers. The number, however, which finds off-season use for rides is only a small portion of the total.

**NEW**  
**MERRY-GO-ROUNDS and FERRIS WHEELS**  
Also **KIDDIE RIDES**  
No increase in prices.  
**THEEL MFG. CO. Leavenworth, Kansas**

**NEW!**  
**KIDDIE RIDES**

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
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**QUESTION:** Please check those elements of a kiddieland which yours includes.

**ANSWER:** Have major rides .....46.6%  
Have golf, arcade, zoo, etc.....37.7%

**COMMENT:**

Tabulations were generalized in order to obtain an all-over picture. All participants, of course, indicated they operate kiddie rides. The portion that also has major rides may be greater than widely assumed. That portion which also has augmented its layouts with non-ride attractions also is large.

**QUESTION:** What specific ride, attraction or major equipment will be your next addition?

**ANSWER:** One or more kiddie rides .....28.9  
A major ride .....24.4  
Miniature golf ..... 2.2  
Arcade ..... 2.2  
Nothing to be added .....37.8

**COMMENT:**

Kiddie rides remain the prime interest of growing kiddielands. But of special significance is the great strength registered for major rides. Many of those who listed interest in a major ride said that it was needed for teen-age trade. While most were looking to expansion, numerous operators said they have no plans for expansion, and one said he would reduce the number he has in operation already. About half of those with plans for new additions said they expect to make them forthcoming season.

**QUESTION:** Please indicate whether there are other amusement enterprises near your kiddieland.

**ANSWER:** Other establishments are nearby ....75.5%  
No other outdoor amusements nearby ..24.4%

**COMMENT:**

An overwhelming number of kiddieland operators indicated that there are other outdoor amusement establishments near theirs. These include drive-in theaters, pools, rinks, golf courses and ranges, archery and rifle ranges, arcades, pony rides and other kiddielands.

Thus the survey confirms the theories that one outdoor amusement set-up acts as a magnet for others. Often it is a kiddieland which opens first; then other types of attractions are likely to appear in the same area. Most operators seem to feel that this sort of expansion of the amusement zone tends to help all participants businesswise.

**QUESTION:** Please indicate the three most successful and satisfactory rides that you have:

**ANSWER:** Replies were weighted in order to measure relative popularity of rides. Scores were tabulated as follows:

Miniature Trains	.....67
Merry-Go-Rounds	.....66
Roller Coasters	.....27
Kiddie Boats	.....13
Live Ponies	.....12
Ferris Wheels	.....12
Kiddie Autos	..... 9
Kiddie Tractors	..... 8
Turnpike	..... 6
Bulgy the Whale	..... 4

**COMMENT:**

Kiddie trains, the feature of most kiddielands, and the Merry-Go-Round, old master of the midways, continue their neck-and-neck positions in first or second place. After that, the line-up tends to vary more. But the general pattern remains unchanged. With a few changes and upsets, this tabulation shows little difference from those in which operators were asked to name their most popular rides, their most trouble-free and their most profitable.

**JONES BEACH**

**State Park's Vending Is Vast Affair**

WANTAGH, N. Y.—A vending operation covering 20 miles and even requiring the use of ferry boats to service some units, is the unique location run by the Jones Beach Catering Corporation at Jones Beach State Park.

The firm is a subsidiary of the Brass Rail Corporation, which has been operating refreshment stands and restaurants for 25 years in the State-owned park. This year, it is expected the 150-odd machines will pull in about \$350,000, of which \$200,000 will be in cold drinks, \$100,000 in cigarettes, and the rest in cigars, candy, hot drinks and sandwiches.

Traffic is so heavy at the park that multi-selection machines are out, because even the few seconds spent in making a selection slows up the dispensing process. Banks of single-selection units are in use, however, offering a choice in that fashion.

**Stands Limited**

The vending was begun in 1949 because of the inadequacy of stands to handle heavy crowds, especially with cold drinks. Bottle machines were put in 14 places in bathhouse areas, but these eventually gave way to cup units. On peak summer days, some cola machines have scored as high as 3,000 sales, leading the company to favor machines with large cup capacity, such as a 1,200-cup unit.

The location includes units on Captree and Fire Island State Parks, the latter reachable only by ferry.

Brass Rail's machines have served as many as 180,000 persons on a single day, and as few as none. The park is an all-year spot, with boardwalk and skating areas getting a pretty fair play during the cold months.

The vending operation includes 73 drink, 40 candy, 34 cigarette, and an undetermined number of sandwich and coffee venders. E. L. Elbert is general manager of the catering firm.

**Boston Sets Boat Show Talent List**

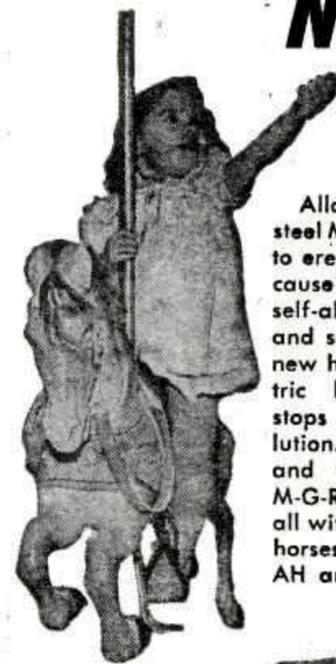
BOSTON—Plans for the 27th annual New England Sportsmen's & Boat Show were announced at a meeting of the group this week by Sheldon H. Fairbanks, president of the show. The event will be presented as usual in Mechanics Building February 2-10.

Acts are being booked thru Mrs. William Shilling and her son, Demoy, of New York, who are carrying on the business of the late William Shilling. Headline for the show will likely be Ted Williams, Rocky Marciano or Mickey Mantle.

Also in the line-up will be Gloria Preble's Busy Bees, a new act in which a beautiful girl and rope-walking monkey (who also rows a boat) appear with a group of trained dogs. There will also be a log-rolling monkey, Sandy the Seal and the trout pool, which was dropped last year.

GATHERSBURG, Md.—Rodeo and Western Horse Show at the Agriculture Center here Sunday (21), benefitting the Junior Police of Washington, drew more than 2,000 people. Show had Cindy Lou Dahl and her horse. Rodeo producer was Frank Viehl, and stock was supplied by Vance Hicks. James J. Carey had concessions.

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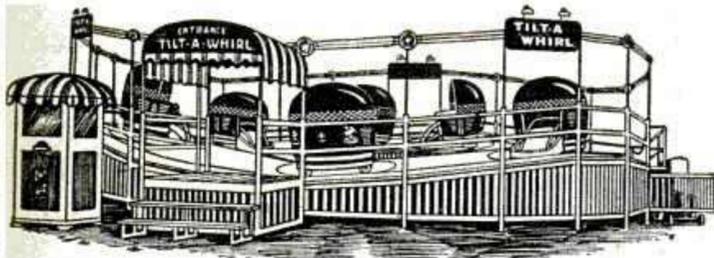
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## FRIENDLY WEATHER

### Winkley Runs 77 Races Without One Rainout

MINNEAPOLIS—Frank Winkley's Auto Racing, Inc., which wound up its season September 30 with the first still date auto race at the Minnesota State Fairgrounds, operated 77 race meets during 1956 without one being rained out. The veteran Winkley said this was the first time in 24 years of presenting outdoor events that he didn't lose at least one program to the weather.

Highlights of the season included several record-breaking attendance figures climaxed by a successful nine-day program of motor competition at the Minnesota State Fair. One of, if not the biggest, still date under IMCA auspices, was also chalked up by the Winkley organization at its Gopher 500, which pulled 28,312 to the fairgrounds here.

Winkley reported he paid out close to \$187,000 in prize money, an increase of \$37,000 over the previous year. Events were operated in eight States and one in Canada, with 30 of the programs big car events and 47 of the stock car variety.

Already set for '57 is the nine days at the Minnesota State Fair, a repeat of the Gopher 500, and a program of races at the St. Louis County Fair, Hibbing, Minn.

Auto Racing, Inc., this year introduced "split features" in its stock car races and also promoted short track championship events on

paved quarter-mile ovals. Also new this season was the Port-Flood lighting system, which was used at 18 programs during the season and was credited with pulling big turnouts. The lighting system illuminates an entire half-mile track with individual generators, each of them capable of developing 12,500 watts. Towers 30 feet high are mounted on each generator with a bank of eight floodlights on each pole. The unit, which is moved on one semi-trailer, can be erected in three hours and torn down in less than two hours, Winkley said.

### Sked Indoor Hartford Fair

HARTFORD, Conn. — A fair will be staged in the Armory here March 13-18. Paul Oddis will promote the event which will have exhibits, including 4-H, amusement rides and name talent with juvenile appeal.

Admission will be pegged at \$1 for adults and 50 cents for children, with cut-rate tickets spread generously thruout the area.

A. Hymes of New York has been awarded the food and novelty concessions.

Bob Raupfer is in South Bend, Ind., where he is associated with a newspaper. He visited in Chicago last week and attended the Atwell Club.

### Boston Rodeo Off Slightly

BOSTON — The 26th annual World Championship Rodeo opened Wednesday at the Boston Garden for a run of 19 performances thru Sunday (28) with an advance and gross for the first eight days being down by about 5 per cent below last year.

Treasurer Edward Powers said he believed the slight slump was due to the excellent fall weather which was keeping families out on the roads, especially on weekends. He pointed out, however, that the final weekend would likely average the engagement out to about the same as last year.

The response from children seemed to be better than any recent year for the show, which featured the Rin Tin Tin TV troupe.

More extensive newspaper ad coverage was being used this year plus a heavy emphasis on subway and streetcar advertising, in place of large billing.

### Walter Beachler Heads Variety Club

DAYTON, O.—Walter Beachler, president of United Fireworks Manufacturing Company, has been elected chief barker of Tent 18, Variety Club of Dayton, succeeding Thomas H. Ryan.

### Show in Itself

Continued from page 1

gan music and smells like buttered popcorn. Exhibitors will put on their show for hundreds of showmen, debuting new amusement rides and similar merchandise, while conventions of various show organizations also are in session at the hotel.

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## Herb Dotten Tailors Views With Care

FLOYD E. GOODING tailors his opinions with measured care. Conservative and progressive, the highly successful ride operator is not given to airing his views freely, but when he does they bear listening to, for invariably they have proved out.

To the query, "What lies ahead for traveling carnivals or ride organizations?" Gooding pauses, mulls the question, then comes up with a carefully considered reply:



GOODING

"A fine future." Pausing again, he continues, "I am positive we can look to excellent business for some time to come."

"Interest by the public in amusement devices was never higher—and it continues to rise. The population bulge already has been reflected, first in the big increase in patronage given kiddie rides, more recently in the greater business given major rides. And the population continues to grow. So, too, does interest in amusement rides."

Questioned as to the industry's greatest need, he hesitated but briefly. "We need more thrill rides," he came back. "Teen-agers today are speed and thrill-minded. That's why, I believe, they go for hot rods. And we know that the few new thrill rides introduced in recent years have received big business."

"I feel that there will be more thrill rides—and I believe in encouraging those who are trying to develop them."

### First in Line for New Ride

Gooding, it is known, has been giving some financial aid to one inventor who is at work trying to develop a new major device.

At the present time, Gooding says, he does not know whether this ride will prove out, but that it may, and for this reason he has given some support.

Gooding already has placed a deposit to buy the first "Mon-O-Rail Speedway," the new major ride invented by Norman Bartlett which is to be completed and in operation next spring.

Gooding bows out on describing this ride, tossing the ball to Bartlett, who created the Loooper, Jolly Caterpillar and Hurricane, among other rides.

In Bartlett's words, the ride will have "a new type two-stage action, combining a completely new thrill action with 'terrific' speed and safety. It will have tandem seating."

Bartlett adds that he already has safeguarded its design with patents and patent applications.

Gooding indicates that he will buy some additional existing rides for '57. Only recently he purchased a new Scrambler. This, together with purchases previously made from their owners rather than direct from manufacturers, gives him three Scramblers.

In all Gooding owns 118 rides—more by far than any other operator. Of that number, 18 are installed in the Columbus (O.) Zoo Park which he acquired last year. The others work with his 10 touring units.

His expansion over the years has been constant. He now has no fewer than 11 Merry-Co-Rounds and 13 No. 12 Big Eli Wheels. And his rolling stock has mounted proportionately at his Columbus quarters and now number about 150 pieces for the 10 units he puts out.

"Fairs," Gooding notes, "have become increasingly important to touring ride units and carnivals."

### Cites Growth of Fairs

"But merely the word 'fair' is not enough to bring the people out," he hastens to add. "There must be special appeal and special attractions to make a fair draw because the public now demands the best."

"Fairs are growing. There seems to be more progressive management and greater interest in fairs than ever before. Some of the reasons for this growth—apart from more forward-looking management—I believe, is the increased amount of premiums offered, the fact that youth organizations in the country now are more effective, and because there are more such organizations than in the past."

Gooding believes that something will have to be done to beef up business at still dates. He himself is considering some sort of reduced prices for rides at such engagements.

"Perhaps," he suggests, "the answer may be in a coupon ticket. In any event, I plan to make our ride unit operations at still dates next spring more inviting to the public thru some price concession."

"The middle and upper-class never have had it so good," Gooding maintains, adding, "the lower-class, typified by the man with the dinner pail, is not as well off."

"Most of the patronage at still dates comes, I believe, from the man with the dinner pail and his family, and they don't have the same amount of money to spend as the middle or upper-class. That's why I think that, without selling the industry short, there might well be price concessions at those events. At fairs, celebrations and such, the situation is different. There patronage comes from all classes."

## WHEN CONSIDERING A RIDE FOR 1957

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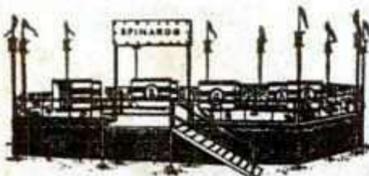
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## Polack Eastern Crowds Set Baltimore Records

BALTIMORE—An over-all attendance record plus an all-time high for an evening performance were chalked up by Polack Bros. Eastern unit, which closed here Saturday night (10), ending a six-day, 13-performance stand. A total of 68,000 paid admissions were registered during the stand, highlighted by a Friday night (9)

turnaway crowd of 7,000. Fifteen minutes before Friday night's opening, 400 persons were turned away when firemen ordered the doors closed. To take care of the overflow, a special matinee was given Saturday morning.

The Hanneford Family did two encores at two night performances.

The show was augmented for the date, after which some acts were going to Boston to join Hamid-Morton, others were going to New Orleans to join Tom Packs, and still others will play Polack's stand at Wilmington, N. C. (15-18). A large part of the Polack unit's performers will be with the Jimmy Hetzer show for the police at Huntington, W. Va.

Baltimore promotion was handled by Jimmy Rison, of the Western unit's staff, and press was worked by Jim Mullins.

## FINE FEATHERS!

### Gals Cavort in Finery At Hot Springs Party

HOT SPRINGS—An array of gorgeous gowns by leading fashion designers enhanced the Wednesday (14) banquet and ball of the Hot Springs Showmen's Association in the Arlington Hotel.

Gracing the dais were Auxiliary President Ethel Booth in an Adrian gown of white net with side hoop effect of lace and rhinestone trim, and incoming President Virginia Gamble in a Dior ballerina-length gown of black taffeta, hand-embroidered in gold thread. Mrs. Gamble's daughter, Sharon, was delightful in a bouffant aqua net and taffeta.

Vivian Zimdars wore an exquisite Hattie Carnegie sheath-type cocktail-length gown in white lame with unusual neck detail and mink stole. Caroline Hold wore an imported Fath original in black with jet bead sunburst in exquisite detail and jet bead cocktail hat. Alice Hennies was outstanding in a Nettie Rosenstein creation of white imported lace, strapless and with bouffant skirt and rhinestone accessories.

Edith Conklin, third vice-president of the auxiliary, wore a gorgeous cocktail-length gown of salmon brocade, embossed with beautiful embroidery. She purchased the material in Honk Kong on her recent trip. Second Vice-President June Reynolds wore a floor-length black net with tight bodice and full skirt with gold sequins adorning the skirt and cape sleeves.

Bonnie Wheatley, secretary, was charming in a Schapparelli gown of beige lace over shell pink glowing with iridescent sequins. Lillian Ray, chaplain, wore smart black wool cocktail gown with unusual neck detail and flared skirt. Daisy Fritts was charming in French blue velvet.

#### Great Variety

Evelyn Rinaldi wore a beautiful Dior gown of honey-colored net and lace which complimented her lovely blonde coiffure. Marion Shuford sparkled in an unusual import of black and red, with flared full skirt with applied detail. Irene Ogle looked exceptionally attractive in a lovely aqua wool cocktail dress with hand-crocheted detail and pink stole. Stunning was the word for Lucille Donoflio in black taffeta and lace with rhinestone accessories.

Billie Owens charmed everyone in her lovely ensemble of oyster brocade with embroidered detail and matching coat. Shirley Bazine was sweet and lovely in a beautiful beige lace and net gown by Adrian. Ollie Glosser was at-

tractive in a beautiful white brocade cocktail-length gown with rhinestone accessories.

Clementine Moss wore a Christine Dior gown of black lace over pink taffeta with bouffant skirt. Her daughter, Nancy, was charming in an iridescent nylon ball gown.

Joan Fairly looked chic in an old rose lace gown with beautiful scoop neckline. Helen Staley was lovely in a pink and white dotted swiss with bouffant skirt and lovely accessories. Gloria Pierson chose a gorgeous red taffeta lace with black applique. Geneva Hazen was pretty in a purple and blue print cocktail-length with rhinestone accessories.

Lela Howey, always chic, wore a ballerina-length Hattie Carnegie model with rhinestone accessories, and Ida Lee Knight looked lovely in beige lace with sequin trim. Belle Roberts wore a stunning creation by Adrian featuring an imported red lace with scoop neckline and fitted sleeves. Peggy Waldron was charming in black crepe and taffeta with bouffant bow of taffeta for side detail. Jackie Wilcox wore a lovely Renoir of blue satin, sheath style, with cocktail hat to match. Laura Williams wore a full-skirted white nylon ballerina length and white rhinestone accessories. Florence Tempkin chose a beautiful green nylon formal with soft flowing, graceful lines. Rosalie Martin wore a chic shell pink cocktail-length gown with rhinestone accessories. Mickey Corder was lovely in a blue wool cocktail gown, and Mary Spitzer sparkled in an Adrian gown of black Russian crepe with decollete neckline.

#### Texas Contingent

The Texas ladies did themselves proud with their gowns. Katie Little was charming in powder blue brocade with rhinestone trim. Martha Moss wore aqua taffeta with large puffs of shirred taffeta in an interesting hip detail. Pearl Vought looked lovely in charcoal gray and pink nylon. Grace Tinder was attractive in black crepe with black taffeta trim. Marie Obluck wore a gold nylon and net floor-length formal with aqua brocade accessories. Mable Welshman looked stunning in black crepe. Lois Crangle charmed with a Nettie Rosentein cocktail creation, and Margaret Pugh outstanding in black taffeta with unusual neckline designed by Hattie Carnegie. Millie Hudspeth chose a charming

(Continued on page 98)

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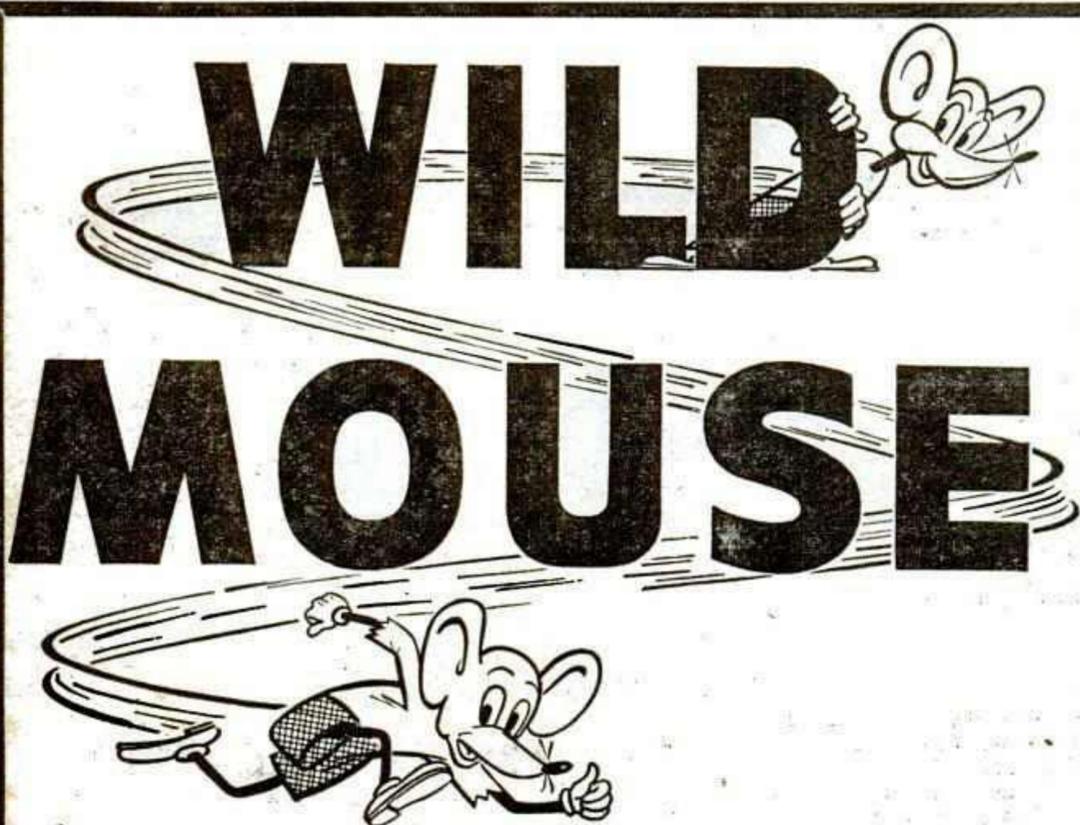
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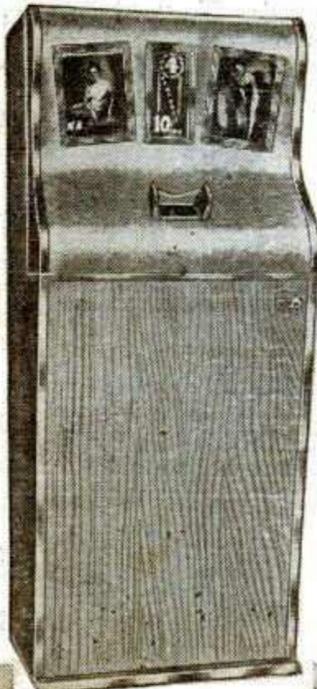
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## Sands Sets Up Coast Office

HOLLYWOOD — Hal Sands left here Monday (19) for the Chicago outdoor conventions and then to his New York headquarters after setting preliminary plans for establishing West Coast representation for his Hal Sands Productions.

Sands spent two weeks here negotiating plans for the extension of his operations from coast-to-coast. He came here from the Pacific International Exposition in Portland where he supplied the event with a revue for the first time. It was also his first booking on the West Coast.

Allen's Performing Bears took part in the kick-off for a campaign for muscular dystrophy funds in Houston. Charles and Beverly Allen had their act there for the Shrine. They make the Macon, Ga., show this week.

# Over 600 Turn Out for Hot Springs Party

Show Club Affair Features Variety Program, Dancing

HOT SPRINGS — Some 600 guests attended the November 14 eighth annual banquet and ball of the Hot Springs Showmen's Association in the Arlington Hotel. Highlighting the affair was an excellent variety show supplied by Music Corporation of America, arrangements for the show having been completed by Clayton Hold.

On the rostrum were Virginia Gamble, incoming president of the auxiliary; Ethel Booth, outgoing president; Hot Springs' Mayor Housley; M. J. Doolan, incoming president of the men's club; J. W. Conklin, emcee; John Gallagan, outgoing president; Blind Bill, chaplain; Clint Shuford, secretary, and Clayton Holt, treasurer.

A pleasant surprise was injected by the arrival in town of former President Harry S. Truman and Mrs. Truman. In addition there was a large turnout of guests from Texas and the Lone Star Showmen's Club of Dallas, plus many dignitaries from Arkansas and New York State.

Carl Fritz, Whitey Owens and Benny Hazen were presented with plaques for services rendered to the club. Winner of a drawing for a new Ford was George Lane, of the Alamo Shows.

After dancing in the Arlington's Grand Ballroom, showmen completed festivities in the club rooms with further dancing and entertainment.

# Regina Fair May Drop Pyro

REGINA, Sask.—The dropping of fireworks from the program of next summer's fair is being considered by the attractions committee of the Regina Exhibition.

Some of the directors recently said that the pyrotechnics should be dropped entirely or that some of the displays should be eliminated and the money thus saved be put toward an extra name act that

# Hoard-Mullis Gets Okay Biz In Eight Weeks

INDIAN SPRINGS, Ga. — Hoard & Mullis Amusements are back in the barn here after a successful eight-week season of fairs.

The show, which went out after the Labor Day closing of the Hoard & Mullis Amusement Park here, closed November 4 after being on the road 50 days and losing only three to rain, according to Elbert Mullis, co-owner.

The show will again go out in late 1957 and will again play Georgia fairs, Mullis says. Line-up on the road included 9 rides, 4 shows and 21 concessions. Plans for next year call for the addition of one major and two kid rides, Mullis said.

# Grand National Pulls 141,351, Grosses 180G

SAN FRANCISCO—The 1956 Grand National Livestock Exposition, Horse Show and Championship Rodeo, which concluded its 10-day run at the Cow Palace here Sunday night (11), pulled an attendance of 141,351 and a gate gross of \$180,216 for the third best mark in its 12-year history, Nye Wilson, manager, said.

Totals for the 14 performances are subject to audit by the State Department of Finance, Wilson added. The Grand National is sponsored by No. 1-A District Agricultural Association, State agency.

This year's mark is a gain of 3½ per cent over 1955. The 1956 attendance was topped only by 1941, the opening year, and 1952, when the Royal Canadian Mounted Police appeared. The 1956 arena attraction was Lassie, collie movie and television star.

might holster grandstand attendance. Make-up of the customary grandstand revue is also being studied with a view to widening the show's appeal.

Grandstand attendance at the 1956 fair was down from last year with receipts off \$7,006.

# Ben Wolfe Says '56 Fairs Best on Record

LANDRUM, S. C. — Wolfe Amusement Company wound up its fair season with the best profits since the show first went on the road Ben Wolfe, owner-manager, announced at his winter base here last week.

Weather was the only deterring factor, he said, but despite this the rides, shows and concessions scored well. The show broke in new territory this year, skipping its usual tour of the Eastern shore area.

Organization wound up at the Anderson, S. C., Negro Fair, where it had a Merry-Go-Round, two Ferris Wheels, Octopus, Chairplane, Whip, Pony Ride, Bomber, Kiddie Swings, Florence Porter's Living Head, Barnes' Baby Show, and John Ryan's Big Snake and Stella shows and numerous concessions.

Already signed for next year are Weirwood, Cape Charles, Machipongo, Accomac and Martinsville, all in Virginia, along with the fair at Florence, S. C.

Staffwise, Fitzze Brown replaced Ralph Decker as business manager, and Pat Brady took over for Blackie Holt as electrician. Bob Overstreet, secretary, also handled advance and lot chores. John Lytle was in charge of rides and mail.

Personnel and winter destinations included: Mike and Mary Ann Lucas, Warren, O.; C. Y. Clifford, Nashville, O.; John Ryan, Southern dates; Florence Porter, Miami; George and Edna Sloat, Miami; Doris Rice, Brunswick, Ga.; Bill Reid, Southern dates, Hiram Beale, St. Petersburg, Fla.; Dave Fineman, Miami; the Redfers, Charlotte, N. C.; Mr. and Mrs. Bill Pinkston, Attala, Ala.; the Borellas, Southern dates; the Doyles, Land o' Lakes, Fla.; Orville Miller, Florida; Mr. and Mrs. Pat Brady, Tampa; Curtiss Barret and family, Tampa. Mr. and Mrs. John Abernathy and John Lytle are remaining here in quarters.

# 350 Jam MSA Clubhouse as Season Opens

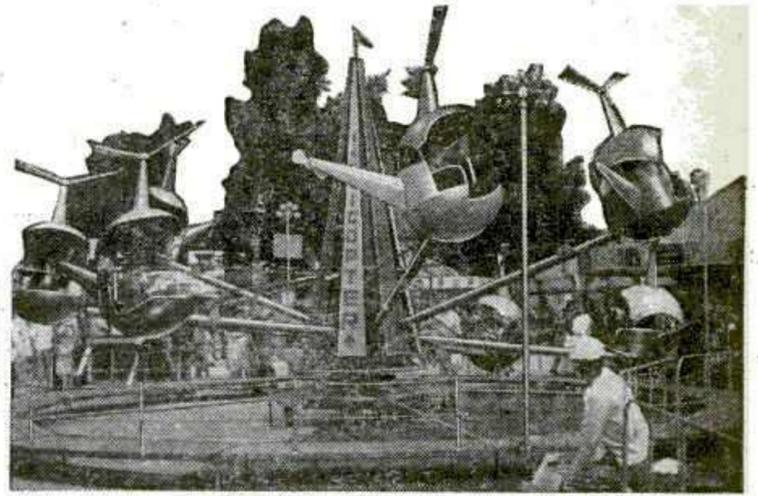
MIAMI — A packed house attended the opening meeting of the Miami Showmen's Association on Monday (12), presided over by Oscar Buck, president. Some 350 members turned out to kick off the season.

On the dais with Buck were Ross Manning, first vice-president; Ben Weiss, second vice-president; Mel Dodson, treasurer; Paul Prell, assistant treasurer; past presidents Dave Endy, Bill Moore, Leo Bistany, and Bob Parker, and Sam Solomon, past president of the Showmen's League of America.

Names of more than 150 new members were read off by Marty Weiss, executive secretary.

Announcements included a favorable report that the yearbook, under the chairmanship of John Vivona, is coming along nicely, and that the annual banquet and ball will be held on Monday, January 7, at the Seville Hotel, Miami Beach. The first date will be held Saturday, December 1.

Sixty-seven members have given \$50 toward the cemetery plaque fund, bringing the total to \$3,350.



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The Sherman Hotel has enjoyed a gratifying and proud history in the city of Chicago — a history which has seen our long-standing relationship with you become a genuine bond of friendship.

We hope the past season has been your most successful and look forward to being your host as you plan for the one ahead.

So, again, we say "welcome" to your "home" in Chicago on the occasion of your annual convention and on any occasion that brings you to the Sherman.

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*Chairman of the Board*

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## Water Deal, New Unit Up 'Holiday's' Sleeve

NEW YORK—Its longest string of fair dates produced a good season this year for "Holiday on Ice," and the firm's president, Morris Chalfen, with A. R. Grant of the Cleveland office, will throw a couple of innovations before the assembled fair officials in Chicago.

Two offerings are intended, one of which involves Holiday's "Miracle Fountains" water spectacle. The unit, fairmen will be told, will be available either as a scheduled part of an ice production, or as a separate midway attraction.

Also new will be the availability of an additional Holiday show in addition to the company's two touring ice units. In preparation for what shapes up as intense competition at the fair meetings by producers of ice shows, the move by Holiday is intended to prevent the chance of any date going astray due to conflicting engagements.

### Close in Lewiston

The two units fielded in this country both did increased business, altho there have been a couple of weak spots as a result of spotty weather conditions. Holiday for 1956 will close December 2 in the new building in Lewiston, Me., after engagements in La Cross, Wis. (14-18), and Bangor, Me. (21-25). All dates are repeats from last year.

"Ice Vogues" will be the show's title when it reopens December 26 in Allentown, Pa., to start a tour running thru March. The 1957 edition of Holiday plays Canton, O.; Toledo, O.; Kansas City, then closes December 9. It reopens December 26 in Rock Island, Ill., and will tour until June, when it closes in Mexico City, last date before it heads into fairs.

Poor weather this year held attendance and grosses down at the fair in Lincoln, Neb., but many other spots showed increased business, including Salt Lake City, Springfield and Marion, Ill.; Sedalia, Mo.; Topeka; Amarillo and Lubbock, Tex., and Tulsa. In addition to these fairs, arena dates proving especially good were Indianapolis, Butte, Norfolk, and Richmond.

Booking outlook to date is very good, it was reported, with finishing touches expected to be applied at the Chicago convention of the International Association of Fairs and Exhibitions.

### Henie Tie-in Scored

A publicity break of national importance will be scored on December 22 when Sonja Henie, who has worked out many of her past appearance problems with the Holiday office, will star in a TV ice spectacle. The billing will note that "Oldsmobile Presents Sonja Henie starring in 'Holiday on Ice'."

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# Calgary Bldg. Plans To Cost \$3 Million

CALGARY, Alta.—Details of a proposed expansion program costing at least \$3,000,000 were heard at the 71st annual meeting of the Calgary Exhibition and Stampede shareholders.

J. B. Cross, chairman of the board's ground and development committee, said plans call for a \$1,300,000 exhibit building, expansion of grandstand capacity at a cost of about \$1,500,000 and the addition of a \$220,000 movable attractions platform.

The new building would be designed to hold 176 exhibits, each taking a space of 15 feet by 15 feet, or four hockey rinks or 24 sheets of curling ice. It would be able to seat 5,000 persons.

Expansion of the grandstand would include covering the east and west bleachers and building a concourse on the second floor. It would increase under-cover seating from 8,823 to 20,500.

### Plan New Stage

The movable stage would allow 1,000 seats in front of the grandstand in place of the present platform.

Also proposed by Cross was the transfer of the racing stables to a former auto park site across the nearby river.

"At first I thought we might need \$3,000,000, but I've changed my ideas," said Cross. "We might need \$5,000,000." He said the provincial and federal governments might be approached for assistance in financing the projects.

Mayor D. H. Mackay reported that the city stores building on the grounds would be vacated immediately, giving the exhibition more space.

### Rename Manning

Directors elected F. C. Manning as president, succeeding W. A. Crawford-Frost, who was made a life director. P. J. Rock was named an honorary life director. H. G. Love

and Mervin Dutton are vice-presidents.

A profit of \$326,430 on the year's operations was reported, but expenditures totaling \$913,959 for plant improvements, less senior government grants totaling \$300,000, and provisions for reserves, resulted in an over-all deficit of \$241,281.

A new high revenue mark of \$931,568 for the year was recorded, eclipsing the previous mark of \$825,470 set in 1955. Every department showed a revenue increase compared with the previous year.

Net revenue on operations of the Stampede Corral and Victoria Arena amounted to \$85,953, com-

pared with \$42,378 in 1955. Revenue from the spring and fall race meets was \$70,751. Race revenue for Stampede week amounted to \$107,210, with the direct racing expenses amounting to \$75,728. Gate and grandstand revenue totaled \$423,272, compared with \$414,450 and net revenue from exhibit space, concessions and midway totaled \$139,518, compared with \$122,972.

It cost the company some \$103,000 to stage the annual stampede by way of purses and general expense, which was \$1,500 less than last year. General exhibition prizes totaled nearly \$32,000.

Stampede week wages totaled \$58,411. Music and evening attractions cost \$24,500 and general grounds expense amounted to \$37,611.

Administration expense for the year totaled \$75,638, while grounds maintenance cost \$55,176. Advertising and printing amounted to \$31,970.

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For '57 there's bold new styling to match Chevy's remarkable stamina and dependability.

There's fleet-action power in Chevy's outstanding engine line-up for '57—with a modern version of the famous 140-h.p. Thriftmaster 6 standard in Series 3000 trucks and the efficient pound-saving short-stroke Trademaster V8 available as an extra-cost option.

Other way-ahead '57 features include advanced Ball-Gear steering, high-output 12-volt electrical system, modern tubeless tires and great optional (extra cost) features such as no-shift Hydra-Matic transmission!

Be sure to check the new cab features, too... the handsome new upholstery, the new steering wheel, the new exterior colors. Your Chevy dealer has all the details, so see him soon!... Chevrolet Division of General Motors, Detroit 2, Michigan.

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## ARENAS & AUDITORIUMS

### Kleinhan's Wins Citations On Acoustics, Management

By TOM PARKINSON

WHILE many auditoriums and arenas around the country—some of them much-vaunted as examples of advanced design—are plagued by defects and oversights in planning, there are such things as buildings with nearly no "bugs."

One of these is Kleinhan's Music Hall at Buffalo. This auditorium, built in 1940 and "deliberately planned as functional architecture," is widely regarded for its general design, its artistic features and particularly for its acoustics.

Mrs. Winifred E. Corey is manager of Kleinhan's. Much of the building's near-perfection is credited to the selection of its management force before it was built. This allowed professional building management people to backstop the work of others in anticipating and eliminating the potential errors.

BUILDING MANAGERS will recognize this circumstance as one which they all advocate. Yet frequently building commissions have declined to bring auditorium-arena managers into the picture early enough.

In designing Kleinhan's, an acoustical design was made simultaneously with the architect's plans. Mrs. Corey points out that, while this has become somewhat more commonplace, it was a far-sighted move in 1940, and one which resulted in superior acoustics for the auditorium.

Now the Toronto School of Architecture brings a class each year to inspect the Kleinhan example. The New York State College for Teachers classes in art and architecture make a similar annual visit. It is cited as an example of good acoustical design at Massachusetts Institute of Technology.

FOR 15 YEARS delegations from foreign countries have been coming to Kleinhan's to inspect the design and test the acoustics. Representatives of the Portuguese government spent a week in Buffalo. Some years ago experts from Turkey inspected Kleinhan's and now there is a building in Ankara that nearly duplicates Kleinhan's. There have been numerous others, and only this year there were visits by sound engineers from London and from Delft, Holland.

Many of Kleinhan's technical visitors have come on the recommendation of the publication, Architectural Forum, and others have come on the suggestion of the Metropolitan Museum of Art, New York. The consensus of acoustics experts is that Kleinhan's is one of the finest and is on a par with the Academy of Music in Philadelphia.

Advance design—and advance management—here have been followed by capable current management. Just as experts come to see the work of one, they also come to see the work of the other. So representatives from a new auditorium being built in Toronto and from Detroit's new Ford Auditorium have come to Kleinhan's to study its operation.

AND AMONG THE things that Mrs. Corey can show them is a schedule that carries out the wishes of the benefactors for whom the building is named, that it be "for all the people." Among the events of this season are the Buffalo Philharmonic Orchestra's 60 events, the Stratford Players, Montovani, Hilda Gueden, Jussi Bjoerling, Jean Cocteau, the Rochester Philharmonic, the Vienna Philharmonic, the Ballet Russe de Monte Carlo, Ballet Theater, New York Philharmonic, Paul Gregory, and many others.

There also are weddings, lectures, christenings, religious services and a host of other uses of the building which boost Kleinhan's events to more than 500 yearly, far above average.

## AUDITORIUM MANAGERS NAME '57 COMMITTEES

MEMPHIS—Make-up of committees for the International Association of Auditorium Managers was announced at the IAAM offices here last week. Appointments were made by Emmett Race, president of IAAM and manager of the Will Rogers Memorial Coliseum, Fort Worth.

Roster of the committees follows:

Public Relations—C. W. Van Lopik, Detroit, chairman; C. W. Swan, Albuquerque, and W. Ray Scheuering, New Orleans.

Liaison—C. W. Bauer Jr., Cincinnati, chairman; Win Hanssen, Long Beach, and Margery Brown, Corpus Christi.

Legislative—Ed J. Allen, Pasadena, chairman; Francis F. Heney, San Jose, and Fred McCallum, Birmingham.

Membership—Louis Gualdoni, St. Louis, chairman, and Walter Mabee, La Crosse. The late Lawrence Wicklund also was to have been a member of this committee.

### Budget, Publications

Budget—Clarence Hoff, Kansas City, chairman; Winifred Corey, Buffalo, and Fred Barr, Grand Rapids.

Publications—Francis R. Deering, Houston, chairman; Lloyd F. Brazzil, Detroit, and Lindsley F. Lueddeke, Oakland.

Rules and Regulations—Win

Hanssen, Long Beach, chairman; Don Jewell, Lincoln, and Raymond A. Baker, Providence.

Exhibits and Advertising—Don Myers, Fort Wayne, chairman; Jim Walsh, New York, and Merton Thayer, Chicago.

Redistricting—C. W. Bauer Jr., Cincinnati, chairman; Joe A. Dukowski, Victoria, B. C., and Alberta Chance, Rochester, Minn.

Nominating—Claude Ritter, Miami Beach, chairman; Ed Furni, St. Paul, and B. W. Richardson, Richmond, Calif.

New Building Consulting Board—Nathan Podoloff, New Haven, chairman; C. W. Bauer Jr., Cincinnati, and P. E. M. Thompson, Atlantic City.

Program—Jim Walsh, New York, chairman; Atwood Olson, Minneapolis, and William B. Stark, Syracuse.

Planning Committee—Emmett Race, Fort Worth, chairman; Clarence Hoff, Kansas City, and Charles McElravy, Memphis.

Salary Survey—Nathan Podoloff, New Haven, chairman; Clyde Reeves, Louisville, and Charles Ziogas, Lansing.

International Relations—Mrs. Winifred Corey, Buffalo, chairman; Elmer Krahn, Milwaukee, and Thomas P. Benson, Brownsville, Tex.

## Work Moving On Expo Hall At Galveston

GALVESTON, Tex.—Construction of the new Moody Convention Center here is well under way, and it is expected to be ready for use by May, 1957.

The building is being built by the National Hotel Company here as a memorial to Col. W. L. Moody and W. L. Moody Jr. The company president is A. T. Whyne.

Structure is designed for use in connection with meetings, exhibitions and stage shows.

Its ground floor will have 31,000 square feet, which may be partitioned into two parts. Escalators, stairs and outside auto ramp all lead to the second floor. It will have a stage with space for 3,500 seats or room for 2,500 diners. The second floor area also will be equipped with removable partitions. Other facilities will include six private meeting rooms and kitchen.

The stage area will be equipped to receive and broadcast TV and radio. It will have curtains and other equipment for concerts and stage attractions. Seven dressing rooms are included. The floor will be terraced to allow good view of the stage.

Moody Center is being built at a location between the Buccaneer Hotel and the Galvez Hotel on Seawall Boulevard here.

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And supplies for Eastern and Western Type Galleries. Write for new catalog.

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**13 STATES COMPETE:**

**Nat'l Tractor Contest Boosts Tulsa's Stock**

TULSA State Fair officials counted their first National Junior Tractor Operators' Contest a booming success as 27 4-H Club and FFA youths from 13 States met to compete for \$12,000 in prizes.

Its national scope was apparent with representatives from Oklahoma, Illinois, Kentucky, Texas, Kansas, Missouri, Georgia, Alabama, Minnesota, New Mexico, Arkansas, Wyoming and Arizona.

Open to any 4-H Club or FFA member who had previously won a State championship in a local contest, the program was jointly sponsored by the fair, the Petroleum Information Committee of the Tulsa Chamber of Commerce, petroleum and power companies and dealers and manufacturers of farm implements.

Contestants were first required to take a written examination on safety and maintenance procedure for farm tractors before undergoing a series of obstacle courses designed to test their driving skill.

Undersecretary of Agriculture True D. Morse presented grand championship prizes of \$1,000 to Teddy Craighead, 15, of Mutual, Okla., and Larry Kretchmar, 15, Medford, Okla.

**USSR Listed This Time for 'Mrs. America'**

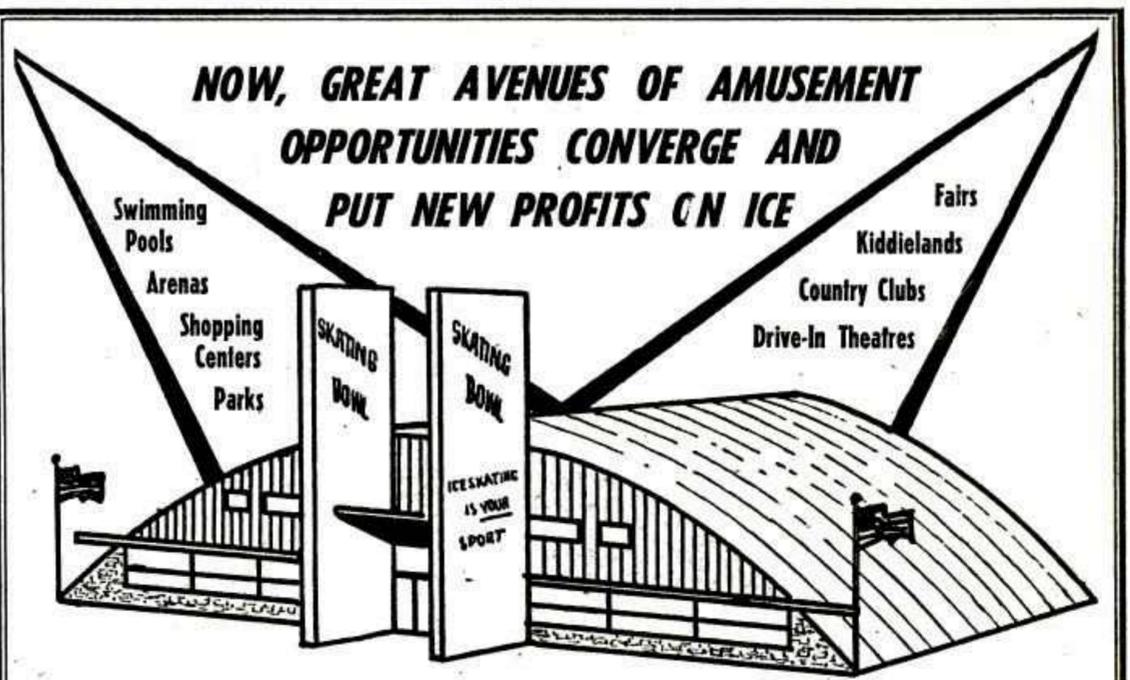
NEW YORK—The annual jaunt of publicist-promoter Bert Nevins and his Mrs. America contest winner is aimed at Moscow this year. Nevins, who has built the annual competition into a big winner, departed last week on Sabena Belgian Airlines.

Also making the trip are Mrs. Cleo Maletis, of Portland, Ore., this year's winning homemaker, and her husband, Chris, a business executive.

The trip is one of the top prizes every year, but this is the first time it has been able to include Russia on its six-week itinerary. Other stops will include Paris, London, Brussels, Copenhagen and more.

**Plan Zoo Building**

CALGARY, Alta. — Plans are under way for a \$40,000 concession building at the Calgary zoo. Between \$60,000 and \$70,000 has been spent on the zoo this year. New cages for eagles, bears and monkeys have been built.



**BURGE**

*the Greatest Name In Ice Rinks, Announces an All-New Development . . . Complete Package Ice Rink and Building.*

Burge skating rink division announces complete facilities for you to add the year-around revenue of this fast-growing sport and recreation. Ideal addition to every Amusement Park, Kiddieland, Fairgrounds, Drive-In and countless similar installations. Benefit from Burge's 56 years of experience and its up-to-the-minute design, consulting engineering and initiative.

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- Building applicable for Skating Schools, Arenas, Skating Rinks and many other events
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9. Use of Heinzelman Patented Uniflo Ice Rink Design
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- Ice Rink: Standard 80x200 or any other size. This rink and consulting engineering use the most modern, up-to-date design, drastically affecting construction costs on any type building or application by use of the Heinzelman Uniflo System
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## PARK CONTESTS

## Throwing Curves Always Pulls 'Em

NEW YORK — With contests being a steady publicity winner for the nation's parks, two distinct types of such events, continuing and one-shot, are used to advantage in the metropolitan area. The former type has been successfully exploited at Palisades (N. J.) Amusement Park, and the latter, by Rockaways' Playland.

Both parks fire their publicity salvos thru agencies they have employed for long periods of time, altho the park management in both cases exercises a strong creative hand in working up promotions.

Also similar is the appraisal these parks have of contest subject matter, as they hew rigidly to the three B's—beauties, babies and beasts. The last named, however, is just about nonexistent hereabouts, and the baby phase is held down. As a result, contest in the metropolitan

area are almost exclusively cheese-cake.

## Gals and Guys

The title is secondary, Playland's Walter Kaner Associates says, so long as the curves are there and the name is suggesting of pretty girls. Among titles exploited thus far are sweater girls, beautiful legs, beautiful grandmothers, and plain old bathing beauties. A male switch is a muscles contest which turned out to be a surprising success once adopted by local physical culture clubs and the AAU, which now provides judges. Success has also been a result of scaling some of these contests down to kiddie size, such as junior bathing beauty and junior muscles.

Playland's facilities are such that problems exist which do not beset many other parks. Being laid out along a single main midway, the park can be jammed to the hilt with

a couple of thousand people, thereby stopping all activity cold. A compact stage is set up outside the Skooter building at a focal point of the midway.

Palisades, on the other hand, has an amphitheater overlooking the Hudson River, with a large bandstand and bleacher seats for several thousand spectators. Both parks strive to get their events over preferably within a half hour, Palisades because it wants rides and games to benefit from the crowd which is turned onto the midways, and Playland because its main thoroughfare is easily blocked by crowds.

## WRCA Tie-in Clicks

Continuing contest promotions pulled nicely this past season with two events, one of which was a simple tie-in and the other an event which required the expenditure of a couple of thousand dollars. "Miss Color TV" was an arrangement with WRCA-TV which produced contest judging on six successive Wednesdays, and drew as many as 90 girls on one of the nights. The promotion coincided with RCA's strong sales effort for color television sets. This was the second year for the event at Palisades, and its continuity is viewed as a good publicity-builder. Reciprocal plugging has benefited both the park and the video station.

On a \$1 franchise outlay for the Miss New York State franchise the park has built another strong attention-getter which ran on four Thursdays. A noteworthy gain was that overseas winners of the Miss Universe eliminations showed at Palisades after their arrival in New York and before heading on to the world finals in Long Beach, Calif. The park's responsibility was for expenses of promotional literature, advertising, transportation of the winner to and from Long Beach, and so on. This year, the Bert Nevins Associates publicity office succeeded in lightening the expenditures by promoting the transportation from a travel firm.

Importance of contests is not minimized by either park. In addition to entrants, attendance on contest days or nights is swelled by relatives, friends, and just plain oglers. Palisades, which has a paid gate, gives free admission for two, to each entrant. Its contests are held in the evenings, with a variety of other promotions reserved for other nights. Playland's contests are held on Saturdays at 1 p.m., a switch from nighttime judging which had been jamming the main midway to the detriment of ride and concession business. Playland's tie-in, with Du Mont TV, results in celebrities being offered on Saturday afternoons and weak mid-week periods, to stimulate turnouts.

The full schedule of one-shot contests is laid out by March for Playland, and attempts are made to promote as many of the prizes as possible. Judges are sought from theatrical or media fields which will produce advance mention of the events, and novel advance photos are distributed, showing preparation of contestants for the big day.

Getting radio, TV and newspaper organizations to participate in promotions has always been an aim of local parks. Advertising derived therefrom benefits an amusement place out of proportion to the park's expenditures. As local favorites announce their appearances at parks as judges, and the media's advance work gives prominent display of the park name.

Full advantage is taken hereabouts of contests' ability to draw crowds, and the parks pin their affairs on curves and muscles, two elements which have public fascination whether the contest is of the kiddie or grown-up variety.

Mitzi Isetts, formerly one of the Golden Whirl Girls on Polack Bros. Western, has opened a restaurant in Manhattan known as the Philippine Hut. Mitzi has also been with Ringling and the Hal Sands Manhattan Rockets.

## Ride Importer Tells 3 Sales Of Wild Mouse

NEW YORK—Sales of the imported Wild Mouse ride to three major amusement parks was announced last week by Eric Wedemeyer, who also announced other equipment he will handle this season.

Buyers he named are Irving Rosenthal, of Palisades (N. J.) Amusement Park; Whitney's Playland, San Francisco, and Harry Batt's Pontchartrain Beach, New Orleans. George Whitney and Batt viewed the ride in Germany last summer. J. W. (Patty) Conklin announced earlier that he purchased a Wild Mouse in Germany.

Wedemeyer said the supply of these rides that could be delivered from Germany was limited, but that he has arranged with Joe McKee, Roller Coaster expert of Palisades Park, for McKee to duplicate the ride in this country on agreement with the German producers.

Wedemeyer said that he also will offer this season an improved version of the Roto-Jet, the new one called the Strato-Jet. It has an added air cylinder which allows the centerpiece and revolving beams to be elevated 12 feet. This means that the gondolas can spin as high as 34 feet. A pilot model of this ride has been in use at Disneyland.

The importer also is handling a scenic lift monorail. This is basically a ski lift and is one of the devices being added to Disneyland. Disney's adaption of it as a ride led to the plan for importing it into this country.

Other lines which Wedemeyer handles are Laugh-o-Rama distortion mirror shows, Graph-o-Scope coin-operated telescope and the Roto-Jet.

## AREA Schedules Chicago Meet

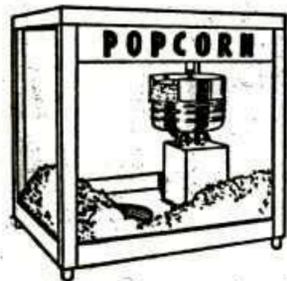
CHICAGO — American Recreational Equipment Association will hold its annual dinner and meeting in the Gold Room of Hotel Sherman Monday (26) at 7:30 p.m.

J. W. (Patty) Conklin, Canadian showman, will be the principal speaker. He will describe his recent visit to Europe and his inspection of European rides.

President of AREA is Arthur Sellner, of the Sellner Manufacturing Company. About 50 persons are expected to attend the meeting.

## PEANUT BAGS

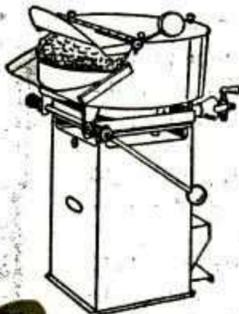
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**ROY SMITH CO.**  
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## NEW! low-cost Cretors counter model popcorn machine

Here's the biggest little money-maker in the country—the new CRETORS "America" Counter Model. All-steel kettle, thermostatically controlled, pops 6 oz. of raw corn per charge, turns out \$15.00 of corn per hour. Automatic cover lift. White all-metal frame with red top and blue "POPCORN" sign. Popper case heated by electric element. Equipped with Plexiglas doors.

Measures 29 1/2" high x 27" wide x 21" front to back. Plugs into any ordinary AC outlet.



## Giant popping units gas or electric

The ever-popular CRETORS Giant Popping Unit with 2-lb. capacity (50 lbs. per hour) is available with either Gas or Electric Kettle. Either can produce \$75.00 worth of popped corn per hour. The Giant Electric Popping Unit is also available with an 18-oz. capacity kettle, or \$50.00 per hour.

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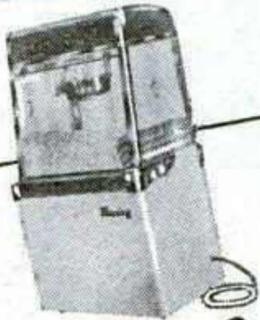
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## MANLEY EQUIPMENT AND SUPPLIES



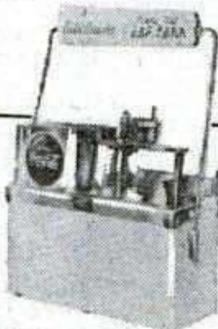
### MANLEY Vista-Pop

Three features for more sales . . . 75% gross profit. Impulse buying increases when customers watch corn popping in the Vista-Pop see-through kettle. Controlled heat removes guesswork on the part of the operator . . . gives you greater popping volume. Quality control is assured by the new "hot air conditioned" warming pan . . . corn is always fresh, hot and crisp regardless of climate.



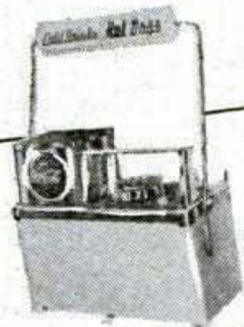
### MANLEY ICE-O-BAR

80% gross profit! Serves up to 1,000 ice cold drinks per hour at 40 degrees or less. The ideal answer to serving thirsty crowds fast. Capacity of two, 2 gallon pans and one, 1 gallon syrup tank with Dole Dispenser. Fast, foolproof, trouble-free! Ideal for locations requiring fast cooling and a fast draw.



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Serves hot, fresh popcorn and ice cold soft drinks from just a 14 square foot space! Drink machine dispenses 1,000 ice cold drinks an hour. Popcorn machine is equipped with Cascade kettle that pops 350 cartons an hour and elevator warmer that handles 72, 1 1/2 ounce cartons. Available with either a 12 or a 16 ounce kettle. 80% gross on cold drinks! 75% gross on popcorn!



### MANLEY REFRESHERETTE

A combination hot dog and cold drink machine providing fast service for big crowds. Rotary grill slowly turns hot dogs in full sight to tempt every passer-by. Grills 17 hot dogs every five minutes—up to 204 per hour. Cold drink machine serves a variety of flavors—carbonated or plain, all at 40 degrees or less. 80% gross on cold drinks! Up to 65% gross on hot dogs!



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**G**ROSS profits are THE HIGHEST with Manley equipment! 80% on cold drinks with the Ice-O-Bar . . . 75% on popcorn with the Vista-Pop . . . 80% soft drink, and 65% hot dog gross profits with a Refresherette . . . the Coliseum delivers 80% gross profit on cold drinks and 75% on popcorn. Don't let old, worn-out equipment rob you of profit when new Manley machines will give you a full profit yield. Fill out and mail the handy coupon today, with no obligation you'll receive complete details on Manley equipment and how it will help you make more money.

WANT TO MAKE MORE MONEY ON YOUR CONCESSION? WRITE US TODAY!

Manley, Inc., Dept. BB1156 1920 Wyandotte St., Kansas City 8, Mo. Please rush me more information on the following items:

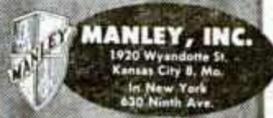
Please have the Manley representative call on me. No obligation, of course.

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MEASURES ACCURATELY WITH NO WASTAGE

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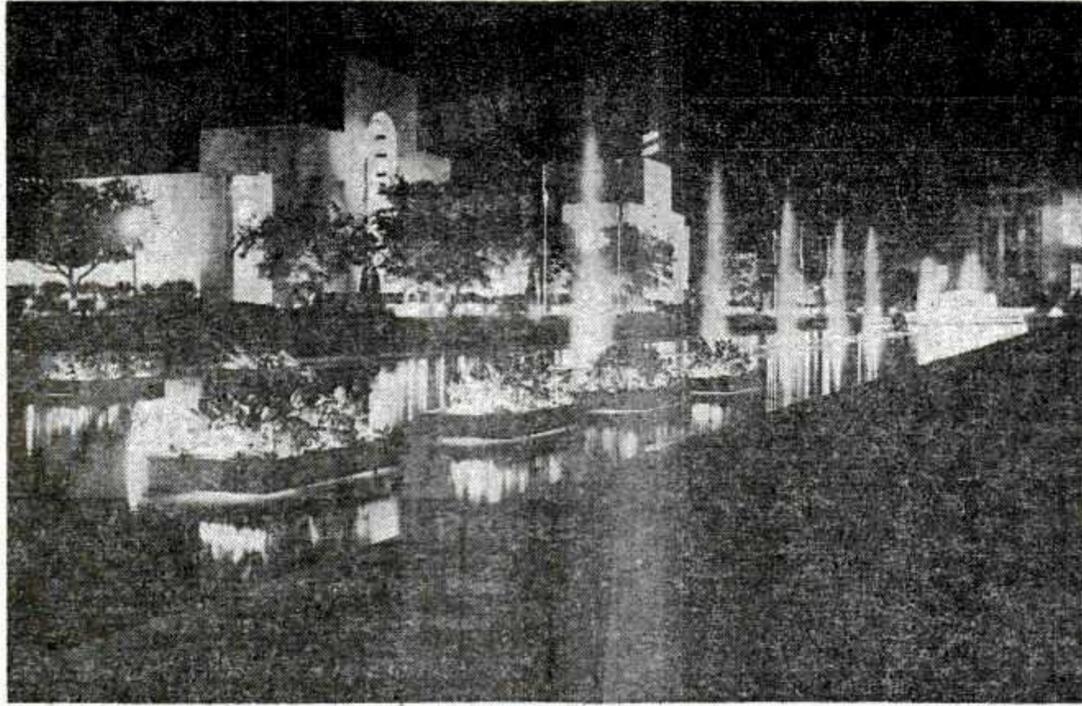
the only liquid popping oil with butterlike flavor!

**popsit plus!**

It's Digestible! Made Only of Pure Peanut Oil!

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**POPPING OIL SPECIALISTS TO THE NATION**  
Convenient warehouse stocks and distributors from coast to coast



LIGHTING AND SCENIC WATER EFFECTS were used to dramatically dress up the Esplanade at the 1956 State Fair of Texas, Dallas. The Esplanade of Light, as it was called, was played up as a major free attraction. The Dallas Power and Light Company was co-sponsor of the project with the fair, and the permanent lighting installation was felt to be a worthwhile example of the way electricity can be used to create a scene of beauty. General Electric Company sent one of its lighting engineers to Dallas to formulate plans for the project, C. M. Cutler, who also designed the lighting for the Texas Centennial Exposition, held on this same location 20 years ago.

## Arizona State Pulls Total 238,343 Gate

PHOENIX—The Arizona State Fair pulled a paid attendance of 222,961 as against a total gate of 238,343 last year during its 10-day run which ended here Monday night (12). George N. Goodman, executive secretary, said.

The fair piled up an attendance of 134,408 during the last five days when the nights began to warm. The first two nights (3-4) were penetratingly cold and reduced the crowds for the night presentations of the Gene Holter Wild Animal Show in front of the grandstand those nights.

Throughout the run the free Plaza grandstand show was presented by the Siebrand Circus & Carnival, which held the contract for the midway. Acts were added from time to time to make the program

different. Among the acts added were Alvino Rey and his guitar the first seven nights; Pancho and Danita, Latin dancers, and Jose's Hollywood chimps.

The last five days of the run featured Miss Arizona Day on Thursday (8), with the fair picking an early candidate for the Miss America contest. Friday was kids' day, with Bill Williams, TV's Kit Carson, being featured along with contests. The first 5,000 kids arriving that morning at the gate were given free tickets for carnival rides. The stars of the "Amos n' Andy" television show opened that night for the closing four days.

The fair opened on Saturday (3) rather than Friday as in past years. The run extended thru Monday (12) rather than end on a Sunday. The closing day's feature was the third annual Bobbie Ball Memorial 100-mile National Championship Auto Race. A fireworks display closed the event.

Ralph Watkins Jr., assistant executive secretary, said that during the last three days of the fair a poll was taken of the visitors. He said 76 per cent of those polled acclaimed the fair "better than ever."

The Siebrand Circus & Carnival, playing the date for the first time, featured 31 kid and major rides, 10 shows and 3,000 feet of concession space. Three major rides were booked on by the Fair Time Shows, Inc., of which Olivia Waldron is president.

## Kate Dodson Loss Mourned

SAVANNAH, Ga. — Funeral services were held Monday (19) at Henderson Bros. Funeral Home for Mrs. Guy Dodson, the former Kate Hoffman, who died Wednesday (14). The loss was mourned by the family as well as by the showmen's social fraternity in Miami, where the couple had been popular figures.

Mrs. Dodson survived her husband by less than a year, after 50 years of wedlock. Their golden anniversary was celebrated December 4, 1955.

Her late husband was, prior to retirement in 1948, a partner with his brother Mel in the Dodson's World's Fair Shows, which at its peak numbered 40 cars, 30 rides,

## Knecht Goes To European Circus Meet

EVANSVILLE, Ind.—Karl K. Knecht, former president of the CFA, left here last week to fly to France, where he will attend the organizational meeting of Circophiles International, world-wide organization of circus fans.

The meeting was held in Rouen, France, Friday (16) for a cocktail party given by the Rancys and to attend the evening performance of the Cirque Napoleon Rancy, which is observing its centennial. On Saturday (17), the group unveiled a plaque honoring Franconi, founder of the modern circus in France, and then the group went to Paris to attend a performance of the Cirque D'Hiver and a reception by the Bougliones.

On Sunday (18) they held a business meeting, saw an exposition on the arts and traditions of the circus at the Palais de Chaillot, attended a performance of the Cirque Medrano, and then went to the Moulin Rouge.

Knecht also will visit elsewhere in Europe.

## Polack Units Set Openings

CHICAGO—Polack Bros.' Circus will operate two units again in 1957. The Eastern unit is scheduled to start at White Plains, N. Y., February 22-24. Following that flat-sale date, show moves to the Middle West, opening in Lansing, Mich., in March.

The Western unit starts its 1957 season at Flint, Mich., in January. Promotion starts there soon, with Henry F. Barrett in charge.

14 shows, and some 60 concessions. The couple met in 1905 when Guy was a dramatic show operator and Katie Hoffman was in the cast.

In recent years the Dodsons divided time between their homes in Georgia and Miami, where Guy was active in the showmen's club. Guy and Mel operated one of the South's finer motels, in Savannah.

Mrs. Dodson had two daughters, Ruby and Lucille, and three grandchildren.

## World Crises May Affect Newberry Tour

JACKSONVILLE, Fla. — Postponement of the third European tour for the Earl Newberry-Abe Saperstein Hollywood Motor Rodeo is a possibility in view of events in the Middle East and the curtailment of the use of gasoline in Europe. France has already instituted a form of fuel control, Earl Newberry, owner of the stunt aggregation, pointed out at his home here last week.

The veteran Thrill Show op said a tentative route from Easter thru mid-July has been submitted by their Paris associates, travel reservations are tentatively set and arrangement for automobiles has been made.

"Gasoline is a serious problem in Europe even in normal times because it has to be imported and is expensive. We will have to wait until mid-February before we can make our plans definite," he said.

The possible switch in overseas plans, however, in no way affects the annual American tour which will start in mid-July under the title of Trans-World Daredevils.

Newberry plans to go to Paris in February to finalize arrangements.

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**HOT DOG on a STICK**

WAREHOUSES: St. Louis, Mo. & Hollywood, Calif.

100 lbs. . . . \$25.00 cwt.

300 lbs. . . . 23.00 cwt.

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Revolutionary new Cooker produces 4 hot dogs per minute—\$84.65. Send for detailed information.

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Draft arm draws PLAIN CARBONATED WATER (Includes electric carbonator and mechanical refrigeration).

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**ECHOLS ELECTRIC ICE SHAVERS**

"All the Snow You Need for Busiest Days." Ladle, Scoop, Ice Pick, Funnel, 4 Dispensing Stoppers and Cup Dispenser furnished with each machine. 1/3 H.P., 110 Volt, 60 Cycle A.C. Motors. Terms: 25% Deposit, Balance C.O.D. F.O.B. Factory.

High Speed Shaver and Plexiglas Case, as pictured—\$137.50. Price of Machine only \$75.00. Aluminum Stand, \$16.00.

New Improved Shaver With Large De Luxe Plexiglas Case, \$325.00. De-Luxe Aluminum Stand, \$20.00.

**S. T. ECHOLS** **BISMARCK, MO.**

**COTTON CANDY • SNO KONES • POPCORN**

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The new catalogue offers for the first time many new items that you have wanted, all at money-saving prices. You always get top quality, lowest prices and the fastest service in the business when you deal with Gold Medal.

**GOLD MEDAL PRODUCTS CO.**

318 E. Third Street **Cincinnati 2, Ohio**

# Expenses Cut Regina Profits to \$30,023

REGINA, Sask.—Net profit on the summer fair and on the year's operations were both down from last year, it was reported at a directors' meeting of the Regina Exhibition Association.

Altho the money total for the six-day fair was \$3,210 higher than for the 1955 show, expenses were up \$17,532, leaving a net revenue of \$79,347 for the week. The net was down \$14,309 from last year's \$93,656, which was an all-time high.

The week's money figure was \$330,769, as against \$327,556 in 1955, and expenses were \$251,422 compared with \$233,890.

Net profit on the year's operations until September 30 was \$30,023, down \$20,337 from last year's \$50,360.

Commenting on the figures, T. H. McLeod, manager, reminded that 1955 with its Golden Jubilee observance was a special year "and we could hardly be expected to surpass it in most departments." The 1956 figures were far ahead of 1954, he said.

### Expenses Climb

He also pointed out that expenses are climbing steadily with each year. Labor, materials, maintenance and costs of new construction are higher which means that despite increased attendance, higher receipts and greater public participation, the net profit has not come up in proportion but is actually lower than in 1954 and 1955, he said.

Gate receipts at the summer fair were \$69,467, down \$4,484, and grandstand receipts, at \$74,998, were down \$7,006. Gate attendance was 228,114 and grandstand attendance was 78,648.

Revenue from horse racing was the highest on record, \$82,653 after provincial tax deductions. The figure was \$8,863 higher than last year when the previous record was set. Race committee expenses were higher than usual at \$62,906 because of larger purses and more money being paid to officials and pari-mutuel staff. A net profit of \$19,748 was shown, as compared with \$14,736 in 1955.

Midway revenue at \$27,635 was down \$1,485 from last year and concessions revenue at \$60,316 was up \$5,798. Exhibit space rentals totaled \$13,287, up \$63.

Net revenue on rental of grounds and buildings was \$16,839, as compared with \$15,504 last year.

### Expenditures Down

Capital expenditures for the year ended September 30 totaled \$184,515 as against \$465,764 last year, and a balance of \$128,236 was reported for the capital reserve account.

Biggest outlay was \$85,517 for a new 4-H building. Other major spending included \$21,444 for a hard-topped roadway, \$14,379 for stall fixtures in the livestock building, \$11,522 for a parking area and \$10,872 for alterations to washrooms under the grandstand.

A deficit of \$6,729 was recorded on operation of the Stadium as compared with a profit of \$12,176 in 1955, when several Golden Jubilee events were held in the building. The Stadium's revenue total was \$43,797, down \$15,093, and expenses were \$50,526, an increase of \$3,811. Failure of professional hockey added to the increased costs of operation.

A profit of \$1,390 was shown on "Ice Capades," which was \$2,134 less than the profit shown on "Ice Cycles" the year before.

Losses of \$8,064 on the winter fair and \$893 on the harness race meet were recorded.

### List 1957 Plans

Expenditure of \$40,000 on further hard-surfacing of roadways at the fairgrounds was approved.

Other expenditures planned for 1957 include \$7,500 for further improvements to washrooms in the grandstand, \$4,000 for improvements to the superintendent's office and workshop, \$3,000 for drainage in the machinery exhibit area, \$3,500 for construction of washroom facilities in the race barn area, and an outlay for an asphalt floor in part of the sheep and swine barn.

More regrassing will be done in the race track infield at a cost of \$1,500, and another portable dressing room will be built at a cost of \$1,800. Other items under consideration include further landscaping of the infield, construction of walks between dressing rooms and platform, removal of wooden poles from the infield and installation of underground telephone and electrical wiring, and telephone service from the platform to the grounds superintendent's office.

Also up for consideration are demolition of the Indian building, construction of a new building for government and women's exhibits, improvements to the parking space, construction of a new bandshell and installation of a permanent downtown billboard to advertise exhibition events.

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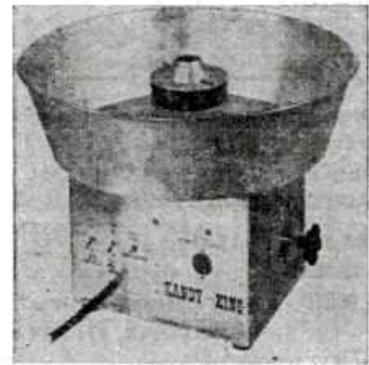
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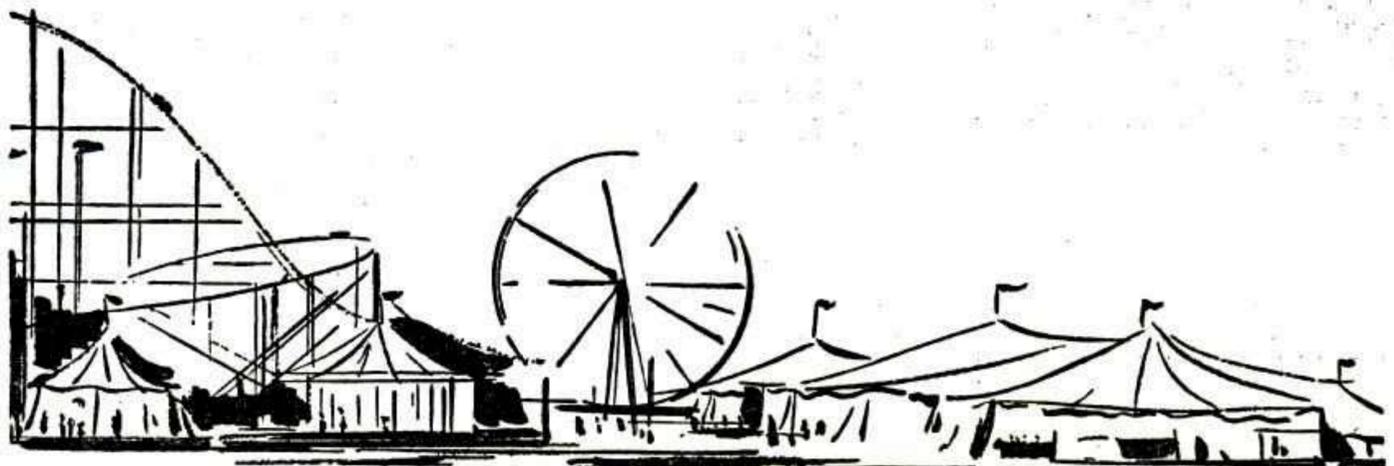
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## GAC-H Sets Lone Ranger, Advance Sales for Fairs

NEW YORK—Joe Higgins, of GAC-Hamid, says his agency has been signed to handle the Lone Ranger and Lassie at fairs. Higgins set the deal recently in Hollywood with H. G. Saperstein.

Higgins also said that Bob Thompson, originator of the Supermarket Show of Shows, has resigned from that organization to head up the industrial department of GAC-Hamid.

The addition of Thompson to the agency personnel resulted in the division to set up advance ticket sales for some of the major fairs that will be booked by the agency for the coming season.

While plans are still in the blue-

print stage, agency officials believe that the formula worked out by Thompson for the Supermarket Show of Shows can be used just as effectively for fairs. The arena shows were bought outright by the supermarkets, plugged extensively in their newspaper and other advertising, and offered free to the public with each purchase of a stipulated amount of groceries, usually \$25 worth.

For fairs it is planned to sell all, or most, of a grandstand to supermarkets on one or more nights. The tickets would be used as sales stimulants by the marketers. Special deals would have to be worked out for each event.

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## Medrano Has New Booker, Act Policy

PARIS—Cirque Medrano is no longer booked by George Leroy, of the Lew & Leslie Grade office, but thru the Hubert de Malafosse agency (La Societe Artistique de Monaco), now is located in Monte Carlo. De Malafosse has a string of arenas and halls in France and Belgium, in which he presents annual "circus festivals." For these events he usually makes use of a circus having horses and animals, to which he adds a number of good acts.

De Malafosse is using a similar policy for Cirque Medrano. First program, September-October, was entirely filled by the Budapest Circus from Hungary. The November bill is a "package" show billed as Circus Williams. This is a German outfit controlled by a branch of the Althoff family and has a large number of horses. The Williams part of the bill consists of 12 horses presented by Adolph Althoff; Carla Barlay and Eduard Kastner, high school; Andy Enders trio, jockey-riding, and Barlay's Western rodeo. The above, and the Erik Garden Ballet and the Arthur Klein Family, comedy bike act, played the entire summer season in Sweden under the Circus Scott-Williams banner. Added acts at Medrano are Dschapur & Rutha, novelty balancing; Golden Trio, plastic poses; Bario Junior, musical; Antares, perch, and Carola, trained cockatoos.

At present Medrano is holding bills for a full month instead of three weeks. December bill will feature Frederik Hagenbeck animals, plus the Canovas, acro; Antonio Platas, juggler; the Bullys, trampoline; Barios, clowns, and Capelleny's chimps. January program will be filled by Feijoo & Castella's Spanish Circus.

The Lone Ranger and Silver, Lassie and Tonto will be offered as a complete package and in various combinations for indoor or outdoor presentations. The show will include the re-enactment of scenes from films with suitable props.

Superman will again be offered by the agency. This attraction will be embellished with props, personnel identified with the marvel, and a finale in which the hero physically overcomes a couple of villains.

Earl Shipley, now clowning school assembly dates, and his wife, Hattie, have been in Portland, Ore., schools for several weeks and they have a week in Tacoma ending Saturday (24). The Shipleys had dinner with Lawrence Cross, who is opening a TV show for the holidays again in Portland.

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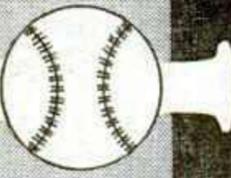
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# THE FINAL CURTAIN

**DODSON**—Mrs. Kate, widow of C. Guy Dodson, former owner with his brother, Mel, of the Dodson's World's Fair Shows, November 14. (Details in Carnival section.)

**DOOLAN**—John M., 53, veteran Chicago merchandise wholesaler, November 20 in an Elgin, Ill., hospital. He was a member of the Showmen's League of America. Surviving are his widow, Bernice; his mother, Mrs. Sarah Doolan; a son, John Jr.; two daughters, Mrs. Mary Lou Bromir and Mrs. Shirley Ross; two sisters and a grandchild.

**GREGGERMAN**—Samuel, former carnival concessionaire, who in later years was a clothing salesman with a chain store firm, November 13 in Cranston, R. I. Survivors include his widow, Ruth, of 83 Robert Circle, Cranston; a brother, Joseph Greggerman, and two sisters, Mrs. Philip Dublin and Mrs. Louis Price, all of Providence. Burial in Lincoln Park Cemetery, Warwick, R. I.

**HARRISON**—Sol, 68, veteran concessionaire, November 12 at Memorial Hospital, Worcester, Mass. For the past several years he tramped with the World of Mirth Shows. Burial in Syracuse.

**HAWKINS**—Erston (Happy), 58, charter member of the Miami Showmen's Association and member of the Masonic order, November 16 of a heart attack in Miami.

**HERWITZ**—Bernice, widely known secretary of the Barnes-Carruthers Theatrical Enterprises office, Chicago, November 15 in Chicago. (For details see story in the General Outdoor section.)

**OOSTERKAMP**—Mathilda, wife of Henry Oosterkamp, well-known Cincinnati circus fan, November 14 at her home, 7605 Anthony Wayne Avenue, Carthage, Cincinnati. The Oosterkamps for many years have hosted at their home members of virtually every tented circus organization to play Cincinnati. Surviving, besides her husband, are two sisters, Mrs. Carrie Kessler and Mrs. Katherine Look, and a brother, George Woirel.

**POLLETT**—Walter, musical conductor, pianist and

arranger, October 29 in Los Angeles. In recent years he had been with shows produced by the Ernie Young Agency and toured with Royal American Shows. In addition to being associated with outdoor shows, he had been active in indoor musicals. His widow, Vera, survives.

**PRICE**—Robert V., 70, a past president and life member of the Edmonton (Alta.) Exhibition board, recently in Edmonton, Alta. Survived by his widow, two sons, a daughter, a brother and two sisters. Burial in Edmonton.

**RABKIN**—William, 68, founder and head of International Mutoscope Corporation, fell to his death from his sixth-floor New York apartment November 13. A pioneer in the coin-operated amusement device field, he had been associated with Mutoscope for 30 years. Services were held November 16 at Riverside Memorial Chapel, New York, with burial in Mount Hebron Cemetery, Queens. (Details in Coin Machine section.)

**SCHLACK**—Eleanor M., wife of Dr. Otto C. Schlack, November 11 in Chicago after an extended illness. Her husband has been physician to circus people and is a circus fan and confidant of circus owners. At one time he was physician on Gollmar Bros.' Circus. Burial November 13 in Chicago. Survivors also include a sister and a brother.

## BIRTHS

**MOYER**—A son, Donn Thomas, September 28 in Anchorage, Alaska, to Mr. and Mrs. Donn P. Moyer. Father is a menagerie owner and musician.

**RIGGS**—A son, James William, to Doc and Bunny Riggs at Minneapolis November 7. Parents were with the Gayland Shows first half of this season and with the Al C Kelly & Miller Bros.' Circus as special agents in the second half.

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All Valley: Donna, Tex.  
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Jack's United: Marrero, La.  
Latin American: Hebronville, Tex., 20-Dec. 2.  
Pelican State: Church Point, La.  
Royal, Jack: Barnwell, S. C.  
Shop-O-Rama: Wilcox, Ariz.  
Tidwell, T. J.: Midland, Tex.  
Tinsley, Johnny T.: Greenville, S. C., 19-Dec. 1.  
Turner, Scott Rides: (College Park) Orlando, Fla., 28-Jan. 1.

## Circus Routes

Hamid-Morton: Boston, Mass., 23-25.  
Packs, Tom: New Orleans, La., 20-25.  
Polack Bros. Western: Springfield, Ill., 22-24; Charleston, W. Va., 28-Dec. 2.  
Strong, John A.: (schools) Los Angeles, Calif., 20-30.

## Ice Shows

Holiday on Ice of 1956: Bangor, Me., 21-25.  
Holiday on Ice of 1957: Canton, O., 21-25; Toledo, O., 26-Dec. 2; Kansas City, Mo., 4-9.  
Ice Capades, 16th Edition: El Paso, Tex., 22-28; San Diego, Calif., Dec. 1-9.  
Ice Capades, 17th Edition: Syracuse, N. Y., 20-25; Toronto, Ont., 26-30; Montreal, Que., Dec. 2-9; Springfield, Mass., 10-16.  
Shipstads & Johnson's Ice Follies of 1957: Cincinnati, O., 20-25; Hershey, Pa., 27-Dec. 8; New Haven, Conn., 9-16.

## Miscellaneous

Burke's Wild Cargo: Lexington, N. C., 20; Thomasville 21-22.  
Hitler's Armored Car, Jack W. Burke, Mgr.: Reldville, N. C., 20-22.

# CLUB ACTIVITIES

## Michigan Showmen's Association

**DETROIT**—Under the chairmanship of Past President Ben Morrison and Second Vice-President Calvin Lee Lovejoy the club held annual memorial services Sunday (4), Rev. William Mercer, St. Andrews Methodist Church, officiating. Members of the auxiliary participated jointly with the men in the services. Auxiliary officers attending were President Laura Baker, Past President Frances Moran, Vice-President Anna Stone and Secretary Gertrude Quist.

Immediately after services a committee consisting of Ben Morrison, Frank Blooming, Raymond Coffeen, Alexander Kaplan and Paul Greeley visited the burial plot to decorate graves, followed by a call on Past President William H. Green, who is in New Grace Hospital recovering from two operations, and on Leo Lippa, who has been confined to his home for years.

President Robert Morrison presided at the regular Sunday (4) meeting. On the rostrum were Marvin Keys, first vice-president; C. L. Lovejoy, second vice-president; Max Kahn, treasurer, and Paul Greeley, recording secretary.

Preliminary plans were discussed for the club's first annual past presidents' party, to be held during the January meeting of the Michigan Fairs Association. Named to complete arrangements for it were Max Kahn, Max Berkowitz, Max Nahaoun and Paul Greeley. Past President Jack Dickstein was selected to represent the association at the November 25 gathering of the Showmen's League of America in Chicago.

Oscar Margolis, released from

## Agnes Barnes Tops Caravan's 1957 Slate of Officers

**CHICAGO**—Agnes Barnes has been nominated for the presidency of Caravans, Inc., to succeed Marianna Pope, 1956 president.

Other nominations include Isabella Brantman, first vice-president; Mollie Raymond, second vice-president; Mae Taylor, third vice-president; Wanda Derpa, secretary, and Lillian Lawrence, treasurer.

On the board of directors slate are: Out-of-town—Bess Hamid, Ann Roth, Dolly Young, Charlotte Wright, Sophia Carlos, Pauline Gray, Myrtle Hutt Morris, Jeanette Hart, Josephine Heywood, Joan Sullivan, Alice Hennies, Alma Richards, Helen Vaughan, Emily Bailey and Irene Denton; in-town—Agnes Zelek, Ann Schmidt, Nora Heglund, Eva Shine, Irene Coffey, Frieda Rosen, Mae Sopenar, Helen Wettour, Rose Jarboe and Marion Falco.

Installation of officers will take place November 26 at 6:30 p.m. in the Crystal Room of the Hotel Sherman. Claire Sopenar is in charge of table decorations and will be assisted by Ann Sleyster and Estell Swaider. Eva LeRoy will handle the entertainment.

## Southern States OK'd By Two Georgia Towns

**TAMPA**—John B. Davis' Southern States Shows are back in winter quarters here after wind-up dates in two Georgia towns that have been closed to carnivals for years. The towns were Pelham, played November 5-10 under auspices of the American Legion post, and Cairo, November 12-17, under sponsorship of the Shrine Club.

In each case, said Davis, sponsor and show executives met with city officials, and permission was granted only after careful consideration of the show and its reputation.

the hospital, is a daily visitor in club headquarters. Other visitors include Irving Quist, Clyde Butler, Charles Duma, Irving Rubin, Louis Maltin, Sam Ginsberg, Milton Feller, William Ellis, Irving Borcker, Frank Blooming and Edgar McMiley.

## Show Folks of America

**SAN FRANCISCO**—Past presidents and gold-card members were honored at the Monday (12) meeting, which was well attended. Guests of honor included Eddie Burke, Mike Krekos and Charlotte Porter, all past presidents, and gold-card members Jack Brooks, Marie Burke and Jack Brown.

Al Rodin emceed the festivities which followed the dinner. Joe Clemons was chairman of the dinner, assisted by Mary Richards, Frances Scott, John J. Andrews, Earl Leonard and Mrs. Phyllis Carter.

Evening was highlighted by a show produced by Ray Reynolds and featuring Joannie LenHerr, Jackie Fontes, Carolyn Vogel, Chico Rodriguez, Cookie Carter, John Barrientoes, Don Barrientoes and Estelle Grajeda.

## Lone Star Showmen's Club of Texas

**DALLAS**—As the new clubhouse is still under construction and the old one already sold, the Saturday (10) meeting was held at the picnic pavilion of State Fair Park. President Chuck Moss was in the chair, along with Johnny Obluck, secretary, and Jule Conner, chaplain.

Mrs. Jackie Ray Lindsey was awarded the automobile in the summer fund-raising program. Nomination of officers will be announced early in January and the election will follow soon thereafter. The annual banquet and ball will again be held in the Baker Hotel during the convention of the Texas Association of Fairs and Exhibitions. The usual open house will also prevail during that week.

Many members plan to attend the banquet and ball of the Hot Springs Showmen's Association. Included are Mr. and Mrs. Chuck Moss, Mrs. Katie Little, Margaret Pugh, Grace Tinder, Pearl Vaught and Fred and Milly Hudspeth. Johnny and Marie Obluck will be guests of Mr. and Mrs. Clayton Holt in Hot Springs.

Set to go to the Chicago outdoor meetings are Pearl Vaught, Mrs. Katie Little, Mr. and Mrs. Chuck Moss and Margaret Pugh. Debbie Cole, 6, who spent the summer with her aunt and uncle, Joe and

(Continued on page 82)

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MRS. GRACE FLEMING

## Coney Scores High On P. R. Targets

Luna Parking Eases Traffic Headache; New Events Hold Big Turnout Promise

NEW YORK—If Coney Island's public relations plans materialize as well next year as they did in 1956, an Island-wide public address system will be in operation, making possible a tremendous range of special events which will smite the ears as well as the eyes of the estimated 50,000,000 people which visit the amusement area yearly. It will be part of the Is-

land's new aggressiveness in public relations, which paid off handsomely during the past year.

It is already a certainty that the Stillwell Avenue subway terminal, gateway to the zone, will benefit from a much-needed face-lifting during the off-season. The Transit Authority recently agreed to paint the entire structure and some concession space, if the Chamber of Commerce of Coney Island would also contribute to the improvement project.

Redoing the terminal was one of the elements pressed for by Milton Berger, the Chamber's publicist and special events director, who achieved a solid foundation of events last season upon which the Island hopes to build a longer and more bountiful operating season.

### Won Luna Fight

One of the first problems tackled by that department was a wholly defensive one which ended up in an aggressive vein. With the announced decision of the city last December to erect apartment houses on the old Luna Park site, plus installing a row of retail stores on the Surf Avenue midway, the Chamber fought vigorously to prevent this action. As a result of the public relations effort, which yielded an editorial in the multi-million

(Continued on page 77)

## Colors Attract Patrons; Hues Vital to Shows

By H. VERNON SMITH  
Vice-President  
McDougall-Butler Co., Inc.

CHICAGO—Color interests and attracts customers. Color can exhilarate people. Color makes profit for the midway.

The choice of color has to be made by the owner, manager or operator. The so-called hot or stimulating colors of red, orange, purple, orange yellow, orchid, tangerine and maroon work on the emotions and give people a lift, in many cases excite them.

The cooler colors or pastel shades of light ivory, light green, light blue and light gray are restful colors. Colors like dark blue absorb light and should be used only sparingly.

While ample light is essential to good vision, the human eye must reply upon contrast to distinguish what it sees. Thus color is in every way as important as light.

### Reflection Measured

A circular issued by the scientific-section of the National Paint, Varnish and Lacquer Association shows the percentage of light reflected from painted areas:

White, 85 per cent to 92 per cent; light ivory, 78.8 per cent; cream, 78.1 per cent; buff, 74.5 per cent; light tan, 70.3 per cent; pale green, 57.5 per cent; aluminum, 55 per cent; pale blue, 49.8 per cent; light gray, 49.5 per cent; light brown, 22.9 per cent; medium gray, 30.5 per cent; medium green, 22 per cent; dark green, 7.4 per cent and dark brown, 6.6 per cent.

The choice of product depends on the surface to be painted, allowable drying time, working conditions and money available.

### Labor Cost Counts

Trucks, trailer transports, puller units, passenger cars and trains require an unusually durable and weather resistant finish. A first quality transit automotive finish

(Continued on page 76)

## Fort Macleod, Alta., Re-Elects Officers

FORT MACLEOD, Alta.—Officers of the Fort Macleod Stampede Association were re-elected as follows: President, Dan Boyle; secretary, Al Miller; treasurer, Charles Mason. Dates of the 1957 stampede will be June 29 and July 1, with prize money approximately the same as in 1955. Fort Macleod alternates with Claresholm in holding a rodeo every other year. Efforts will be made to increase the number of floats in the parade.

## Salisbury Ops Ask Secession Over Dry Vote

Night Spots Try 'Bring Your Own'; Reactions Mixed

SALISBURY, Mass.—The question in the minds of citizens of this popular beach resort is whether the recent "dry" vote will kill the goose that layed the golden eggs. Businessmen along the big beach front will be left high and dry come next month, and are talking secession.

The beach area once was in the town of Cushing, and it will be again if the dismayed and indignant concession owners and night spot proprietors have their way. They fear that a liquorless Salisbury will kill the town's summer business.

Roller Coaster operator Charles A. Kimble, a leading advocate of secession, says the beach should be supervised by the State Police, otherwise the beach will become a ghost town.

One thing certain is, life is going to be different here. No longer will Salisbury be the north shore center of big-name stage talent, and its nightclubs a haven for summer visitors from the dry New Hampshire resorts—at least for the next two years.

Dennis Mulcahy, owner of the

(Continued on page 77)

## Streamlining Marks Park Conclave Plan

Sessions, Trade Show, Social Events Scheduled as NAAPPB Members Converge

CHICAGO—Streamlining marks the program for the 38th annual convention of the National Association of Amusement Parks, Pools and Beaches. The sessions will be paired with the NAAPPB's annual trade show.

Park men's activities start Saturday (24), when directors meet. The major program gets under way Sunday (25), with opening of the trade show, a ladies' tea, and other events. Formal sessions of the convention will be Monday (26) thru Wednesday (28). The annual banquet and ball will be Tuesday (27).

Fred W. Pearce Jr. is program chairman. New this year will be a Monday morning session of the general NAAPPB conclave. This will be in addition to the regular morning sessions of the beach and pool section and it will be devoted to an executive session of NAAPPB.

### New Morning Session

Taking many routine reports and business matters out of the floor program for Monday afternoon is

expected to speed up the pace of the entire convention.

Streamlined sessions on the afternoons of Monday, Tuesday and Wednesday will take the conventioning NAAPPB members thru a set of panel discussions and general dissertations on various park problems.

Speakers and panels will turn to

(Continued on page 76)

## Yonkers Adds Nine Units With Okay on Rides

YONKERS, N. Y.—Wonderland, kiddie attraction at Cross-Country shopping Center, is installing its ninth riding device in addition to the lavish, fable-type structures executed by Tracy Displays.

First season of operation was satisfactory, with the novel structures and playground in operation behind a pay gate. With acquisition of the elusive and difficult-to-get license for kiddie rides, however, the spot has started to change slowly into a ride location.

A pinto kiddie Merry-Go-Round was bought from Numley's on Long Island, and eight other rides were purchased from Standard Kiddie Rides. The most recent is a Roller Coaster now being installed.

Manager Irwin Rothenberg said the expanding ride phase is forcing disposal of some of the fairyland structures. The park has a vast restaurant and gets good business when the shopping center is booming. With the reopening of school, attendance flurries have been limited to weekends.

## Fall Kills Mutoscope's Wm. Rabkin

NEW YORK—A fall from the window of his sixth-floor apartment this week caused the death of William Rabkin, 68, founder of International Mutoscope Corporation, whose products dot arcades and midways at virtually every major amusement park in the country.

Rabkin, who lived at 285 Central Park West, was a pioneer in developing coin-operated devices. He was associated with Mutoscope for 30 years. (A more detailed story appears in this week's Coin Machine section.)

## 125,000 Shore Dinners Aid Rocky Pt. Rebound

WARWICK, R. I.—The best business since it was rebuilt in 1948 has been experienced by Rocky Point Park, President Vincent Ferla reports. The rebuilding project was undertaken after the park was destroyed by a hurricane 10 years earlier.

More hurricane damage was felt two years ago when two severe storms, Carol and Edna, ruined the huge Shore Dinner Hall, the park's major attraction.

Ferla, sole owner, got rebuilding operations started quickly, enabling a new hall to be opened for business June 15, 1955, with a seating capacity of 4,000 persons who partake in Rocky Point's shore dinners. Widely known thruout New England, the menu features such items as baked clams, baked fish, boiled lobster, clam fritters, and clam chowder, embellished

with a wide range of supplementary dishes.

The new hall is larger and more substantial than the old one, and juts out over the water as did its predecessor. During 1956, it is noted, the spot served 125,000 meals.

Midway business suffered some during June, but wound up the season all right, partly due to increased emphasis on outing bookings.

Free attractions twice daily were booked in thru the Al Martin Agency, Boston, and reportedly were successful. Tuesdays featured Jackpot Nights, Wednesdays had Kiddie promotions afternoon and evening with prizes, and Fridays had food-basket drawings at night.

On the food-basket gimmick, tickets were given with every expenditure at the park. Continuing as manager of the operation was Paul S. Haney.

## EXPANSION PLANNED

## Picnic Units Given Priority at Nipmuc

MENDON, Mass.—Improvements for 1957 at Lake Nipmuc Park will be mainly designed to cater to picnic tastes, owner Joseph L. Carrolo reports. The second season under Carrolo's guidance revealed increased attention is

needed for this kind of facility. Despite generally unfavorable weather, business during 1956 was satisfactory. Three good Sundays in July drew overflows to the 1,000-car parking lot, indicating that expansion will also be demanded in this department.

Carrolo said that additional picnic tables and fireplaces will have to be provided for next season if his public's tastes are to be satisfied. Habit of the public was to bring picnic meals in large quantities, with lesser emphasis on the park's food stands. The spot has a bathing beach and bathhouse facilities, in addition to ride attractions.

### 40 Tables Scheduled

Carrolo will erect another 40 tables for 1957, plus more fireplaces. Eventually, a change will be made for using the fireplaces, which will be assigned on a reservation basis. Other improvements will depend in part on observations at the Chicago convention next week.

Carrolo, 79, is one of New England's venerable ride operators, having been connected with the

(Continued on page 76)

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Courtesy of The Billboard and the Showmen's League of America

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# NAAPPB Program

38th Annual Convention, Hotel Sherman, Chicago

SATURDAY, November 24

2:30 p.m.—NAAPPB Directors' Meeting, Room 2389.

SUNDAY, November 25

9:30 a.m.—Registration, Mezzanine.

10:00 a.m.—Trade Show opens, Mezzanine.

3:00 p.m.—Ladies' Tea, House on the Roof; Mrs. Henry G. Bowen,  
hostess.

7:00 p.m.—Trade Show closes.

10:00 p.m.—Penthouse Club, House on the Roof.

MONDAY, November 26

9:30 a.m.—Registration, Mezzanine.

10:00 a.m.—Trade Show reopens.

10:00 a.m.—Beach and Pool Session, House on the Roof.

James H. Dickson, general chairman.

Henry A. Guenther, chairman of the day.

Reception; General Discussion; "Extra Money Around  
the Pool."

11:00 a.m.—NAAPPB, Executive Session, Louis XVI Room.

Meeting called to order, Fred W. Pearce Jr., general  
chairman.

Invocation by R. M. Spangler.

Communications; Introduction of hotel executive.

Introduction of NAAPPB president, Henry G. Bowen.

11:15 a.m.—Roll call, reading of the minutes.

Report of Resolutions Committee, Fred L. Markey.

Report of Secretary, Paul H. Huedepohl.

Report of Treasurer, A. L. Filograsso.

Report of Finance Committee, William B. Schmidt.

11:35 a.m.—Report of the Nominating Committee, William W. Muar.

11:45 a.m.—Unfinished business, new business.

12:30 p.m.—Trade Show closes for midday.

2:00 p.m.—NAAPPB; Report of Insurance Committee, G. P. Price.

Report of Legislative Committee, Harry J. Batt.

Report of Exhibit Awards Committee, George K. Whit-  
ney Jr.

Report of Entertainment Committee, John L. Coleman.

2:30 p.m.—NAAPPB President's Annual Message, Henry G. Bowen.

3:00 p.m.—Trade Show reopens.

3:00 p.m.—NAAPPB Forum, Amusement Park Games.

Robert A. Guenther, chairman; with George A. Hamid  
Jr. and Harry J. Batt Jr.

Bernard J. O'Connell, licenses commissioner, New York.

4:00 p.m.—NAAPPB Past Presidents' Panel, Don Dazey, moderator.

Fred W. Pearce, Arnold B. Gurtler, A. W. Ketchum, Paul  
H. Huedepohl, A. B. McSwigan, Edward L. Schott, Harry  
J. Batt, Edward J. Carroll, George A. Hamid, Elmer E.  
E. Foehl, Don Dazey.

7:00 p.m.—Trade Show closes for day.

7:00 p.m.—AREA Annual Dinner and Meeting, Gold Room.

10:00 p.m.—Pent House Club, House on the Roof.

TUESDAY, November 27

9:30 a.m.—Registration.

10:00 a.m.—Beach and Pool Session, House on the Roof.

John Phillips, chairman of the day.

"Problems and Promotions," round-table discussion.

10:00 a.m.—Trade Show reopens.

10:30 a.m.—NAAPPB Directors' Meeting and Election of Officers,  
Polo Room.

12:30 p.m.—Trade Show closes for midday.

2:00 p.m.—NAAPPB Convention Session.

"Problems of Small Park Operators," Edward Palmer,  
chairman, with Robert Howard and H. J. Terrill.

2:45 p.m.—NAAPPB Maintenance Symposim, A. M. Brown, chairman.

"Concrete Maintenance, Material and Preservatives," Nor-  
man D. Nichols.

"Practical Use of Concrete," Robert W. Shuldes.

"New Material for Outdoor Amusement Industry," R. E.  
Emerson.

3:00 p.m.—Trade Show opens for afternoon.

3:30 p.m.—"Mechanical Refrigeration," John Roth, York Corporation.

4:00 p.m.—Films, NAAPPB Visitation to Disneyland.

7:00 p.m.—Trade Show closes for day.

7:30 p.m.—NAAPPB Annual Banquet and Ball, Grand Ballroom.

WEDNESDAY, November 28

9:30 a.m.—Registration.

10:00 a.m.—Trade Show opens.

10:30 a.m.—Beach and Pool Session, House on the Roof.

Charles R. Flatt, chairman of the day.

"Play-O-Rama for Pool Patrons," Round-Table Discussion.

12:30 p.m.—Trade Show closes for midday.

2:00 p.m.—NAAPPB Convention Session.

"European Amusement Park Industry," Harry J. Batt.

"European Riding Device Industry," George Whitney Jr.

2:20 p.m.—Movies of Lagoon Park from TV show, "Wide, Wide  
World."

2:30 p.m.—Kiddieland Operators' Forum, Arthur Fritz, chairman.

Price for Individual Rides and Reductions for Strip Tickets.

Do Operators Feel Prices Should Be Increased?

Are Major Rides a Proper Addition to Kiddielands?

How Are Interests of Teen-Age Patrons Being Met?

Birthday Parties and How to Promote Them.

Hours of Operation.

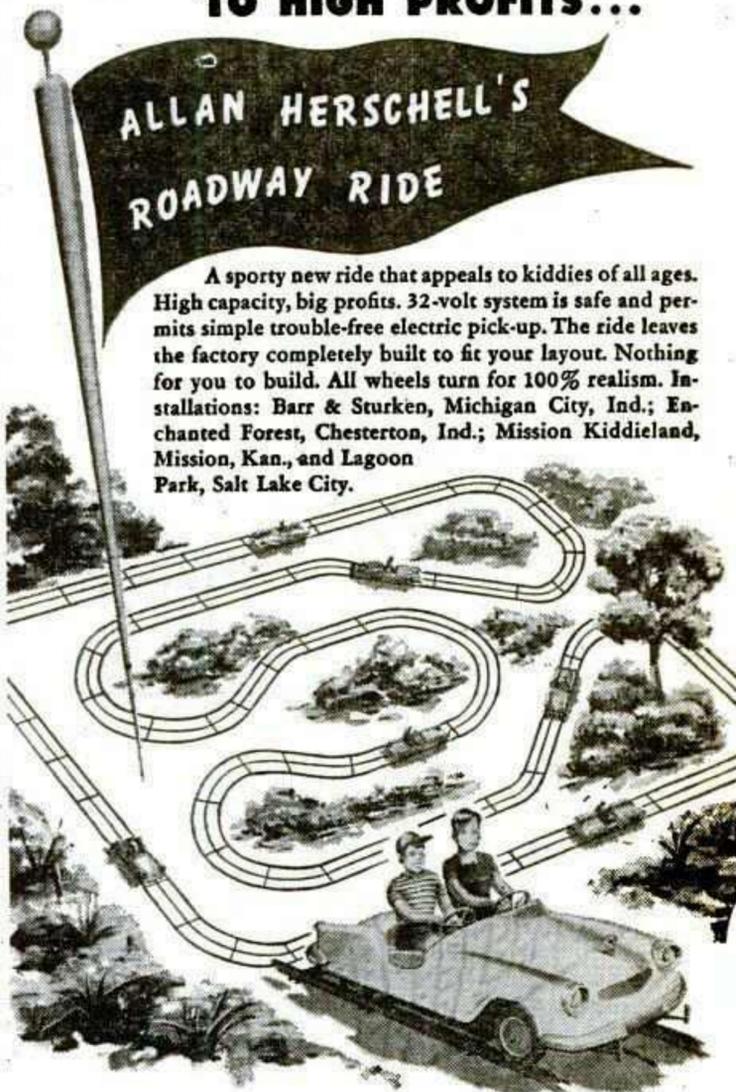
Are Co-Operative Tie-Ins Good Business?

3:00 p.m.—Trade Show reopens.

3:30 p.m.—Announcements, Service Awards, Adjournment.

7:00 p.m.—Trade Show closes.

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# Silent Treatment Accorded Coaster

DETROIT — Edgewater Park here has expanded a good-neighbor policy and given its full-sized Coaster a full-scale acoustical treatment.

The Roller Coaster has been rebuilt and equipped with new noise-reducing features. Following a disastrous fire last winter, about one-third of the ride was rebuilt, including 300 feet of track, the station and the complete braking system. Cost of rebuilding was estimated at about \$35,000.

Outstanding feature of the Coaster is the development of the quieting features, on which research was done by the National Amusement Devices Company, of Dayton, O., under William de L'horbe. The engineering work on

this project was said to cost around \$20,000.

Major objective of the new sound-reducing program was the good-neighbor policy of Edgewater Park. Built 30 years ago virtually out in the country, the park has become surrounded by residential developments, and it was decided to take major steps to quiet the Coaster, always a chief source of noise. Results are pioneering steps in park ride construction and operation. Some additional unusual new features were also incorporated in the reconstruction.

**Try Wider Track**

The turntable direction was reversed, so that when only one train is in operation, the extra is stored right on the station platform. An

unusual feature is that the turntable itself incorporates a 30-foot section of the brake, requiring unusually sturdy construction.

A wide track was installed—4 inches in place of the usual 3 or 3½ inches. This gives a larger surface, so that the wheels of the trains can run between the bolt heads.

The varying conditions of moisture cause the bolt heads to rise and lower with the contraction and expansion of the wood, creating surface unevenness, and, in usual installations, noise, as the wheels strike them. While the wheels of the new trains are 2½ inches wide, about a quarter-inch wider than usual, the new wide tracks permit them to roll freely in the middle between the bolt heads, which are placed toward the outside of the tracks, eliminating one source of noise.

The cathead at the top of the high incline has been boxed into a special acoustical chamber about 10 feet wide by 20 feet long. This houses all the machinery at this point, and serves to reduce the slap of the chain and the machin-

ery noises. It is made with laminated construction providing the desired noise-control—sheet metal on the outside, a layer of one-inch, seven-ply outside plywood under that, then a layer of sheet metal, and an inner layer of fiberglass acoustic material.

On the outside dips are several suspended blankets of acoustical material, generally facing toward the outside of the park, to provide maximum noise absorption on the neighbors' side. This is fiberglass material, topped by a metallic material, enclosed in chicken wire, and suspended from the underside of the handrail.

**Experimental Wheels**

The new train is a feature of the ride. Two new trains were built, each with four cars having three seats each. One is generally standard construction, while the other incorporates the experimental features.

The experimental train has 32 special wheels made by a California company. Unusual feature is the four-friction and four-track wheels which are interchangeable on each car. This new type of

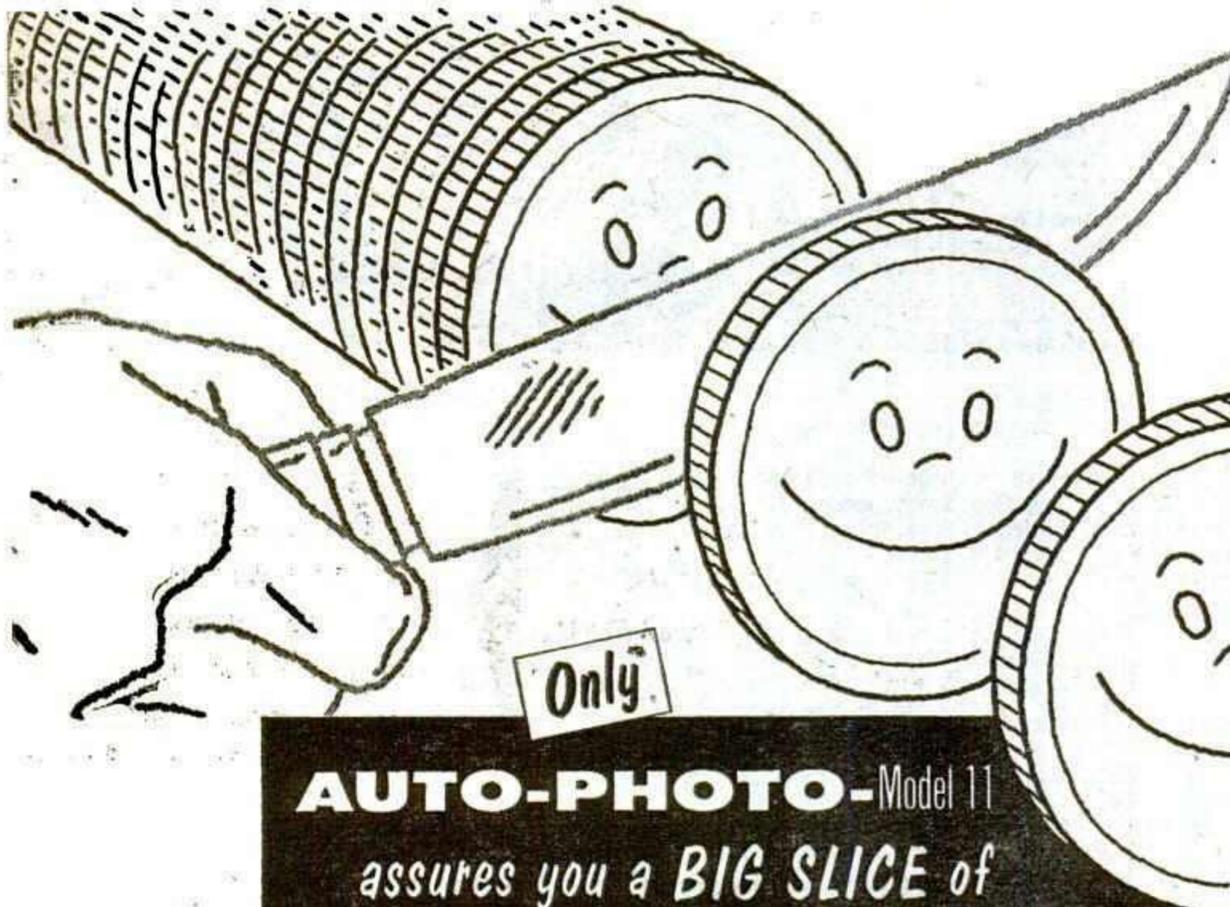
wheel has a rubber bond between the steel hub and the outer steel component, forming an effective noise-reducing cushion. It is estimated that track noise is reduced by this wheel construction by about 50 per cent.

The new train has a unique appearance because of the construction of semi-enclosing canopies, erected one to each car, giving a segmented appearance reminiscent of such a ride as the Caterpillar. A superstructure of approximately half-inch pipe frame, using aircraft type metal, is mounted at seat level. This supports a continuous canopy for each car, providing an open area between each car in the train. This is of stainless steel. Side panels of similar material are placed at each seat, but the sides of the entrances for each seat remain open.

The undersides of the canopy and side panels are covered with fiberglass acoustical material, supported by a reticulated stainless steel framework.

This unique canopy construction is designed to reduce the noise caused by screaming of ride patrons, and is estimated to be 80 per cent effective in use. The tops are readily removable, and the train may be run during the daytime with the cars open in conventional fashion, and with the canopy in place in the evening to preserve quiet in the neighborhood. The canopy may also serve to protect riders from the weather, although they are not entirely closed. With two trains, including the standard, available, the park is in a position to test customer reactions to the new type.

The reconstruction of the ride was done by park personnel, with the design worked out by a professional sound engineer.



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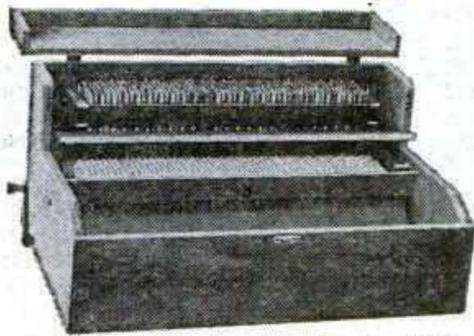
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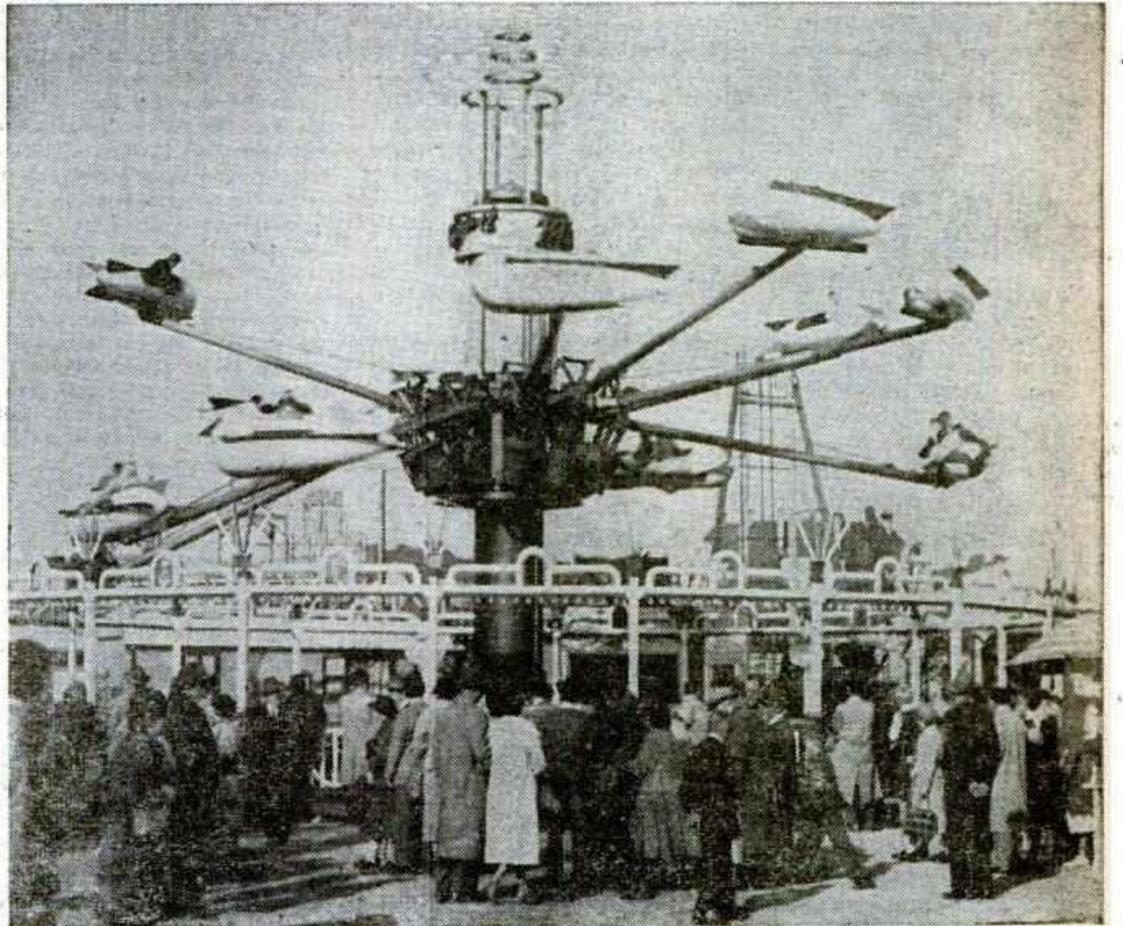


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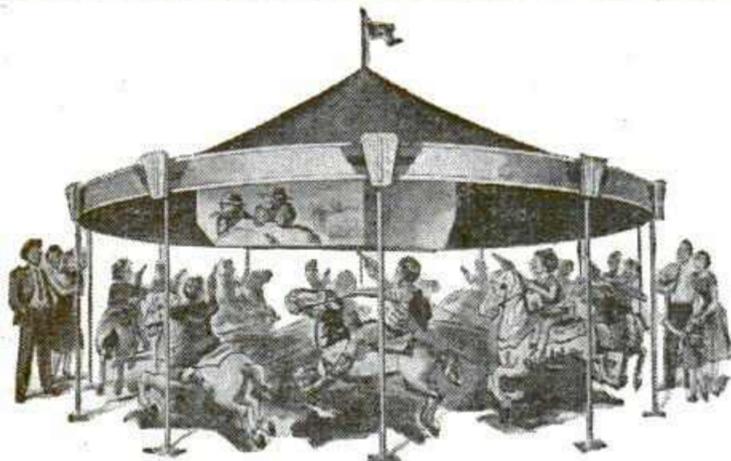
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**Rosenthal Perks Up  
 Plans for Palisades**

Wild Mouse Ride Set Thru Wedemeyer;  
 Under-Canvas Circus Feature Is Definite

NEW YORK—Even before the first snowfall and months in advance of attempting to break the ice with an Easter weekend opening, Irving Rosenthal has his Palisades (N. J.) Amusement Park planning in high gear.

Only a week or so after announcing that he would definitely open with a full-scale three-ring circus under canvas, he reported contracting with Eric Wedemeyer for a Wild Mouse ride which he hopes will be the first in this country, altho the German innovation has been viewed and discussed with enthusiasm for the past two years.

The name of the ride stems from its simulated motion. It resembles a small coaster, altho the cars seat only two. The turns are very sharp and thrilling.

**Jack Ray Design**

An area adjacent to the administration building will be made available for the new ride. Jack Ray will design a front for it.

Lively colors will be added to the bath house and hair dryers will be installed for the ladies. A new color scheme is planned for the park and some 17 new decorative features will be added to various rides and structures. In this way a new visual quality is added with a minimum of major physical change.

The circus will be offered at 90 cents for adults and 50 cents for children, according to present plans. A possibility of higher prices—75 cents for children and \$1.25 for adults—with eatables, such as peanuts, popcorn and soda, thrown in—is now under study. Under such a plan coupons good for the food, and even novelties and souvenirs, would be included with the general admission tickets.

**Selling Campaign**

No matter what the features may be, the emphasis again will be on hard selling. Cut-rate tickets in the millions and advertising aids ranging from matchbook covers to television tie-ins are already under way. Thruout the off season Rosenthal puts in full days at the park administrative office and his time is largely consumed with plotting and planning lures for area residents and visitors.

There is planned effort to further expand the park's drawing area with lower Connecticut and Westchester County high on the list for development.

Publicist Bert Nevins has already been asked for ideas by the impatient Rosenthal. A thick scrap book containing dozens of clips reflecting the success of an equal number of stunts and contests this year forms a proud record for the management. It also sets a lofty goal for next year's efforts.

A tie-in with Jersey Democratic

moguls and an in-person appearance by Adlai Stevenson, presidential candidate, over the Labor Day period, was highly successful. Drumming up an annual gathering of Democratic workers and also Republican workers would make for nice end-of-season park activity, and Rosenthal is plotting this, too.

**Two Purchase  
 Jr. Hot Rods**

NEW YORK—Sale of two Junior Hot Rod units in advance of the Chicago conventions was viewed encouragingly this week by Morgan (Mickey) Hughes, who represents the importers of the German units.

Both of the pint-sized kiddie cars were supplied from storage in Seaside Heights, N. J. They went to Dave Simon at Kiddie City, and to George Summers, of Seaside Heights, for winter operation in Cuba.

A selling element in the German Skooter cars, also sold by Hughes, is an oil-encased power steering unit, which reportedly greatly improves the car's maneuverability.

**Colors Attract**

Continued from page 72

is the correct product to use, for labor cost of too frequent repainting is an important item.

Where dust is a problem, drying time limited or weather conditions adverse, a durable quick-drying finish is the answer. Aluminum paint for exterior use on woods and metal should be both brilliant and made with a long oil spar varnish vehicle or liquid.

Sign or bulletin colors now conform in shade and number to the approved colors of the Outdoor Advertising Association of America. Quick-drying blocking-out white and primers complete the bulletin line.

Bulletin colors are usually applied by brush; transit automotive finishes as used for background work on neon signs are sprayed. Application of paint is usually by brush or spray equipment, except for industrial dipping or household use of a roller.

**Nipmuc Picnics**

Continued from page 72

business since building a 12-car Ferris Wheel in 1912 at Rocky Point Park, Rhode Island. It was not a success and he traded it for a Carousel at Hunts Mills, R. I. Over the years this phase of his business expanded to where he had Carousels in operation at Oakland Beach in Warwick, Lake Michnock in West Greenwich, and Goddard Park in Potowomut, all Rhode Island spots. He also operated other rides and amusements at those locations, but became known as a Carousel specialist.

Lake Nipmuc was added in 1954, altho the following year was when Carolo assumed operational control. Since then he rebuilt the Merry-Go-Round, replaced roofs on two buildings, started rebuilding of other structures, and remodeled the skating rink front. New passenger boats and kiddie rides are among the projected additions.

**Park Conclave**

Continued from page 72

such subjects as the special problems of small parks, the questions facing Kiddieland operators, the problem of maintenance and similar facets.

There also will be talks and films about parks in Europe and the European ride manufacturing industry. A TV film about a park will be shown. Past presidents of the NAAPPB then will take on the questions placed with them by all members.

**84 Firms Exhibit**

In the trade show, 84 firms will have 175 booths, according to Paul Huedepohl, secretary of NAAPPB. For a time it seemed that there might be a very few insold booths for the first time in years, but Huedepohl said that last-minute prospects turned up as usual and five booths were sold in two days last week, while three others were pending.

He pointed out that there are fewer exhibitors but that they are taking more space on the average. There also is a strong representation from new exhibitors. And both among these and the established participants there is a good number of new products to be shown. Among these are several new rides in both kiddie and major classifications, according to advance plans.

Revisions in the registration system followed by the NAAPPB office this year are expected to ease the task of processing arrivals on Sunday and thru the week. The office has urged all members to register early so that paper work can be completed ahead of their arrival. The plan is for the badges and tickets as well as other forms to be prepared and ready for distribution even before the convention starts. Thus the importance of advance notice to the NAAPPB office was pointed out.

**Big Turnout Seen**

Huedepohl said prospects for a large attendance were in evidence. Requests for hotel accommodations were running strong and there were more reservations for the banquet and ball than at this period in past years.

Attendance was to shape up with representation from all phases of the park business. Large and small parks from large and small locations are taking part. Kiddielands and similar layouts are to be represented. Huedepohl said that last year's special session open to all Kiddieland people was being skipped this year in favor of a Kiddieland session open only to those operators who are NAAPPB members.

Similarly, Huedepohl said that his office was not equipped to take care of other requests, including those for rooms, which have been coming from non-members.

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**ROLLER RUMBLINGS**

**1,500 Attend DJ Socks Hop at M'kee Pallomar**

MILWAUKEE—A socks hop featuring five disk jockeys from radio Station WRIT drew nearly 1,500 teen-agers at 75 cents per head to Pallomar Roller Rink here November 8, according to rink operator Clement Pallo Jr.

Patrons received free checking for their street shoes, having had to remove them to protect the skating floor while they danced to recorded music. The novel event received heavy air plugs from the disk jockeys all week long before the doors opened on Thursday evening, building a fine turnout of customers. WRIT deejays who participated in the hop were Gene Edwards, Bob Leonard, Gerry Grainger, Larry Fischer and Don Metzger.

According to Operator Pallo, the encouraging reception at the first hop has led to plans for another similar promotion for December 6. Lots of free gifts and record albums as door prizes are being lined up, and possibly some personal appearances of recording artists to stir up more interest. He will continue to co-operate with the corps of WRIT announcers for the next party.

**Bargain Nights Offered At Stamford Skateland . . .**

STAMFORD, Conn. — Skateland here has instituted a "bargain night" policy on Tuesdays, with 35 cents admission charged all patrons. The rink also offers special children's sessions on Saturday, Sunday and holiday afternoons, from 1:30 to 4:30 p.m.

**Busk Mulls Reply to Nix Of His Merger Proposal . . .**

MINEOLA, N. Y.—Artie Busk, co-editor of Bumps and Falls, house organ of Earl Van Horn's Mineola Roller Rink, last week announced that at a later date he will comment on rejection by the Roller Skating Rink Operators' Association of America of his proposal that, thru merger of associations, all roller skating competitions be held under one banner. It was also set forth in Busk's series of merger articles early last summer in his paper and The Billboard that, failing merger, inter-organizational competitions be held along lines similar to those used in major league baseball. This suggestion was likewise rejected. His latest statement in the Mineola paper was appended to a reprint, in its entirety, of the RSROA rejection.

**Chicago Site Named For Annual URO Meeting . . .**

MUSKEGON, Mich.—The annual meeting of the United Rink Operators will be held at the LaSalle Hotel, Chicago, December 3, it was announced last week here at the secretary's office. At the last general meeting of the association, held in July, it was decided that by holding meetings in December rather than during the national championships it would be possible to devote more time to general business and less to the problems and distractions of competitions. A good nationwide attendance of operators, their wives and manufac-

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ture's representatives is expected. Robert L. Baker, owner of the Pallomar Gardens, Lansing, Mich., is current president, having succeeded Norman Barber, Cranston, R. I.

**Van Horn Skatery Sets Turkey Party . . .**

MINEOLA, N. Y. — Turkey night, an annual feature, will be observed Wednesday (21) at Earl Van Horn's Mineola Roller Rink. Ten 15-pound birds will be awarded thru a ticket drawing to five men and five women. The rink's small fry patronage has not been neglected either. Saturday morning (17) the rink offered a costume Thanksgiving party for them, six turkeys being awarded as prizes.

**RSROA Control Board Meet Set for Dec. 3-6 . . .**

DETROIT—Among many subjects up for discussion at the December 3-6 semi-annual Board of Control meeting here of the Roller Skating Rink Operators' Association of America will be championships assignments, finances, ethics, amateurs status and reapportionment, according to Robert D. Martin, RSROA secretary-treasurer, from association headquarters here. The meeting will be held in the Fort Shelby Hotel. Board members and committees will also visit and inspect the RSROA building acquired last spring.

**RSROA Adds 11 Spots To Membership Roll . . .**

DETROIT — Operators of 11 rinks have joined the Roller Skating Rink Operators' Association of America, according to RSROA Secretary-Treasurer Robert D. Martin. The rinks and their operators are: Bel Air (Md.) Rink, Mr. and Mrs. Joseph Orr and C. B. Durham; Midland (Mich.) Roll Arena, Thomas Pajot and William O. Putnam; Roller Gardens, Oxnard, Calif., John and Helen M. Gallio; Boulevard Rink, St. Petersburg, Fla., George W. McGuire; Parkside Rink, Orchard Park, N. Y., George R. Wolcott; Cleveland's New Rink, Cleveland, Joseph Costanzo and Phillip Engoglia; Rollerway, Arcata, Calif., Jan Phillips; Arena Rink, Washington, Pa., Robert R. Caleffe; Tromar Rink, Des Moines, T. H. Archer; Hudson's Rink, East St. Louis, Ill., Frank N. Hudson, and Rock River Roller Palace, Rockford, Ill., Roy Steinhagen and Hans M. Balle.

**Salisbury Ops**

• Continued from page 72

big "Frolics" night club, says he is going ahead with plans for the summer season, big names and all. This could mean a bring-your-own-liquor policy, selling set-ups and depending on the admission charge to take care of the entertainment.

Charlie Gamarnick, concession owner, isn't as unhappy as he might be. He just sold his "Five o'Clock Club" and the new owner moved the building right off his property to another spot on the beach. Eugene Dean, a major concessionaire and owner of the Hotel Normandie, thought the dry vote might work out pretty well.

It will be a loss to the hotel business, he said, but would be worth it to get rid of the "undesirable element. Liquor licenses were given out here indiscriminately."

General opinion was that Salisbury Beach under prohibition wouldn't attract the more-than-40,000 visitors who normally flock here on summer weekends, a situation that couldn't help but affect adversely the grosses of the beach operators.

**Coney Scores**

• Continued from page 72

circulation Daily News on the day prior to a Board of Estimate meeting, the Luna Park site was converted, instead, into a sorely needed parking lot.

The Chamber argued that suitably zoned "blighted" property for housing existed elsewhere, in the Coney residential perimeter, without any need for disrupting the heart of the amusement area. The Chamber succeeded in its attack to the extent that it got a contract to operate the parking field during 1956, with all-day rates of 75 cents on week-ends and holidays and 50 cents otherwise. Prior to setting up the public relations effort on a year-around basis, instead of seasonally, there would have been serious difficulty in creating the proper public opinion with which to effect a change of city plans.

**Set Formal Opening**

Coney Island was strongly urged to embark on a formal opening project, rather than continue with its scattered, individual openings. Tied in with publicity's "Operation Paintbrush" was a campaign calling the attention of press and public to the season's opening at the many-faceted resort. A phase of this was articles on the pre-season operation of William Oleson, elevator inspector for the Department of Buildings, who tests all the Island's riding devices for new annual licenses.

Special events staged during the season included a couple which bid fair to become major, annual stagings, a sort of Utopian goal since they promise to draw great masses of people in an air of festivity. Other doings at the Island included the choosing, thru Al Slegg, WRCA and WRCA-TV promotion man, of Coney Island as the locale for a \$2,000 "Treasure Hunt" as part of the radio program of the same title, which stars Bill Cullen. This took place during the week of August 13-17.

Most promising events are the Armed Forces Day observance, and "Blessing of the Fleet."

**Armed Forces Display**

The former is within Berger's concept of Coney as the world's largest staging area, where off-shore events can play to as many as a million people when conditions are right. Under Armed Forces Day Committee direction, maritime and air demonstrations were presented both in and over the Coney waters. Having been established, it is anticipated that the event will grow over the years to match, or even exceed, the scale and importance of Russia's Aviation Day fly-over, currently the world's greatest flying display of aircraft.

Also showing potential of drawing heavily to the long Coney boardwalk is a revised "Blessing of the Fleet," an event which was proclaimed as a special day by Mayor Wagner. Massing off Steeplechase Pier were hundreds of sailing vessels, creating a panorama of colorful canvas sails, whose crews and boats were blessed from a yacht bearing chaplains of the major faiths.

With the variety of individual business represented in the Chamber, and the absence of control such as can be exercised in formal amusement parks, the effort has been toward promotions capable of drawing as many as a million people on a given day. This requirement, it is felt, cannot be met by contests.

Berger, who took on the publicity job last winter upon the death of Monroe Ehrman, has represented Steeplechase Park for several years, also on an account basis. There is no conflict between the accounts, since the amusement park has been subjected to his usual internal campaign.

**30 PER CENT CLIMB**

**Kansas City Kiddieland Tabs Increase; Credits TV Show**

KANSAS CITY, Mo.—Successful use of television for amusement park exploitation zoomed August receipts 30 per cent over the corresponding month in 1955 and prompted Mr. and Mrs. A. N. Rice, owners of Kiddieland Park here, to add September and early October to their full-time operational calendar, they said.

Secret of the Rices' current success is "Whizzo's Wonderland," KMBC-TV kiddie television show and focal point of the park's promotional efforts since early August. Increased business at the park can be marked from the date "Whizzo" first plugged it. June and July were so-so months, barely keeping pace with 1955.

Frank Wizarde, KMBC-TV staff director and announcer, is the creator, producer and star of the hour-long, six-day-per-week "Whizzo's Wonderland." Operating from a studio circus set in clown regalia, he calls on a myriad of tricks and devices to keep a studio audience of costumed Junior Clowns enthralled.

**Use Minute Spot**

The Rices' use of television consists of a one-minute spot in the "Whizzo" show five days per week. Kiddieland Park sign and one of the park's 12 rides are pictured, with a background of calliope music. Commercials are done by Wizarde, who gives each junior clown on the show a strip of tickets good for 12 rides.

To tie in with the television campaign, the Rices have converted an old hearse into a mobile monkey cage and sound truck that cruises Kansas City neighborhoods and visits nearby towns. The truck is emblazoned with "Whizzo" signs, and Wizarde tells his television audience each day where the truck will be the following day. The truck crew passes out tickets for two rides to every youngster gathered at each stop.

Biggest weekend in the park's seven-year history, according to Rice, was August 25-26, the result of a promotion conducted in conjunction with Dell Comics thru the "Whizzo" show. Kiddieland offered a Dell Comic book free with the purchase of each six-ride ticket. After "Whizzo" plugged the offer

for five days, 10,000 comic books were given away over the weekend. A small newspaper ad was used to supplement the regular television and sound truck promotion for the event.

Rice has been around amusement park enterprises 35 years, while Wizarde comes from a circus family. Mr. and Mrs. Rice are assisted in the operation of Kiddieland by their sons, Bob, as general manager, and Jerry, as promotion manager.

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## CCE Date Switch Is WOM Puzzler

Week's Move Day-Dates Essex Jct. And Poses Route Changes in East

NEW YORK — A change in dates by the Central Canada Exhibition, Ottawa, placing that event in a period a week late, August 23-31, poses some route changes in the East, particularly for the World of Mirth Shows which has played the event for many years.

The new dates for the Ottawa Fair cause it to coincide with the Champlain Valley Exposition, Essex Junction, Vt., to which the World of Mirth has routed for possibly as many years as it has played the Canadian event.

If Essex Junction can be persuaded to move its dates a week ahead, incorporating Labor Day, it would fill in the World of Mirth route for that period. A problem confronting the fair, however, is the staging of the long established Rutland (Vt.) Fair, only about 60 miles away, on that same Labor Day week.

### Early Route Firm

The World of Mirth routing at early fairs in Maine and leading into the prize Canadian date is firm. The new Ottawa dates will give the show an opportunity to add yet another fair prior to that event, and one seemed assured, according to Frank Bergen, general manager.

## Steve Vaughn Tops Trouper Regular Slate

LOS ANGELES — Steve Vaughn was nominated for the presidency of the Regular Associated Troupers for the coming year by a committee which again named Ray Marrion treasurer and picked Helen Smith as secretary for the seventh consecutive year.

Others nominated were: Elsie Kennedy, first vice-president; F. M. (Pete) Sutton, second vice-president; Marlo LeFors, third vice-president, and Norman Schue, fourth vice-president.

While another ticket may be brought out, there is little indication that those named will have opposition. The new officers will be "confirmed" in their posts next month if there is no other ticket.

The incumbents are Myrtle Hutt Morris, president; William Davis, first vice-president; Peggy Butler, second vice-president; Vincent Kuropatwa, third vice-president; and Helen Vaughn, fourth vice-president.

## NSA Names 7 To Nominate

NEW YORK — A seven-member nominating committee was chosen this week to decide on a slate of officers for the National Showmen's Association. Three members were selected from the board of governors and four from the rank and file.

Members from the board are Joe McKee, chairman; Max Tubis and John Weisman. Rounding out the committee are Phil Cook, Frank Blatsky, Herman Cohen and Lulu (Reiben) Wagner.

Ottawa, most important on the World of Mirth route and one of the prize earning events on the Continent when judged on a day-to-day basis, has become more of a prize in recent years as it has extended its engagement from six days to nine.

The fair this year will open at 5 o'clock on Friday night. This, fair officials explained, will provide an additional measure of rain insurance. The switch in dates was made in an effort to secure even bigger crowds and better earnings.

Bergen; Bernard (Bucky) Allen, concession manager; Bud Solenberger, secretary, and Gerald Snellens, general representative, will host a number of fair officials at the National Showmen's Association banquet in New York. They will also attend the Chicago outdoor meetings for the first time in several years.

## SLA PROGRAM SCHEDULE

CHICAGO — Scheduled events to be held by the Showmen's League of America during convention week follow:

Open house in the clubrooms at 300 West Randolph Street, Friday, November 23, thru Wednesday, November 28.

Regular Thursday (22) meeting postponed to Saturday (24) in the Louis XVI Room of the Hotel Sherman at 8 p.m.

Memorial Services, B a l. Tabarin, Hotel Sherman, Sunday, November 25, 1:30 p.m.

President's Party, Grand Ballroom, Hotel Sherman, Sunday, November 25.

Election of officers, new clubrooms, Monday, November 26, 1 p.m.

Annual Banquet and Ball, Grand Ballroom, Hotel Sherman, Wednesday, November 28, reception, 6:30 p.m., banquet, 7 p.m.

Annual meeting and installation of officers, Louis XVI Room, Hotel Sherman, Thursday, November 29, 8 p.m.

## SCENE CHANGES IN EAST

### Marks & Ottawa Cause Shows to Eye Routes

NEW YORK — Eastern showmen, in a comparatively smug position with routes pretty well jelled at this time a year ago, are now heading for the New York banquet and the Chicago meetings with a somewhat more flexible outlook.

Principal cause of the change was the complete retirement of John H. Marks and his shows. This involved a dozen dates of top caliber spread principally thru the Deep South.

The confirmed change in the dates of the Central Canada Exhibition, Ottawa, to August 23-31, causing it to overlap the Champlain Valley Exposition, Essex Junction, Vt., also could possibly result in routing changes for several shows.

### Juggling Needed

The World of Mirth, which has played both Ottawa and Essex Junction for many years, will have to give up Essex Junction unless the dates for that event are also changed to again make it follow Ottawa. If conflicting dates bar Essex Junction to the World of Mirth then the event, already sought, will likely go to one of the truck units playing the area.

While a principal former Marks date, Fayetteville, N. C., has already been awarded to the Cetlin & Wilson Shows, any others set by other organizations will result in

chain reaction, with important changes resulting in the routes of possibly as many as 20 shows.

Several Southern fair secretaries, strangers to the Chicago meetings, are reported headed for the Windy City. If their midways are still available it could mean increased interest and attendance by the Eastern group in the Chicago meetings.

## Page Saves Okay Year Despite Rain Drawback

PALATKA, Fla. — The Page Combined Shows played their final stand of the season at the Putnam County Fair, November 5-10, and will have winter quarters here on the fairgrounds. Several of the rides were shipped to Ocala to augment Jerry Saddlemire's Glades Amusement Company midway at the VFW celebration, November 12-17.

Col. William Page, general manager, said the show had encountered inclement weather during the spring, and some flood damage to equipment at Reidsville, N. C. Early Southern fairs were below

## OFFICE HASSLE RESOLVED

### 800 to Frolic at Gala NSA Banquet

NEW YORK — Lured by a peek at some of the big names to entertain at their annual banquet, some 800 members and friends of the National Showmen's Association will attend the affair Wednesday night (21) at the Hotel Commodore. Julius La Rosa, Nat (King) Cole and June Valli are among those committed for the event.

The banquet will cap three nights of parties, banquets, and a memorial service, the last named to take place prior to Tuesday's open house and award night. A Monday banquet to kick off the week will honor Gerald Snellens, president; John Weisman, past president, and Dr. Jacob Cohen, physician for the club, at the Park Sheraton Hotel.

Advance indications were that the Yearbook may represent about \$7,000 and that tables of 10 for the banquet will near 80, making the night favorable in comparison with some of the stronger events of the past. Award books should also total up well, with a target of more than the \$7,000 grossed in 1955.

The final pre-banquet meeting on Wednesday (14) was livened by the return of Ethel Weinberg, executive secretary, and the public withdrawal by Phil Cook of his application for the position. Mrs. Weinberg had been absent for some 10 days during which the office was managed by Harry Rosen.

Cook said he had been encouraged by certain members to apply for the post. He delivered a plea for a change in office personnel, charging the club was dwindling in size and would not survive for

long unless a male member assumed the administrative job. He cited the burden of supporting a new home, into which the club will move next year. The board of governors had tabled Cook's application until after the banquet, but his withdrawal apparently put a different light on the matter.

The amount of debenture bonds subscribed in two weeks jumped to \$16,800 with the additional pledges of \$2,600 by the Ladies' Auxiliary, a \$200 bond purchase from the floor by Ben Hoff, and the delivery of \$1,000 from Ben Glassberg.

Conducting the meeting was Gerald Snellens, president, who was joined on the dais by Morris Batsky, first vice-president; Jeff Harris, second vice-president; Al McKee, third vice-president; Louis D. King, chaplain; Harry Rosen, treasurer, and William B. Moore, past president of the Miami Showmen's Association.

Jamboree money announced by the executive secretary included Palisades Amusement Park, weekly drawing, \$1,210; Cetlin & Wilson Shows, \$1,163; James E. Strates Shows, \$1,162; World of Mirth Shows, \$1,000; I. T. Shows, \$500; Prell's Broadway Shows, \$350; O. C. Buck Shows, \$400, and Frank Conklin and Jimmy Sullivan, \$152.

Also announced was a telegraphed bond pledge of \$500 from Jimmy Sullivan in Canada. Morris Vivona visited the club Friday (16) with \$200 jamboree money from the Amusements of America. His brother, John Vivona, is third vice-president of the Miami Showmen's Association.

## Dallas Club Bldg. Delayed

DALLAS — Weather and technical difficulties have combined to delay the construction of the new clubhouse of the Texas Showmen's Club here. According to present indications, the structure should be ready for occupancy in early December.

Plans for dedication and an open-house party, however, are being made, and a number of furnishings have been received. Roy (Pepsi-Cola) Jones donated a 24-inch television set; Coca-Cola Company, a refrigerated soft drink box, and Martha Moss, a new kitchen range. Leather-upholstered chairs for the meeting room have been ordered.

## Troupers Sked Banquet-Ball

LOS ANGELES — The 15th annual banquet and ball of the Regular Associated Troupers will again be held at Larry Potter's Supper Club, North Hollywood, January 8, F. M. (Pete) Sutton, chairman, announced last week. Alex Freedman and Norman Schue are co-chairmen of the event.

A floorshow will be presented and dancing will follow the dinner. Harry Golub is expected to again emcee the affair, which will also feature the introduction of the new officers for 1957.

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## THANKS . . .

To all the many who gave unsparingly of their efforts, of their time, and their money to make the dream of the Showmen's League of America — a club building of its own — become a reality.

The list of those who helped to shoulder the burden is long. I would like to express my gratitude to each and every one of them. I am indeed grateful.

Special credit should go to committee chairmen. They and their committees are: J. W. (Patty) Conklin, Ways and Means; Carl J. Sedlmayr, Sr., Directory; Floyd E. Gooding, Membership, and Rudy Singer, Building.

I am confident that I speak for the entire membership in singling these men out for their tremendous contributions to our club.

Sincerely,

*Maurice (Lefty) Ohren*

## THEY MADE OUR SUCCESS POSSIBLE . . .

As co-owner of the Olson Shows, I Join with my associates in giving thanks to the vast number of people who enabled our show in 1956 to enjoy the most successful season in its history.

I particularly want to thank our own people for their tireless efforts and unflagging loyalty.

I want to thank the fairs and sponsoring committees for their continued confidence and never-failing co-operation.

Without such heart-warming and invaluable assistance, the success of the Olson Shows would have been impossible.

Gratefully,

*Maurice (Lefty) Ohren*



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Complete Cyclone Fence and Gate Enclosures, Electric Switches, etc., sacrifice 1,000

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## NOTICE—ATTENTION—NOTICE

WILL H. HILL has purchased permanent winter quarters on busy highway 90, two miles west of Bay St. Louis, Miss., and is looking for all kinds of Kiddie Rides for his Kiddie Park. Tourist season opens November 20. Can offer a money-making proposition. Advise what you have. Will buy, lease or on percentage. Address:  
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## MIDWAY CONFAB

Sam Holman, who has been playing fairs and still dates with his Adam and Eve Show, has returned to his Holman Park, Tampa, on 22d. After the first of the year, he plans to go into production on his Whirlwind rides. . . . Mary and Walter Stoffel will have their Wild Life walk-thru, which has been out under canvas, as a permanent attraction at Storyville, new Pompano Beach, Fla. . . . R. L. Davis, who is showing Southern spots with his Cinnarron (giant steer) attraction, says he has found rodeos especially good for his kind of show.

Harry J. Hoover reports that a number of showfolk are wintering in the Salt Lake City area, including R. D. (Mac) McCollin, Mr. and Mrs. Nick Ferrar, Mrs. Arthur Harnish, Sam Allbrach, Walter Brooks and Ray Lapman. . . . James Rapple is back at his Sharon, Pa., home after closing the season with Amusements of America. . . . Scottie, Helen and Kenneth La-Brake are back at their Winter Park, Fla., home after a good season with L. J. Heth Shows.

The George Washington Birthday Celebration board of directors has extended the midway contract held by J. George Loos, and the organization now will play the Laredo, Tex., event for an additional two years thru March 5, 1960. . . . Dan and Ester Fowler hosted a number of showfolk at a homecoming buffet dinner in Aransas Pass, Tex. Guests included Mr. and Mrs. L. Balenbarker and children, Mr. and Mrs. D. J. Griffiths, Mr. and Mrs. Cotton Ellis, Frank, Daisy and Corky Robinson, Bob, Uncle and Gladys Jacobs, Tex and Ollie Eaves, Mr. and Mrs. Bernard C. Smoke, Author and Helen Moss, Kathy Newby, Mr. and Mrs. Ed Frazier, Mr. and Mrs. Richard Moss, Richard Newby and Mr. and Mrs. Henry Chamberlin.

The Walsh Bros.' City of Religions exhibit recently wound up a 104-week tour at the American Royal Stock Show, Kansas City, Mo. Earl B. Walsh, manager, left for New York to frame a new Match City to be toured in a 30-foot semi-trailer. . . . Mrs. Floyd O. Kile, wife of the owner-manager of the Kile organization, is in Greenwell Springs (La.) Hospital where she expects to be confined for at least a month. The show is already stored for the winter on the fairgrounds at Clinton, La.

Bill Houze and Victor and Marie (Houze) Stephenson report a successful tour with their waffle concession, which was out for the 57th season. The stand was originally framed by the late William C. Houze Sr., father of Bill and Marie. Altho the operation was mechanized this season, plans are for additional improvements in time for 1957.

Simon (Little Cy) Slovin is recovering from a virus infection at Worcester (Mass.) Hospital. Honest George Tait and Bossy Shine have been regular visitors at his bedside. . . . William (Bookie) Miller still going strong with his Funhouse in Worcester, according to Dick Thornton. Thornton and his wife, Vera, this season toured with the William T. Collins Shows until leaving the show at Tulsa, Okla., to go with the Gem City Shows. They stayed with Gem City for two weeks and then returned to their home in Worcester.

Penny Low, Side Show annex attraction on Penn Premier this season, spent a couple of weeks vacationing at Myrtle Beach, S. C., before driving to Louisiana in her new Ford convertible. . . . Mae-Jae Arnold is taking it easy at Biloxi, Miss., after a season with J. T. Hutchen's Museum on Tivoli Exposition. . . . Turner Scott is getting

his rides ready for the Christmas season in Orlando, Fla. He'll play the town November 28-December 31.

A first-class embellishment was assured the National Showmen's Association for its new home this week, with acceptance of an offer from Zelma Wynn, of Utica, N. Y., professional decorator, who is the wife of Michael Wynn, club member.

Celia Forman, sister of Ray Gruberg and sister-in-law of Max Gruberg, left Medical Arts Hospital in New York recently to convalesce at the home of Ethel Shapiro, and has gone to her winter home in Fort Myers, Fla. She expressed gratitude for cards and gifts sent by her friends.

## Heth Gross Up In 1956; Most Annuals Inked

BIRMINGHAM—The newly titled Heth Shows, the former L. J. Heth organization, closed its 28-week season in Bainbridge, Ga., Saturday (10), with Owner-Manager Floyd R. Heth reporting the season's gross above last year's. Good weather during the closing date, plus two children's days, boosted the date's gross 25 per cent above last year's take. Most of the fairs previously held by the show, including Marietta, Ga., have been signed for 1957.

The staff, unchanged during the season, includes Al Kunz, assistant manager; Dolly Young, business manager; Louis Heth, publicity, and Mrs. Floyd R. Heth, treasurer. Mr. and Mrs. Kunz and Mrs. Young will winter in Tampa, while the remainder of the staff will remain in winter quarters here. Staff members will attend the Chicago outdoor convention.

Owner Heth expects to put in an active winter in quarters. Scheduled to be built is a new front entrance, lavish with neon, and two additional light towers. Arriving here recently from Eli Bridge Company was the reconstructed Ferris Wheel, demolished by a tornado the week of July 4 in Connersville, Ind. In the line-up this season were 15 show-owned rides and nine shows, including the Cotton Club, for which a new front was built.

## Page's OK Year

• Continued from page 78

Page, business manager; Marty Smith, general representative; Sue Page, secretary-treasurer, and Charles Dwinall, 24-hour man and special agent. Also Leo Hout, electrical and diesel superintendent; John Lucas, superintendent of maintenance and equipment, and Mike Cooper, mail and The Billboard.

Attractions on the show for the major part of the season include Bob Noell, fighting and wrestling gorillas; Robert Saulsbury, glass house, and Preacher Monroe, Side Show. Roland Page did okay with his 12 concessions. Other stores working were H. K. Leeworthy, 2, including a bingo; Jim Fennel, 4; Marty Smith, 4; John Bond, 3, and Joe Reynolds and Arthur Christian, 4 each.

Gov. A. B. (Happy) Chandler, of Kentucky, accompanied by his Secretary of State, Thelma Stovall, paid a personal call on the Pages while on a speaking tour at the Asheville, N. C., fairgrounds. Page had been commissioned a Kentucky Colonel previous to the visit.

## Al Sweeney Heads League 1957 Slate

CHICAGO—Al Sweeney, first vice-president during 1956, heads up the regular ticket as nominee for president of the Showmen's League of America. Election of the ticket, which is unopposed, will take place on November 26.

Also slated to move up one position are the two vice-presidents, Jack Duffield and Bill Carsky, who are running for first and second vice-president respectively. John Gallagan has been nominated for the post of third vice-president.

Bernie Mendelson is up for treasurer's post, George W. Johnson for secretary, and Paul Olson as a trustee for a five-year period.

Nominated to the board of governors are Doug Baldwin, Louis Berger, Mickey Blue, Max Brantman, Elmer Byrnes, Noble Case, William T. Collins, Hadji Delgarian, Mickey Doolan, Herb Doten, Harry Duncan, Lou DuFour, Hal Eifort, Ernie Farrow, George B. Flint, Benedict Garmisa, K. H. Garman, Sam Gordon, Nat Green, C. C. (Specks) Groscurth, Jack Hawthorne, Buff Hottle, Roy Jones, William Kaplan, Andrew Kasin.

Also Al Kaufman, John Lempart, Edward Levinson, Sam J. Levy Jr., P. A. Marco, Leo Overland, Charles Owens, Harold Paddock, Phil Paige, Dave Picard, Petey Pivor, H. Putnam, Harry Ross, Harry Russell, Tom Sharkey, Hank Shelby, Rudy Singer, Sam J. Solomon, Ed Sopenar, Louie Stern, Bernard Thomas, L. I. Thomas, J. C. Thomas, Sol Wasserman and Charles Zemater Sr.

## Ray Ollech Hospitalized For Injuries

CHICAGO—Ray E. Ollech, former assistant property boss on the Ringling-Barnum circus, was in critical condition at South Chicago Community Hospital last week following an accident.

He was injured Wednesday (7) at a blast furnace of the Republic Steel Company, where he was working. His injuries affected his lungs and legs. His wife and two sons are at their home at 2033 West Pierce, Chicago.

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# CLUB ACTIVITIES

Continued from page 71

Sally Murphy, is now attending a private school in Dallas. Frank and Clara Stockdale celebrated their 50th wedding anniversary with open house. Bill and Hattie Moore are in their new home. Mr. and Mrs. W. A. Shafer have just completed a new home, and the Ed Meekses are waiting completion of their new home.

Charlie Holbrook and W. H. Coker are recuperating at home after being released from the hospital. Tom Morris is confined to Veterans' Hospital. Ida Smith's father is still ailing. Millie Cepak is up and around, and Al Cepak is vacationing at home.

Joe Taylor, brother-in-law of Edna Hacker, died recently, as did Addie Gordon's father and Mrs. Florence Sollette. Herman Palmer rushed to California, where his mother was ill.

The membership drive resulted in 150 new members.

## Heart of America Showmen's Club

KANSAS CITY, Mo.—President Raymond A. Clayton was in the chair for the Friday (9) meeting and inducted 15 new members.

The clubrooms have been re-decorated and many new furnishings added. It was announced that plans for the annual New Year's Eve party were completed. The event will be held in the Georgian Room of the Hotel Continental, with music provided by the Milo Finley ensemble.

Memorial services will be held the afternoon of November 24 in the clubrooms. The annual tacky party will be held by the Ladies' Auxiliary December 29.

## Greater Tampa Showmen's Association

TAMPA—President Sam Gordon called the first meeting of the fall season to order. Also present were two vice-presidents, C. C. Groscurth and Joe Fontana; Vernon Korhn, secretary, and Harry Julius, treasurer.

In the absence of Chaplain Ringlin, who is still ailing, William Stophel delivered the invocation. He also reported that Tommy Thomas and Pat McGee were on the sick list.

A total of 80 new members were admitted, bringing the total membership to 851. Eddie Lowe reported that the blood bank held a total of 446 pints.

Irish Gaughn and Earl Maddox reported that toy and cash donations were coming in for the Christmas party.

A number of members brought in money raised in various ways during the season. Included were Bucky Allen, \$1,000; Al Moody, \$400; C. J. Sedlmayr, \$1,260; C. C. Groscurth, \$707, and Joe Fontana, \$561.

Following the meeting George Reinhardt served spaghetti and meat balls to the 174 members present.

## Caravans, Inc.

CHICAGO—In the absence of President Marianna Pope, the November meeting was opened by Agnes Barnes.

Correspondence was read from Irene Coffey, Gladys Doswell, Pauline Grey, Bess Hamid, Ann Roth and Helen Vaughan. New members are Mary Ceasar, Harriette Heidrich, Margaret Levine, Lillian Pana, Jane Reynolds and Belle Williams. The evening award, a cake baked by Helen Wettour, went to Wanda Derpa.

Plans for convention week were discussed. Installation of officers, with Agnes Barnes heading the

ticket, will take place November 26 at 6:30 p.m. in the Crystal Room of the Hotel Sherman. Claire Sopenar will be in charge of table decorations assisted by Ann Sleyster and Estelle Swaider. Eva LeRoy will handle the entertainment. Open house will be held from November 24 thru 27 in Room 107 of the Hotel Sherman. On the house committee are Eileen Cheron, Nora Heglund, Anna Schmidt, Isabell Brantman and Agnes Barnes. Helen Wettour will be in charge of the bazaar.

Claire Sopenar will represent Caravans at the candle-lighting ceremony and installation of the Ladies' Auxiliary of the Showmen's League of America.

Mae Taylor reported her granddaughter, Mae Muscarello, the club's mascot, had discarded her crutches and will be on hand for the ceremonies. Frieda Rosen reported the birth of a grand niece, Merle Claire, whose parents are Sidney and Lois Schiffman.

Belle Williams, a new member, attended her first meeting and announced she had a new grandson. Mr. and Mrs. August Hoffmeyer were recently featured in a neighborhood newspaper which related their success in growing giant dahlias.

Next regular meeting will be held December 3 with the annual Christmas party on December 17.

## Showmen's League of America

CHICAGO—A full complement of officers was on hand for the Thursday (15) meeting. Present were Maurice Ohren, president; Al Sweeney, Jack Duffield and Bill Carsky, vice-presidents; Bernis Mendelson, treasurer, and Homer Briant, executive secretary.

Also on the platform were four past-presidents, J. W. (Patty) Conklin, Sam J. Levy Sr., Ned Torti and Fred H. Kressmann.

A moment of silence was observed in honor of Johnny Doolan, who passed away.

Members called upon to speak included Sol Wasserman, Andy Kasin, Randy Avery, Pat DeCarolo, Ernie Fast, Jack Kwiet and B. Jacobs.

## Pacific Coast Showmen's Association

LOS ANGELES — E. W. (George) Coe, chairman of the banquet and ball committee, advises that tickets for the event are moving rapidly. He urges that all who plan to attend the annual affair at the Rodger Young Auditorium December 11 make their reservations early.

The November 12 meeting was conducted by Vice-President Robert Downie, with Harry Phillips, treasurer, and Al Flint, executive secretary, on the rostrum.

Chester Barker, LaMar Kensley, and Art Harris were voted into membership.

## LIBERAL REWARD

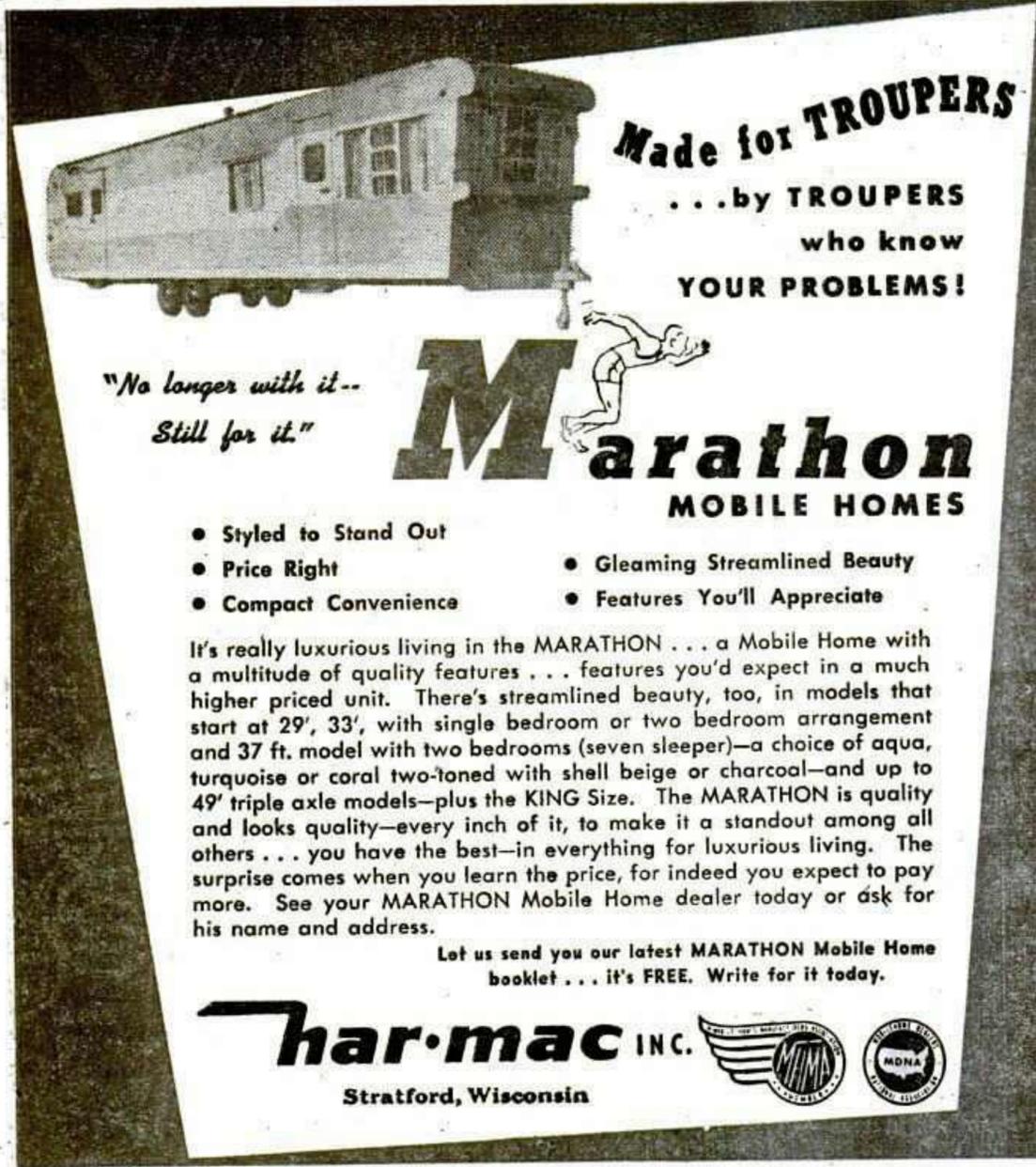
Stolen, DAVE HICKS Mobile Home, 28 foot, Serial Number 3343, color green and white, from Leesville, Louisiana, on October 18 1956, at approximately 10:30 p.m. Information leading to recovery of this house-trailer will be kept in strict confidence. Call collect, Andrew 2-2616, Grand Prairie, Texas.  
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### FIFTY DOLLARS (\$50.00) REWARD

For recovery of stolen 1953 2-Door Chrysler. Cream color with chocolate top. Georgia plates J77115. Last seen in Abilene, Texas, Nov. 1, '56. If located notify proper authorities to hold car and occupants. If no word by Nov. 23, F.B.I. and insurance company will take over.

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## ATTENTION

75 KVA Diesel Light Plant for rent for the winter. Go anywhere. Contact wire or letter.  
**J. A. MILLIKEN**  
General Delivery Lakeland, Georgia

## A CORDIAL INVITATION TO ALL CARNIVAL & CIRCUS OPERATORS

Dear Friends:

The Officers and Directors of the National Association of Amusement Parks, Pools and Beaches extend a most cordial invitation to all Carnival and Circus Operators to attend the Outdoor Amusement Exposition November 25, 26, 27 and 28, 1956, at the Hotel Sherman, Chicago, Illinois.

This Exposition will afford you an opportunity to view the largest and finest display of new devices, equipment and services in the Outdoor Amusement field. We assure you it will be one of the most interesting Trade Shows you have ever visited.

**REMEMBER . . .** If you are a member of the Showmen's League of America, be sure to register at the SLA Tent in the Hotel Sherman lobby. Your Showmen's League badge will be accepted as your card of admission to the trade show, thus eliminating further registration. We also extend this courtesy to the registered members of the International Association of Fairs and Expositions.

**WEAR YOUR BADGE!**

**REMEMBER THE DATES: NOVEMBER 25, 26, 27, 28 AND THE PLACE: HOTEL SHERMAN, CHICAGO**

Officers and Board of Directors  
DON DAZEY, President  
PAUL H. HUEDEPOHL, Exec. Secy.

## THIS IS ONE YOU KANT MISS! 37TH ANNUAL BANQUET & BALL HEART OF AMERICA SHOWMEN'S CLUB

KANSAS CITY, MISSOURI

MONDAY, DECEMBER 31, 1956

Georgian Rooms

HOTEL CONTINENTAL

ENTERTAINMENT—GRAND BALL

Music by Milo Finley's Ensemble

"The Place Where Good Fellows Meet"

LADIES' AUXILIARY "TACKY PARTY"

SATURDAY, DECEMBER 29, 1956

LET'S MAKE 'ER CLICK IN '56

BANQUET TICKETS ONLY \$6.00 EACH

### The Regular Associated Troupers—Los Angeles

Invite all Showmen to Join in celebrating

NOV. 23—HOMECOMING & BAZAAR ★ DEC. 6—PAST PRESIDENTS' PARTY

DEC. 13—CONFIRMATION OF OFFICERS ★ DEC. 20—CHRISTMAS PARTY

(Awarding of Bazaar Book Prizes)

DEC. 31—INSTALLATION OF OFFICERS

NEW YEAR'S EVE PARTY

Plan now to attend—All events at the troupers' own clubrooms.

3115 West Adams Blvd.

Los Angeles, Calif.

**HERE YE, HEAR YE! IT'S HERE AGAIN**  
WHAT? Caravans 13th Annual Roundup  
WHEN? November 24th through 27th inclusive  
WHERE? Room 107, Hotel Sherman  
WHY? Open House • Bazaar • Refreshments  
THE SAME WARM WELCOME AWAITS VISITORS  
GLAD TO HAVE YOU ABOARD TO HELP US CELEBRATE

## J. GEORGE LOOS GREATER UNITED SHOWS

WANT SHOWS—RIDES—CONCESSIONS

LAREDO, TEX. WASHINGTON BIRTHDAY CELEBRATION

STARTING TUESDAY **FEBRUARY 19 TO MARCH 3** 2 SUNDAYS 13 DAYS

SHOWS—Monkey Speedway, Illusion Show, Fun or Glass House, Motordrome, Mechanical Show, Big Snake, Grind Shows (no dings) or any non-conflicting attractions.

CONCESSIONS—Nickel Pitch Bears, Parakeets, Glass Lamps, Short Range Gallery, Photos, Novelties, High Striker, Penny Pitch and Hanky Panks.

RIDES—Roundup (Mr. Cooper, write), Looper, Moon Rocket, Caterpillar.

AMERICA'S BIGGEST SPRING DATE IN THE SOUTH AND THE WEST

Don't Forget To Remember "You Can't Lose With Loos"

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Clean as a Whistle Playing same territory since 1937

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to all Fair Secretaries and Committees for their many kindnesses during that time, and to our staff and loyal workers who helped make 1956 another banner year.

FAIR SECRETARIES

We have some open dates for 1957. Can furnish 14 rides; also Shows and Concessions.

Now booking Shows (must be clean) and Concessions for '57

Will pay cash for Fun House (no junk)

SEE YOU IN CHICAGO and at STATE MEETINGS

WM. R. DYER, Gen. Mgr.

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SEARCY, ARKANSAS

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- 144 pages of know-how
- 35 full pages of photos
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- Glossary of carnival terms
- Directory of carnival dealers
- Handbook for every operator
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Price **\$2.00** Postpaid

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## WANTED TO BUY ROCK-O-PLANE & OCTOPUS

Will be at Hotel Sherman in Chicago during Convention.

**E. L. SMITH**

c/o Monarch Exposition Shows Pacific, Mo.  
Box 177

GIVE TO DAMON RUNYON CANCER FUND

## W.G. WADE SHOWS

We are pleased to announce that we have been awarded, for the SIXTH CONSECUTIVE YEAR, the contract to supply the midway attractions for the 1957 MICHIGAN STATE FAIR at Detroit, Aug. 30 thru September 8.

We will be at the NAAPPB convention at the Sherman Hotel and will be pleased to talk with you regarding booking of any outstanding rides and shows you have to offer for the 1957 MICHIGAN STATE FAIR or the coming season.

We invite you to visit our suite which will be open to all fair managers or secretaries and show or ride operators.

Sincerely,

D. Wade,

W. G. WADE SHOWS

## AT LIBERTY—ASSISTANT MANAGER—AT LIBERTY

Experienced in both front and back end operation. Can furnish up to eight shows, all have fluorescent lights and well flashed. Plenty of capable help and following among ride help and concession people.

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**DALY TICKET CO.**  
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PRICES F.O.B. COLLINSVILLE, ILL. Coupons Double Price  
Stock Tickets, 1x2 Inches  
1 Roll . . . \$ .90  
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## Grandstand Shows, Exhibits to Theme IAFE Convention

### Execs Scheduled to Discuss Varied Subjects at 3-Day Meet

CHICAGO—Exhibits that serve as attractions as well as educational features and night grandstand shows will be major topics up for discussion at the 66th annual meeting of the International Association of Fairs and Exhibitions. The confab will be held here November 26-28 in the Bal Tabarin of the Hotel Sherman, with James H. Stewart, president, in charge of the five business sessions.

Typical of the new trend in fair exhibits will be a talk on "Cracker-town U. S. A." by E. Lee Carteron, Southeastern Fair; "A Full-Scale Model Farm," William F. Baker, New York State Fair; "Farm Gadget Show," Lloyd B. Cunningham, Iowa State Fair; "Hall of Health," Ed Schultz, Nebraska State Fair; "Feed & Fertilizer Show," Willard (Bill) Masterson, Wisconsin State Fair, and "Mexico Comes to Calgary," Maurice E. Hartnett, Calgary Exhibition & Stampede. These speakers will be heard at the Tuesday morning session, which will get under way at 10 a.m.

At the previous afternoon session, Sam Guard, editor of the Breeders Gazette, will present its annual trophy and business, such as reading of the minutes and reports of committees is scheduled.

The Tuesday afternoon program will be devoted to a number of subjects. Dudley T. Fortin, California State Fair, will speak on "Service Awards to Participants," while show presented at his annual. "Fair will describe the successful hobby Clarence Harnden, Saginaw Fair, Themes" will be described by Kenneth F. Blackwell, Indiana State Fair, and William F. Baker, New York State Fair, while "The Lure of Giveaways" will be discussed by Jack K. Clarke, Central Canada Exhibition and James M. Savery, Mississippi-Alabama Fair.

#### Tractor Contests

Tractor contests, long devoted to farm youngsters, was turned over to adult participants this year at the Kankakee, Ill., fair, and Percy F. Loiselle, of that fair, will relate their experiences. "Product Promotion" and its advantages, will be discussed by three speakers, Amico Barone, Eastern States Exposition; E. Lee Carteron, Southeastern Fair, and W. H. Ritzenthaler, Missouri State Fair.

Ritzenthaler will be back on the platform to open the Wednesday session to describe his fair's "FFA Do-It-Yourself Show." D. Robert Jones, Ohio State Fair, is scheduled to speak on junior achievement exhibits while Donald L. Swanson, Michigan State Fair, will relate the experiences in running an operating bakery during fair week. One of the most important problems facing fairs today—farm machinery exhibits—will be thrown open to discussion.

To round up the session, J. Dan Baldwin, Kentucky State Fair, will describe the Louisville annual's new \$16,000,000 fairgrounds, one of the most modern in the nation.

At the final session on Wednesday afternoon, fair buildings special events and grandstand shows will be the leading topics. Lloyd B. Cunningham, Iowa State Fair, and Leon Harms, New Mexico State Fair, will speak on outstanding

buildings. Jack K. Clarke will again return to the speaker's platform to describe "Year Around Use of Plants," and G. W. (Bill) Wynne, centennial operation.

#### Two Annual Events

Scheduling of a second major annual event at a fairgrounds will be the topic of C. G. (Pete) Baker's address, with his description of the Southwest American Exposition, held last spring on the grounds of the Oklahoma State Fair. John Libby, Minnesota State Fair, will talk on "Plug Horse Derby" while Goldie V. Scheible, Montgomery County Fair, will point out the advantages of changing grandstand shows each evening.

"Grandstand-Store Promotion," an aid to the Southside Virginia Fair, will be discussed by Ralph Lockett, while Bill Masterson, Wisconsin State Fair, will relate how the Milwaukee annual brought its

(Continued on page 97)

## Rain Clobbers Rerun Tried By Rocky Mt.

ROCKY MOUNT, N. C.—The rerun scheduled for rained-out Rocky Mount Agricultural Fair was an ill-fated one, for as events turned out, it drew as much rain, if not more, than the original fair.

Initially carded for September 24-29, the fair was moved back to October 29-November 3 by Manager Norman Y. Chambliss, due to week-long downpours and muddy grounds.

Returning for the rerun were exhibitors, the O. C. Buck Shows and Joan Brandon, hypnotist. Chambliss estimated that for the 14 scheduled days, the fair had only three which were good enough to permit operation, and these were under bad conditions.

Chambliss lauded Miss Brandon for the grandstand performances she got in on two nights, resulting in the first time the grandstand attraction paid for itself in several years. Miss Brandon and Chambliss' son, Mallory, will join him at the O. C. Buck table at the annual banquet of the National Showmen's Association in New York Wednesday (21).

## Ottawa Redates to Bag Govt. Payday

### Week's Setback Poses Show Problems, But Evades Summer's Hottest Week

OTTAWA—The Central Canada Exhibition, major Canadian and Eastern event, will run a week later in 1957, opening on Friday night, August 23, and closing on Saturday, August 31.

A number of reasons for the change were given by Jack Clarke, general manager. Among them were the desire for the dates to incorporate a government payday, of considerable importance in this civil service town, and the wish to escape, thru calendar changes, the eventual staging of the event in the middle of August—hottest part of the summer and a time when many persons are vacationing.

The government pays twice a month, in the middle and at the end. Since the August 31 payday falls on Saturday, checks will be distributed on Thursday and Friday.

#### Show Unit Problem

The switch poses problems for show business interests since it means a revamping of one of the major Eastern routes. The new dates, for instance, coincide with those of the Champlain Valley Exposition, Essex Junction, Vt., a fair to which the World of Mirth Shows have routed from Ottawa for many years. Similarly, the GAC-Hamid grandstand revue has routed from here to Sherbrooke, Que., for many years but these dates now will also probably overlap.

The switch will also have an effect on many of the 250 fairs staged in the Province annually. It is expected, however, that the smaller events will be able to change their dates with comparative ease to avoid confliction, if necessary.

In the past the event overlapped the Canadian National Exhibition only one day and two nights. It will now run day and date with the Toronto fair but officials do not consider this a problem since

the events are several hundred miles apart.

#### Weather Studied

Meteorological reports going back many years were studied before making the change. The weather experience for the two periods was found to be about the same.

The 1957 fair will open at 5 o'clock Friday night. The operating time has been added to provide a measure of rain insurance since all phases of the fair will be complete at that time. This year the fair lost several days to rain.

Clarke reported the Winter Fair, which concluded its week's run October 27, was the most successful ever. The event was started in 1902. The Musical Ride of the Royal Canadian Mounted Police was featured and the arena was sold out every night except the opening.

## E. I. Clarke Renamed Prez

EDMONTON, Alta. — E. I. Clarke Jr. was re-elected to a second term as president of the Edmonton Exhibition Association at the fair's annual meeting. L. P. Bromham is first vice-president and Lloyd Wilson second vice-president.

In his annual report, Clarke said the association "has developed to the stage where it must be considered big business. It requires considerable time and effort on the part of association directors and committee members." He noted the success of the summer fair, with the second highest attendance in its history and a record mark for Western Canadian horse race wagering.

Tribute was paid to the eight years of service by James Paul, who retired this year as managing director. A. J. Anderson, the new general manager, was introduced.

Tentative dates for two race meets, in addition to the regular six-day summer fair meet, were announced. This would give the city a total of 28 days of racing, compared with 20 this year. The first would be held June 22-July 1 and the last August 10-26, both inclusive and excluding Sundays.

Consideration was given to a pre-fair sale of tickets for persons primarily interested in a single daily attraction. These would be sold at less than \$3, the cost of entering the grounds daily for the six days of the fair.

## IAFE Federation Skeds One-Day Convention

CHICAGO—State aid for county fairs and the advantages of State association meetings will be major points of discussion at the annual convention of the Federation of State and Provincial Association of Fairs, Harry B. Kelley, president, announced last week. The organization, a subsidiary of the International Association of Fairs and Expositions, will hold two business sessions in the Jade Room of Hotel Sherman November 26.

Following the regular business, John Minnema, president of the Michigan Association of Fairs, will speak on State Aid for County Fairs.

At the afternoon session films

of the Connecticut flood of 1955 will be shown, and Gaylord R. Lewis, Findlay, O., fairgrounds architect, will speak on "New Ideas Offered Fair Operators." Floyd E. Gooding, Columbus, O., carnival operator, will point out the advantages of holding State association meetings.

Assisting Kelley in the operation of the meetings will be C. S. Miller, Tipton, Ia., vice-president, and Joseph C. Bartlett, North Haven, Conn., secretary-treasurer.

## Texas State Expects \$360,000 Net for '56

DALLAS—A preliminary estimate indicates that net profit for the State Fair of Texas this year will total approximately \$360,000.

The exact amount of the fair's earnings for 1956 will not be known until after January 1, when the fair's fiscal year ends.

The estimate of \$360,000 indicates that the fair will have its

best profit year since 1952, when earnings amounted to \$397,677. The most lucrative year the fair ever had was in 1949, when the profit totaled \$513,133. Last year's net was \$279,497.

The fair has earned in excess of \$4,100,000 during the 11 years it has been in operation.

## Di Paolo Pacts Canadian Events

REGINA, Sask. — Bob Di Paolo's KBD Enterprises, of Calgary, will provide the fair grandstand revue at Moose Jaw, Sask.; Swift Current, Sask.; Lethbridge, Alta., and Medicine Hat, Alta., next summer.

## Your Convention Service Center

Courtesy of The Billboard and the Showmen's League of America

## SHERMAN HOTEL LOBBY

When you get to the Convention . . . be sure and stop by . . . visit The Billboard and SHOWMEN'S LEAGUE OF AMERICA INFORMATION BOOTH located in the lobby of the Sherman Hotel opposite the stairway to the exhibit floor. We'll be looking for YOU!

If they can't reach you at your hotel, they can call . . .

DEARBORN 1-5061

## Grande Prairie Has 2G Loss

GRANDE PRAIRIE, Alta.—A net loss of \$2,086 on the year's operations was recorded at the annual meeting of the Grande Prairie County Agricultural Society. Revenue totaled \$5,950, with the fair's take away off because of wet weather, and expenses were \$8,036. H. H. Conrad refused to stand for re-election for a fourth term as president. Decision was then made to divide responsibility among a seven-man board. E. A. Sheehan was named chairman of the board. Mrs. E. A. Sheehan resigned as secretary.

**GRANDSTAND SURVEY**

**Reading Asks Patrons Name Show Features**

READING, Pa. — Patrons of the Reading Fair will have a hand in deciding what type of grandstand entertainment will be presented at the 1957 event. Fair officials have invited the public to make known their preferences in an effort to formulate a program that will put a halt to diminishing attendance and dwindling receipts.

John S. Giles, fair president, asked residents of Berks County and adjoining areas to write their views to the fair association offices. Promptness was urged in view of the fact that the booking of such features normally is accomplished in January.

Numerous possible changes in

the grandstand entertainment format have been discussed at board meetings since the end of the 1956 fair but no conclusions have been reached. As a result it was decided to ask the public for aid.

**Losses the Problem**

The present entertainment policy has earned criticism within the board principally because the night grandstand shows and horse races have operated at a loss. Automobile thrill shows and sprint car auto races were the only grandstand attractions to wind up in the black in 1956.

The principal night fare for several years has been a revue plus acts with supplemental attractions, including a beauty contest and rock 'n' roll.

The fair board asked for help specifically on the following points:

1. Curtail or eliminate entirely the horse races and replace them with other attractions.
2. Curtail, eliminate or alter the night shows which now consist of a revue and supporting acts.
3. Retain special one-night attractions, such as rock 'n' roll, name bands, etc.
4. Introduce stock car auto races night or day.
5. Add motorcycle races.
6. Abandon the afternoon grandstand show entirely except on opening Sunday, Saturday and closing Sunday afternoons.
7. Add a second sprint car auto race program, perhaps on opening Sunday afternoon.

Fair officials said they would also consider any other suggested attractions.

**Storybook Land In Strong Year**

WISCONSIN DELLS, Wis. — Storybook Land, children's entertainment center here, completed its first full season at the end of October and reported very good returns. The show place opened in mid-season, 1955.

The spot has 10 acres highly landscaped, and it includes numerous flower beds, ponds, two islands, numerous displays of animals for youngsters, and a Miniature Train.

Featured are 25 exhibits, many of them animated, to depict various storybook characters and nursery story names. These displays were made by the W. L. Stensgard Company, Chicago.

Storybook Land books school, church and club groups and such promotions were good this year. A Gingerbread House is a restaurant. There is space for 200 cars to park. Spot makes effective use of bumper stickers in advertising.

**BROCKTON SUIT CLAIMS STOCK IRREGULARITIES**

BROCKTON, Mass. — George L. Carney Jr., a director of the Brockton Fair, has filed a bill of equity in Plymouth County Superior Court against the Brockton Agricultural Society, its officers and directors.

Carney alleged that on March 7 of this year the fair directors voted to sell to themselves or their relatives 131 shares of "treasury stock." This was done, it was claimed, to allow a certain group to obtain control of the corporation.

The petition also claimed that the shares in question were sold without giving other shareholders or the public an opportunity to purchase shares of "treasury stocks."

It was also claimed that a certain group, including the present manager, Carlton J. Larson, held no stock in the Society prior to the distribution or sale of stock in March.

As a result of this, Carney is seeking a temporary restraining order to restrict the transfer of the stock in question until a hearing is held, and also to restrict the sale or transfer of any other stock until a hearing is held.

He also asks that the stock be sold back to the Society for \$10 a share, the price for which it is said to have been sold. It was also asked that the shareholders be restrained from voting the stock involved in the March 7 sale.

**ACTS WANTED**

Singles — Doubles — Trios — Family Acts — Troupes. For our 1957 Fairs and Celebrations. Send photos. State salary.

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Reliance Bldg. Kansas City, Mo.

**ATTENTION!**  
**FAIR and CELEBRATION CHAIRMEN**

- Colorful Revue Show
- Barn Dance Show
- Crash Dick—Hell Drivers Thrill Show
- Professional Wrestling Shows

Contact us now for 1957 Fairs and Celebrations

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**THE MALKO TROUPE**  
Flying Trapeze Artists  
**MIKE MALKO** P. O. Box 333  
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**ATTENTION**  
**CARNIVALS—THRILL SHOWS—GRANDSTAND ATTRACTIONS**  
the  
**Indiana State Fair**

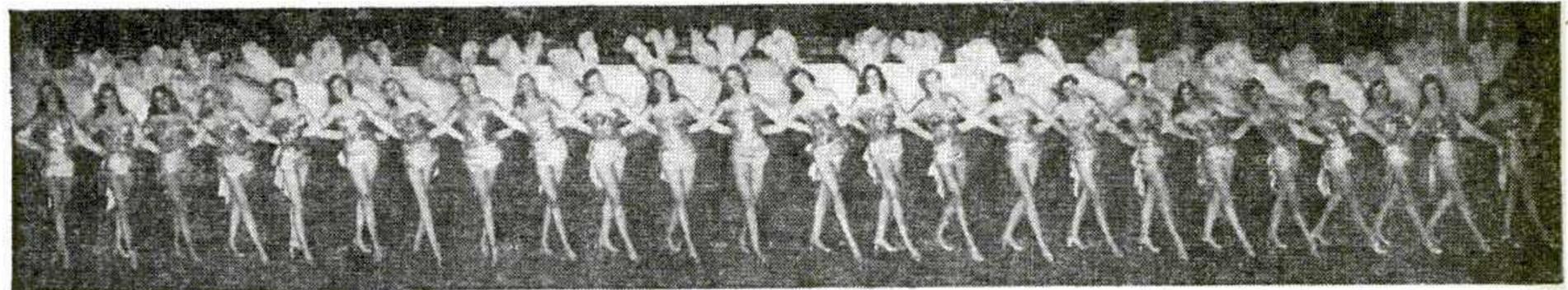
will receive and consider proposals from Carnivals and Thrill Shows on December 4 and Grandstand Shows on December 5 for the 1957 Indiana State Fair, Aug. 28 thru Sept. 6. The meetings will be in the Administration Building, State Fairgrounds, Indianapolis, beginning at 9:30 a.m. CST.

**ALL THOSE CONTEMPLATING APPEARING TO BID ON ANY OF THE ABOVE—**  
Wire on or before December 1, 1956:

**Kenneth F. Blackwell—Secretary-Manager**  
Indianapolis 5, Indiana  
Telephone: Walnut 6-2471

**COAST TO COAST THE NATIONALLY FAMOUS GRANDSTAND ATTRACTION**

**HAL SANDS'**



**MANHATTAN ROCKETS**

**A RECORD BREAKING 1956 SEASON**

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|-------------------------------------|--|---|
| <b>BRANDON, MANITOBA</b><br>3 Years | <b>INDIANAPOLIS</b><br>2 Years   | <b>PACIFIC INTERNATIONAL LIVESTOCK EXPOSITION</b><br>Portland, Oregon |
| <b>CALGARY STAMPEDE</b><br>3 Years  | <b>NIGHT OF THRILLS EASTERN STAR</b><br>Griffith Stadium<br>Washington, D. C.<br>3 Years | <b>DU QUOIN STATE FAIR</b><br>6 Consecutive Years                     |
| <b>EDMONTON, ALBERTA</b><br>3 Years | <b>KNOXVILLE, TENN.</b><br>3 Years   | <b>YORK INTERSTATE FAIR</b><br>4 Consecutive Years                    |
| <b>SASKATOON, SAS.</b><br>3 Years   | <b>ALLENTOWN, PA.</b>  | <b>GRAND FORKS, N. D.</b>   |
| <b>REGINA, SAS.</b><br>3 Years      | <b>MID SOUTH FAIR</b><br>Memphis, Tenn.  | <b>MINOT, N. D.</b>   |
|                                     |  | <b>BATH, N. Y.</b><br>4 Years<br>and many others                      |

THANKS TO  
ERNIE YOUNG, IN THE WEST;  
FRANK WIRTH, IN THE EAST,  
AND MCA

Choreography by  
DOROTHY CONOVA

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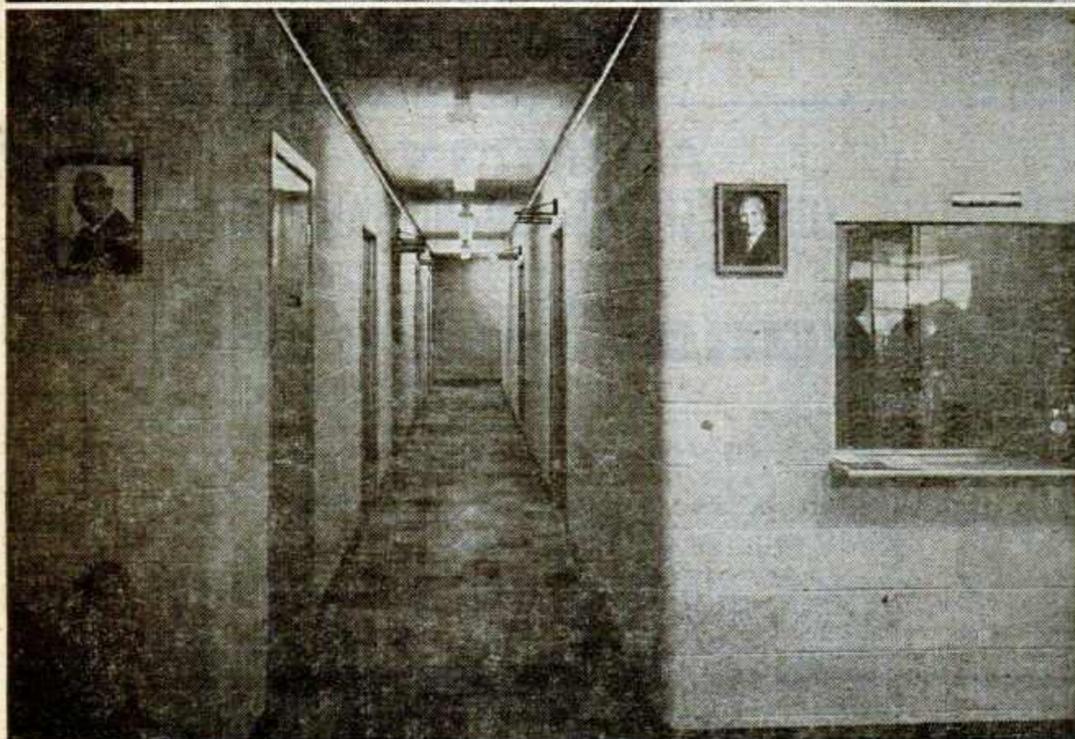
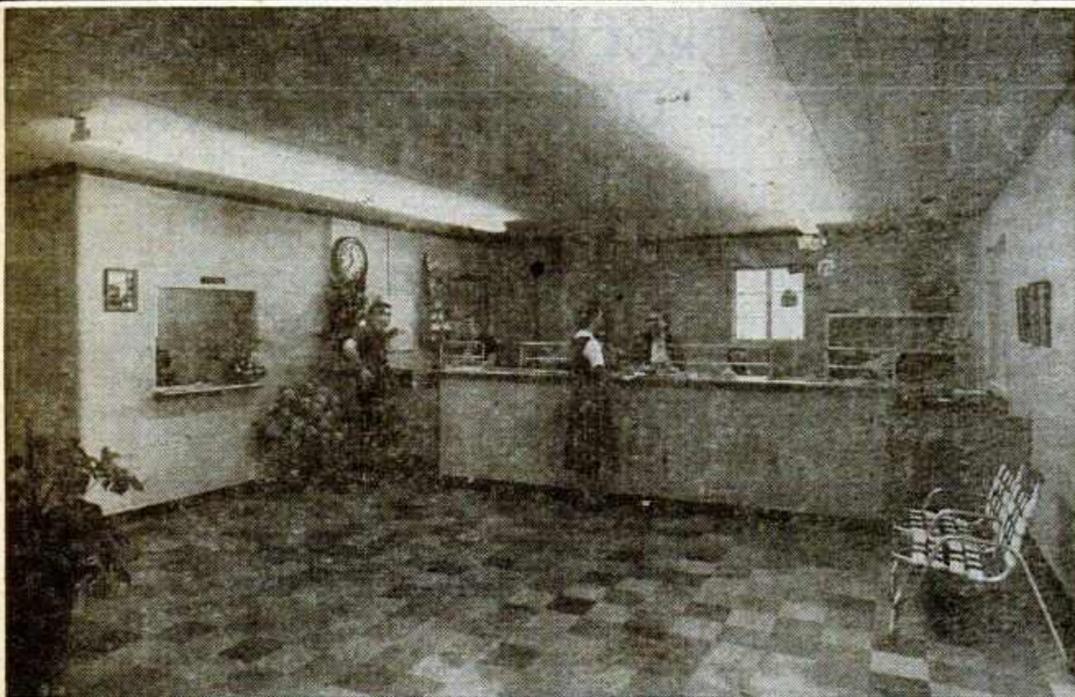
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to Gene and Don Hayes,  
Du Quoin State Fair.

See You at  
the Sherman Hotel  
During the  
Convention

**HAL SANDS PRODUCTIONS** 1501 Broadway, New York, N. Y.  
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## \$40,000 ADDITION

# Saginaw Building Ranks With Best

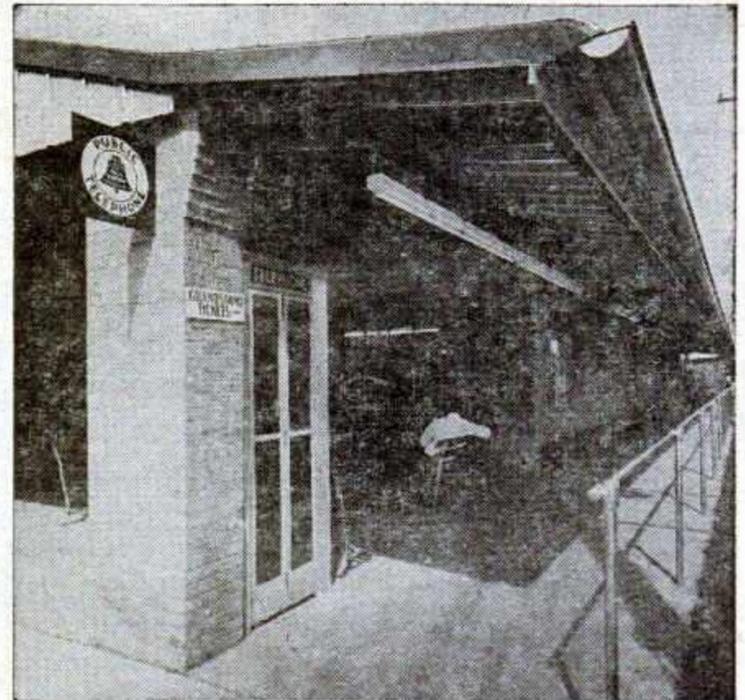
**T**YPICAL of the progressive Saginaw, Mich., Fair is its new \$40,000 office and administration building, one of the most modern of its kind in the business.

The one-floor structure, designed by the fair's able secretary-manager, Clarence Harnden, and his board, is constructed of cement blocks, steel and aluminum and replaces the old offices that had been outmoded by the steady growth of the Saginaw annual.

Measuring 50 by 100 feet, the new building houses a spacious lobby, offices for the fair staff, police department, first-aid station, box offices and a conference room. In addition, there is a 20 by 60-foot front porch and an 8 by 100-foot side porch where people line up to buy tickets.

Largest room is the lobby. At one end is the switchboard, information desk, exhibit entry offices

*(Continued on page 87)*



NERVE CENTER of the Saginaw Fair's new building is the information desk and switchboard shown in the top left photo. Main hall leading to the offices of the fair's executives is shown in the lower left, while the exterior of the \$40,000 structure and its porch is in the photograph immediately below.

# FRONT PAGE ATTRACTION

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Featuring the  
WORLD'S LARGEST

## TALKING ELEPHANT

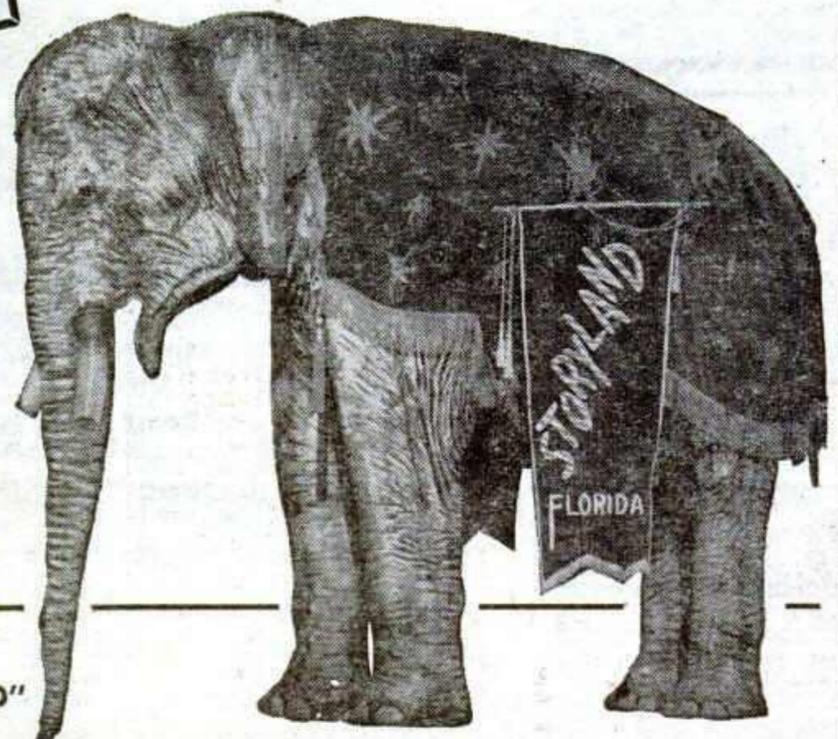
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Thank all for another successful year



Second Act

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FOR FAIRS AND CELEBRATIONS

SAM HOWARD'S

# WATER FROLICS

Beautiful Bathing Girls, Novelty Acts, all necessary scenery, music and marvelous lighting effects.

Will play on percentage basis or flat price.

THE ONE SHOW THAT CAN PLAY RAIN OR SHINE

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GAC-HAMID

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## HURRY, HURRY--NOW AVAILABLE

HARMON'S HOLLYWOOD CHIMPS

Natural Comics

Just finished 10 weeks fairs, clubs. Keep 'em laughing with these sensational, lovable jungle clowns; a laugh every second. Available immediately. High-class entertainers; amaze adults, amuse youngsters.

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# FAIR MEETING DATES

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, 777 Arbor Road, Winston-Salem, N. C., secretary.

West Virginia Association of Fairs, Huffner Hotel, Charleston, December 7-8. James T. Hetzer, P. O. Box 589, 307 Bank Arcade, Huntington, secretary.

Western Fairs' Association, Hotel Del Coronado, Coronado, Calif., December 3-6. Louis S. Merrill, Sacramento, Calif., general manager.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 10-12. C. S. Miller, Tipton, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 2-4. Win H. Eldridge, 315 1/2 E. Mill Street, Plymouth, 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. Pruett, 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.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 16. Tom Craig, 618 Montgomery Building, Spartanburg, secretary.

Association of Tennessee Fairs, Hotel Andrew Jackson, Nashville, January 17-18. L. E. Griffin, P.O. Box 90, Nashville, secretary-treasurer.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 17-18. Corbin Green, P. O. Box 776, Hickory, secretary.

Western Canada Association of Exhibitions, Prince Edward Hotel, Brandon, Man., January 18-20. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, Jefferson Hotel, Richmond, January 20-21. William E. Finch, Fairgrounds, Danville, secretary.

Michigan Association of Fairs and Exhibitions, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, secretary-treasurer.

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, Ken-

tucky 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, Huckins Hotel, Oklahoma City, February 4-5. 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.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 28-30. H. C. McClellan, Arlington, secretary.

Louisiana Association of Fairs and Festivals, Bentley Hotel, Alexandria, February 3-4. Adolph Netter, Donaldsonville, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 7-9. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 11-12. Leonard T. Barnes, P.O. Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Berlin High School, Berlin, March 9. Joseph C. Bartlett, North Haven, Conn., secretary.

## Saginaw Bldg.

Continued from page 86

and an intercommunications system over which a two-way conversation can be carried on with all offices and buildings on the grounds, all gates, superintendents and clerks. The west end of the lobby is a rest area for the comfort and convenience of persons calling at the office. Here mail is distributed to people spending the week on the fairgrounds, and stamps, postcards and other services are available.

A large window opens into the secretary's office, where appointments with the manager and assistant manager are handled. This is also the general bookkeeping department for the manager's office. At the west of the lobby are restrooms for office employees, and at the end of this hall is the first aid room, completely equipped and staffed thruout fair week. An ambulance is present and a nurse on duty at all times.

Ample office space is devoted

# Dallas Runs Monorail on Weekend Basis

DALLAS—The Monorail system at State Fair Park here has been put into operation on a regular weekend basis over the full length of the line. Only a small portion of the line was completed before the conclusion of the 1956 State Fair of Texas. Work on the line has continued since the fair ended October 21.

The unique, suspended, overhead railway was put into operation November 3 and carried some 1,100 passengers at 25 cents per head on that day. Fairgrounds was packed for the SMU-Texas A&M football game in the Cotton Bowl.

The 1,600-foot line extends from the front of the fairgrounds to a point near the main entrance to the Cotton Bowl. The Monorail will be operated only on Saturdays and Sundays during the winter. When the midway opens in the spring, however, a daily schedule will be worked out.

Passengers can ride the Monorail one way in either direction or make the round trip, thus using it for transportation between the bowl and the front part of the fairgrounds.

# Oklahoma Assn. Switches Meet

OKLAHOMA CITY—Oklahoma Association of Fairs has changed the dates and location of its annual meeting to the Huckins Hotel here, February 4-5, Vera G. McQuilkin, secretary, announced last week. The meeting had originally been scheduled for January 28-29 at the Biltmore Hotel.

to the press, radio and television room, which is staffed and operated by Parker Advertising, Inc., who handle all publicity and promotion previous to and during the fair. Additional offices are assigned to the concession manager, the banking department, fair treasurer and grandstand box office. Adjacent is a check-in room where tickets and change are issued to gate personnel.

Also new to the Saginaw Fair this year was the new 50 by 300-foot exhibit building constructed to replace a similar structure destroyed by fire in 1955.

# W. B. J. SHOWS

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We are big enough to serve you, small enough to contract you. Write NOW or phone for appointment.

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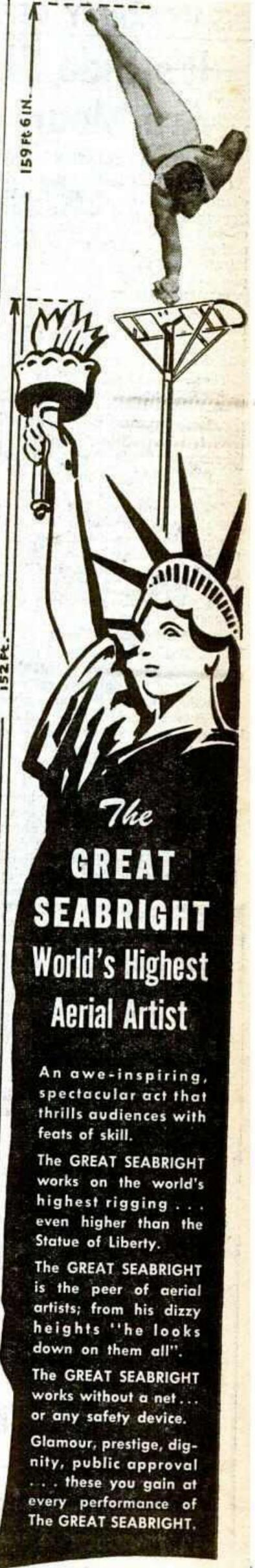
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## ANNUAL CONVENTION

The Western Canada Association of Exhibitions ("A" Circuit)

W. F. McGregor, President Mrs. Letta Walsh, Secretary  
Brandon, Man. Saskatoon, Sask.  
Canada Canada

Place: Prince Edward Hotel, Brandon, Man., Canada  
Time: January 18-19-20, 1957



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## DISAPPEAR BY DEFAULT?

### It's Side Shows That Go, Tho Tops Are Mourned; Animals Sub for Acts

By TOM PARKINSON

CHICAGO—Can it be that the circus Side Show silently faded from the scene, that the traditional exhibition of freaks, wonders and curiosities disappeared while public attention was diverted to the plight of big tops?

Side Shows are doing quite well with carnivals and elsewhere. But the circus midways of the nation haven't had a real Side Show since mid-season.

Three circuses came out in the spring with traditional Side Shows that feature human attractions. They were Ringling Bros. and Barnum & Bailey Circus, King Bros. Circus and Clyde Beatty Circus. By coincidence, these were the shows that closed early.

While nearly everyone was bemoaning what they thought to be the "passing of an era, the end of the big top," there were a lot of other circuses operating at full tilt under canvas. The Side Shows were what really seemed to disappear.

#### Most Have Animals

The shows that continued under canvas as usual and profitably—about 20 in all—did have midway attractions, banner lines and other elements of a Side Show. But the features generally were animals. What they had was a menagerie in the trappings of a Side Show.

This is the set-up used by Hunt Bros. Kelly-Miller almost always has operated on the idea of displaying animals in the Side Show. Cristiani Bros. Circus had the Tony Diano animals as its Side Show. Mills Bros. Side Show is made up of elephants and other animals. Von, Benson, Hagen, Cole, Ring, Carson and all the rest had animals in the Side Show tops and sometimes pit shows and walk-thrus with other animal and reptile attractions.

#### But no oddities.

The Clyde Beatty Circus was revived with good results. But when they revived the Side Show it was really the menagerie plus a couple of token platform acts. With the closing of King Bros. Circus, the only remaining Side Show band was at liberty. When Ringling-Barnum closed, the Side Show people went their various ways—some to carnivals, some to other kinds of work.

Some of the old masters are still at work. Arthur Hoffman is making openings on the Beatty bally stand. Jack Elkin is lecturing at a museum. More circus Side Show people were with carnivals and parks.

#### Were Making Money

The best guess is that the Side Show got into this precarious position

not thru any particular fault of its own, altho no department of a circus has been so abused over the years as the Side Show. These unique locations of odd entertainments were doing okay financially when last heard from. How much business a Side Show does is something that depends much on geography. Circus Side Shows do well in the East; the Ringling "kid show" generally did best at Philadelphia, with Batlimore and similar stands also showing up well. The Side Show topped \$70,000 at Philadelphia to set a record, and its profit on a season was often well into six figures.

In contrast, circus Side Shows almost never did any real business in Iowa, the Dakotas and similar territories. Oddly, this set-up was directly opposite to the experience

of carnivals. The latter find they do their top business in the North Central States.

It was pretty much by default that Side Shows were virtually absent from the American circus scene in the second half of 1956.

And what of the future? If Ringling-Barnum stays indoors, it isn't likely that they will have a Side Show. There is a fair chance that next year's Clyde Beatty Circus, with have a Side Show with human oddities, plus a traditional menagerie. Hagen Bros. Circus also has said it will have some changes in this department.

But even at best it now seems likely that most circuses will be showing animals where once the fat lady, thin man, fire eater, tattooed man, bearded lady and their cohorts were to be seen.

## Clyde Beatty Set For De Land WQ

Drop Sarasota, Macon Quarters Plans; Cuba Pending; Fla. Route Proves Okay

LAKELAND, Fla. — Clyde Beatty Circus will set up winter quarters at the fairgrounds in De Land, Fla. Arrangements were set last week by Manager Frank McClosky.

Meanwhile, the show is playing Florida to satisfactory business, better than expected in some cases, and will complete its season at Sarasota on Tuesday (20), when a throng of circus people are expected to visit.

The show, which reorganized and reopened on August 30, will have traveled 5,874 miles in its 12 weeks and two days. To that will be added a home run of about 200 miles.

Still to be heard from was the show's expectation for playing the Havana, Cuba, date heretofore held by the Ringling-Barnum show. Negotiations were continuing with Cuban contacts.

Originally, it was planned for the circus to winter at Sarasota. Presence of it and the Cristiani show, along with the Ringling establishment, were expected to make this city more of a circus center than ever.

However, efforts to locate facilities here were not successful. The show had been invited to use the Central City Park location at Macon, Ga., which has been used

by many shows in the past, but finally the De Land set-up was adopted.

#### Florida Business Spotty

Meanwhile, the show played Miami for three days. The first, Friday (9), was light; the second was okay, and the third, Sunday (11), was big for a satisfactory run.

Winter Haven was strawed on Tuesday (13) afternoon, but the night was light. Orlando (14), was light all day. Ocala followed on Thursday (15) with two good houses.

Advance guesses, based on advance ticket sales, were that the St. Petersburg stand on Sunday (18) would require a third performance. The sale has topped 13,000 tickets. Tampa will be the day following, Monday (19), and also has a big sale. The Sarasota wind-up comes after that (20).

Josephine Berosini's high wire act has been added to the performance for the closing days.

Irene Perry, fat girl with side shows on circuses and carnivals, is in Detroit Memorial Hospital with a heart ailment. . . . Press agent Jim Mullins, who handled the Polack date in Baltimore, is back in Stuart, Fla. . . . Visiting the Polack show in Baltimore was Ida Cohn, show insurance agent.

## 'ROUTE BOOK'

### Beal Notes Ringling's '56 Season

CHICAGO—A 12-page pamphlet entitled "Circus Log Book," edited by George Brinton Beal, is being published as an unofficial "route book" of the Ringling-Barnum circus tour of 1956.

It tells its story in abbreviated note style and the material is compiled from The Billboard, newspaper articles and letters.

The details it gives about the show's route point up again the unbelievable state of chaos that existed as the show staggered toward Pittsburgh. This will be the book's greatest value. It also has the program, some statistics and a few staff names. More attention might well have been given to listing the staff, since it changed so much and names give route books much of their future value. The Beal book is about the same page size as most of the Ringling route books published in the official series since 1936.

—Tom Parkinson

## Oklahoma City Increases 30% For Polack Unit

OKLAHOMA CITY — Polack Bros. Circus sources said that the 13th annual stand for the Shrine here scored a one-third increase over last year to make it the show's most successful Oklahoma City stand.

Prices were increased from \$1.20 to \$1.50 for adults and from 60 cents to 75 cents for children. Reserves were \$2 and \$2.50. Newspaper and TV coverage was strong for the show. Program promotion was up 30 per cent, it was reported.

## Gil Gray Show Buys Quarters

DALLAS — Reports here are that Gil Gray, owner of the Gil Gray Indoor Circus, has made arrangements for wintering his show in the Dallas area. Property is being purchased near here and the show will come in after its dates in New Mexico.

## Bailey Disposes Of King Outfit; Stores 1 Wagon

MACON, Ga.—W. J. Bailey, Macon businessman who received much of the property of the bankrupt King Bros. Circus, revealed last week that all of the property except the office wagon has been sold.

Several sales of individual pieces of equipment were made the past 10 days to commercial concerns in New Jersey and Pennsylvania. The equipment was stored in Stroudsburg, Pa., and Penns Grove, N. J.

Charles Hunt, of Hunt Bros. Circus, bought the cookhouse trailer, concession truck, pole truck, two sleepers and other equipment. James E. Strates, carnival owner, bought the aluminum poles.

The office trailer was brought here from Penns Grove, N. J., where it has been stored by Bailey.

#### Maley Home Jeopardized

A proposed sale of the home of Mr. and Mrs. Arnold Maley, located on Marshall Drive in Wimbush Wood, by Durward B. Mercer, trustee, was held up last week when the Internal Revenue agents filed notice of a prior claim. Referee E. P. Johnston of Federal Bankruptcy Court has not yet ruled on the government's claim.

To add to their woes, the Maleys suffered further loss recently when a burglar broke into the home and stole considerable jewelry belonging to Mrs. Maley which was not insured.

A few days later FBI agents located some of the jewelry which had been pawned in Raleigh, N. C.

## Tom Packs Sees Big Engagement In New Orleans

NEW ORLEANS—Tom Packs' Circus looked to a banner stand as it launched its 11th annual date here for the Shrine. Being the only circus to play here this year gave the Packs show a choice position.

Most reserved seats were sold by midweek. The program book and membership sales were hefty for the November 16-25 run at Municipal Auditorium.

The annual Shrine press party Friday (9) saw Shriners driving around the floor in miniature autos to serve the refreshments.

Jack Joyce's animal act, with camels, guanacos and zebras, will be presented by Chezlaw Mroczkowski, head horse trainer of Ringling Bros. and Barnum & Bailey, who was released for this engagement.

A publicity stunt by Betty and Benny Fox was scheduled for a Canal Street building, and a parade was held Thursday (15).

## Mrs. Otto Schlack Dies in Chicago

CHICAGO — Mrs. Eleanor M. Schlack, wife of Dr. Otto C. Schlack, died here Sunday (11) after an extended illness. Funeral services were conducted here Wednesday (13).

Dr. Schlack is physician to many circus people and the couple frequently wintered in Sarasota.

## Your Convention Service Center

Courtesy of The Billboard and the Showmen's League of America

## SHERMAN HOTEL LOBBY

When you get to the Convention . . . be sure and stop by . . . visit The Billboard and SHOWMEN'S LEAGUE OF AMERICA INFORMATION BOOTH located in the lobby of the Sherman Hotel opposite the stairway to the exhibit floor. We'll be looking for YOU!

If they can't reach you at your hotel, they can call . . .

DEARBORN 1-5061

## Macon Shrine Sale Up 15%

MACON, Ga.—Advance sale of tickets for the 22d annual Macon Shrine Circus is running about 15 per cent ahead of last year, officials report. The show runs from November 19-24 at Macon Auditorium.

The souvenir program is dedicated to the late Brooks Geoghegan, chairman of the first circus held in 1934.

Another addition to the performance will be Allen's Bears, which will come to Macon from the Houston Shrine Circus.

**CIRCUSIANA MART**

A Market Place for COLLECTORS' ITEMS... Rare books, lithographs, photos, posters, route cards, old and antique material and equipment.

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TWO 45 R.P.M. EXTRA EXTENDED PLAY, ULTRA HIGH FIDELITY RECORDINGS IN AN ATTRACTIVE ALBUM. 14 full length old time favorite selections played on a genuine, original circus callope.

\$5.00 Postage Prepaid

**DEMO RECORDS**

1421 N. 21st St., Milwaukee 5, Wisconsin

"FOUR YEARS IN EUROPE WITH BUFFALO BILL," now appearing in "The Circus Fan," America's largest monthly circus publication, \$2 year. Free complete book feature "Life Story of the Ringling Brothers." Poor Richard's Press, Brentwood, Md.

**"CIRCUS TRAINS"**

Picture book of RB&BB, 1938-1948. Scores of photos, \$1.50 postpaid.

**"CIRCUS PARADES"**

Picture book of great street parades. Over 300 photos, 8 color plates. Billboard says, "This book ranks among top 2 or 3 circus volumes in existence." \$9 postpaid.

Color plates of circus parade wagons, 7 1/2"x10 1/2" shown are historic parade chariots. Set of 12 postpaid. Send check to C. P. FOX, Rt. 4, Oconomowoc, Wis.

CIRCUS LOG BOOK—DAY-BY-DAY RECORD 1956 big show season. Price, \$1. George Brinton Beal, Box 6, Newburyport, Massachusetts

CIRCUS BOOKS, PROGRAMS, ROUTE BOOKS, COURIERS, PHOTOS, LETTERHEADS for sale. Send stamp for latest list. A. Morton Smith, Gainesville, Tex.

CHRISTMAS CARD—"THE CHRISTMAS CLOWN." Your friends will love it. Sample, 25¢. M. R. Levy, 316 Melwood Ave., Pittsburgh, Pa.

CIRCUS WAGON KITS IN O AND HO gauge; Acts, Accessories, Tents, Menagerie Animals, Catalog, 35¢. Craft plans for 34" scale circus wagons, Animals, Big Top, Tent, Literature, 10¢. Walters Hobby Shop, Dept. B-1, 207 French Road, Utica 4, N. Y.

SPARKS 1916 PARADE COURIERS, \$2.85; Cole Rogers 1928 News, Couriers, \$2; Spl. Yankee Robinson Herald, \$1.50; 6 fancy letter sheets, \$3.50. Many new items. Send dollar, get \$1.50 samples and lists. McClintock Collection, Box 891, Franklin, Pa.

THE TELESCOPING TABLEAU—AN illustrated historical document on the big parade wagons of the 1870's. Only 100 copies left, \$1 Richard E. Conover, Route 4, Xenia, Ohio.

AL G. BARNES CIRCUS PHOTOS, SET OF 17, all railroad views, \$2.50; very clear, 1926, lists included. Bill Van Winkle, Club 150, Morton, Ill.

TANGLEY CALLOPE 31 PAGE OPERATORS' Manual, \$15; 21"x31" lithograph of National Callope, color tone, \$5. Lee, 934 N. Lancaster, Dallas, Tex.

AMERICA'S BIG CIRCUSIANA DEALER has done it again. Just secured 70 programs and 50 route books going back to 1895. R-B Programs, 1925 to 1956. New list ready, send stamp. Circusiana Mart, 1075 W. 5th Ave., Columbus 8, Ohio.

1956 CIRCUS PICTURES—15 MILLS, \$2; 15 Leonard, \$2; 15 Ring, \$2; 15 Hagen, \$2; 20 Geo. Cole, \$2.50; 20 Christiani, \$2.50. Johnny Vogelsang, 713 Oak, Niles, Mich.

**RATES**

Regular Classified ads... set in usual want-ad style, one paragraph, no display. 20c a word—Minimum \$4.00 Cash with copy

Display Classified ads... larger type permitted and displayed to best advantage. No illustrations or cuts permitted. 1 inch (14 agate lines) \$14.00 Cash with copy

**FOR SALE**

Two Indian Elephants; Carrie and Louie—located Pigeon Forge, Tennessee. Mail offer to DURWARD B. MERCER, Trustee 504 Parsons Bldg. Macon, Georgia

**1957 CARTOON MUSICAL TENT SHOW**

Want versatile People all lines, Singers, Dancers, Comedians, Musicians, Contracting Agent, Biller, Bannerman, Electrician, Canvasman, Concessions. Will lease or buy good equipment, scenery, costumes. WARD HALL P. O. Box 461 Birmingham, Ala.

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**\$50.00 REWARD**

Please return Old Buff Cocker missing October 13. No questions asked. Ship back to me by Railway Express C.O.D. your reward. Won't you, please? D. L. LAMM Wilson, N. C.

**UNDER THE MARQUEE**

Circus performers everywhere will mourn the death in Cincinnati last week of Mathilda Oosterkamp, wife of Henry Oosterkamp, well-known circus enthusiast. For many years the Oosterkamps held open house for members of virtually every circus group to play the Cincinnati area. As a result, they had hundreds of friends among circus officials and performers everywhere.

Jim and Sylvia Hirschberg, who were with the Cristiani show, jumped to Oscar Buck's carnival after the circus closed and filled in there for a few days before returning to their Charlotte, N. C., home.

Byron Gosh has returned to Birmingham after making a route of 16 fairs, where he had grandstand candy pitches. Thelma Gosh had the ex on novelties at most of the fairs, and Byron had free acts and fireworks in some spots. They caught Hamid-Morton and Ring Bros. Gosh plans a Southern route for his All-American Indoor Circus.

Tony Diano's animals have been returned to Canton, O., quarters and Ohio members of CFA attended a meeting at the Diano quarters Sunday (18). Several circus fans met at the Don Smith home in Detroit November 11.

The Langs report completion of a good season composed of 3 weeks of nitery dates, 9 weeks of fairs, 2 sport shows, 4 weeks of parks, 10 weeks of Shrine circuses, plus miscellaneous dates. Mary Radke, top-mounter in the act for more than 10 years, has returned to the troupe. Owner Erv Lang, who recently spent a week deer hunting in Wisconsin, reports numerous dates set for 1957, including a January TV

**Museum Group In Wis. Meet**

BARABOO, Wis.—Officers and directors of the Circus World Museum met Sunday (11) to map plans for operating the proposed museum at the former Ringling Bros. Circus quarters here. John M. Kelley, president, was in charge. Dr. Clifford Lord, of the Wisconsin Historical Society, conducted the business meeting.

Plans for raising funds were outlined. Dr. H. H. Conley was named head of a membership committee. Dr. Lord was named chairman of a committee to map plans.

The group visited the building which houses eight antique circus wagons and other vehicles that are a part of the museum's collection of historical material. It also inspected a second building on which it holds an option to purchase.

**Capell Circus Showing Texas**

FABENS, Tex.—H. N. (Doc) Capell said last week that his Shop-O-Rama Free Circus is doing fair business and that it is contracted into late January, when it will be around Phoenix, Ariz.

Capell's agent is Clarence D. Auskings, who was with the early Christy Bros. Circus and with two-car shows of Elmer Jones.

Visitor on the Capell show recently was Luke Anderson, Anderson, former operator of the Wallace & Clark Circus, had his hippo show with King Bros. Eastern unit, Mills Bros. and Tex Carson circuses this season. Anderson said he had his elephant and hippo signed for some movie work, after which he may join Capell.

appearance on the Perry Como Show.

Noyelles Burkhart, former legal adjuter with Ringling and one-time manager of Cole Bros., is with Jimmy Gardener's real estate office in Sarasota, Fla. Hilda Burkhart, formerly of the Famous Nelson Family and recently in Ringling's ticket department, is in the hat department of the new Maas Bros.' store in Sarasota.

Fred Bennett, formerly in the Ringling prop department, is stage manager for the ice show at Hotel Conrad Hilton, Chicago. Sid Alcido, owner-manager of the Aerial Alcidos, writes that they have completed fair dates and are resting in Texas prior to moving to Florida. They leave in late December for a South American tour starting in Caracas, Venezuela.

CFA William B. Hall caught the Polack show in Philadelphia and caught the Hannefords Family as they stopped the show and did an encore. Mickey Blue, Polack promotion man, is back in Chicago.

Detroit Times of November 4 carried an article about art work being done by Frank Adamski, former circus acrobat, now of Grosse Pointe Woods, Mich. Milwaukee Journal of November 4 carried another photo spread featuring pictures it bought from Harry Atwell for the Wisconsin Historical Society.

From Polack Eastern, Kitty Ronstrom, writes that visitors at Philadelphia and Baltimore included New China Troupe, Al Hanel Troupe, Odette, Janet's Dogs, Two Ortons, Rudynoffs, Joe Basile, Al Dobritch, Guy Martin, Mr. Leonidorff, Alfred and Honey Shyretto, the Roy Bushes and Harry Hunts, the Mendes wire act, Mrs. El Kigordo, Jack Lunneman, the Sam Kass family, Bad Jack Hauser, Ethel Kline, the Conways; Tony Ramirez, a veteran of 29 years on the Ringling band, and Bob Montgomery. Regular-season acts who closed in Baltimore included Inga and Karl Simon's Symphonettes, Ernest and Lola Rhodin and Caroline and Arnold Costine, and they all opened November 16 for Hamid-Morton in Boston. Prince El Kigordos's lion act also is going into Boston. The Rhodins will play an early February date in Quebec. The George Hannefords and Bob Porter's Flying Roberts play Tom Packs' New Orleans date.

**PHONEMEN**  
**UPC'S & BANNERS**  
Do not contact until Friday, Nov. 23. I will not be there. No collect calls or wires.  
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Youngstown American Legion Post 15, 34 W. Spring St. Youngstown, Ohio  
Riverside 3-7869 (daytime only)

**REWARD:**  
**CASH \$25.00 CASH**  
For the help in locating Gene Lloyd, a Phone Man. Call or wire RA 3-3399, 1340 Ingraham St. N.W., Washington, D. C. OR: Mr. Monroe Branan of Lakeland, Fla.

**4 TELEPHONE SALESMEN**  
6th Annual Christmas Party. If you can sell, this is it. Contact  
**J. A. RACKLEY**  
State 3-3230 Jackson, Mich.

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For Los Angeles Vet's Hospital: Circuses in Phoenix and Tucson, Ariz., and Cochise County Police Show.  
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After that the Flying Roberts go home to Houston, and the George Hannefords to Osprey, Fla.

Prince Kigordo and Bob Porter celebrated birthdays in Philadelphia. The Ronstroms celebrate their wedding anniversary in Wilmington, Del. The Antoinettes and Levine's Chimps are working Wilmington. La Norma, Baudy's Greyhounds, Flying Thrillers and Gene Randow work Huntington, W. Va. Dick Slayton and Henry Kyes are returning to Sarasota. Rex and Kitty Ronstrom will be at Kewanee, Ill.

Press agent Eddie Howe, recently with Beatty and Polack, will be company manager of a movie, "The Ten Commandments," which will road show at the McVicker Theater in Chicago. This will put Eddie in "opposition" with his dad, M. D. (Doc) Howe, who is with Cine-rama in Chicago.

Charles Katz, formerly assistant to Charlie Sparks on Sparks' Circus and Downie Bros., visited in Macon, Ga. He lives in Zanesville, O. Tom Kennedy, concession boss with various circuses, has been in Macon, Ga., recently and will winter at St. Petersburg, Fla., where he will be with the dog track. The Paul M. Conaways, visited the Clyde Beatty Circus in Miami.

**ATTENTION—AERIALISTS—ATTENTION**  
If you have talent and able to do your own act, and have \$1,000.00 in cash, you can buy 100 ft. high steel tubing single ladder complete with Trapese, Ring, Swivel Loop, Head and Handstand gimick, Stakes, Stringer with all lights, four small Spotlights, all Rope new this season, Lady & Gent's Wardrobe, 1 1/2-ton Ford closed truck—only 37,000 miles, best of condition. If curiosity is killing your cat, do not answer this ad. Address  
**BOX D-256**  
c/o The Billboard Cincinnati 22, O.

**CONTORTIONISTS**  
Twelve 5x7 photos, women or men, (choice) professional contortionists, two dollars. Fifty different, five dollars.  
**BERNARD L. KOBEL**  
14 N. San Remo Ave. Clearwater, Fla.

**3 PHONEMEN 3**  
Book—UPC. Good auspices.  
**J. F. SHATTUCK**  
Phone: 2-7141, Atlantic City, N. J., after 5:00 p.m.

**PHONEMEN**  
Radio-TV Programs  
See G. J. SPRECKELS in Transportation Bldg., Detroit, or A. H. FISH, 509 at 710 Central Ave., St. Petersburg, Fla. New deal, new pitch, new everything.

**CREW—MGRS.**  
CAN PLACE IMMEDIATELY  
2 Crew Managers, with 3 Phonemen for Statewide deal. Only sober, reliable Men need apply. Columbus, Ohio. AMherst 8-6223 (prepaid).

**JESTERS—GO TO LESTER'S**



**CLOWN SHOES**  
Made of Finest Quality Long-Wearing Materials



**FLAP SHOES**  
Send for FREE Circulars

**LESTER, LTD.**  
29 S. Wabash Avenue Chicago 3, Illinois

**WANTED—OUTDOOR ACTS**  
Western Specialty—Novelty, Riding, Roping, Clowns and Comics, and Variety Acts, and Hillbilly Bands.  
Write  
**BOX A185**  
The Billboard, 6000 Sunset Boulevard Hollywood 28, California

**Are You a... TELEPHONE SALESMAN OR SALESWOMAN?**  
Don't call unless qualified. Pleasant working conditions. Air conditioned offices. Immediate draw can be arranged if you are producing. Need 10 Salesmen or Saleswomen to sell National Radio and TV Show nationally. First time offered in St. Louis. If you are a Producer you can make \$119.50 to \$208.75 per week.  
Apply **TOM RYAN**  
Suite 401, 706 Olive St. (Phone: CHeatnut 1-4654 or CHeatnut 1-4654), St. Louis, Mo.

**Hagen Bros. Now Contracting for '57 Season**  
Boss Canvasman, Electrician, Mechanic, Billposters, Ballet Girls, Clowns, Sleepers furnished. Acts doing two or more, useful people in all lines, Side Show Team. Thompsons, write. Everyone state salary in first letter.  
**HAGEN BROS.' CIRCUS, Edmond, Oklahoma**

**WANT**  
One more Contracting Agent who can set Telephone Promotion Contracts. This is a reliable year-round job. Good money if you are capable. Most of our people have been with us for years. Show features national Rock and Roll, Hillbilly, Western and Circus Acts. National Records and TV coverage make it easier to sell. Have been operating seventeen years, the last five years under promotion. Now booking far into fifty-seven.  
Contact: **PAUL F. FORRESTER, General Agent of THE TOMMY SCOTT SHOW**  
1009 WEST PRINCETON PHONE 4-4298 ORLANDO, FLA.

**CIRCO LOYAL REPENSKY**  
Wants for Winter Work in CUBA  
Acts that do two or more, Animal Acts (Kigordo, write), etc. Fat Girl and Fire Eater, good proposition, all winter's work. Write—wire  
**GIUSTINO LOYAL, 2530 Prospect St., Sarasota, Fla.**

## Chicago's Largest Wholesale Distributors GUARANTEED LOWEST PRICES



**GENERAL G. E. EQUIPPED**  
\$24.95 retail value. Fully Automatic.  
In lots of 6 ..... **\$8.25**  
Sample \$9.25 each

**Butter Cup Toaster**  
In lots of 6 ..... **\$8.50**  
Sample \$9.50 each



**LADY RONSON ELECTRIC SHAVER**  
Jeweled styling. Comes in four smart fashion colors: Turquoise, Blush Pink, Blue Heaven and Black Magic.  
In lots of 6 ..... **\$8.82**  
Sample \$10.00 each



**G. E. EQUIPPED FRYER HOLDS THE MOST! COSTS THE LEAST!**  
Large jumbo-size capacity featuring colander "and see-thru" heat-resistant cover.  
• Fries • Stews • Roasts • Cooks  
• Steams • Blanches • Bakes • Serves  
Nationally advertised at \$39.95. Now only  
In lots of 6 ..... **\$6.50**  
Sample \$7.50 each

**FREE 1957 WHOLESALE CATALOG**  
Top values in famous brands, nationally advertised products and all real money makers. Write today for your copy.



**MEN'S NORELCO ELECTRIC RAZOR**  
Finest shaver made. Rotary blades, skin stretched. Lubricated for life. Ask the man who owns one.  
In lots of 6 ..... **\$14.50**  
Sample \$16.65 each



**WESTINGHOUSE THER. AUTOMATIC SKILLET**  
Large 12-inch size comes complete with Westinghouse Thermostat, Automatic Signal Light and Cover.  
In lots of 6 ..... **\$7.25**  
Sample \$8.25 each

**FEATURING NAME BRAND**

- ★ WATCHES
- ★ APPLIANCES
- ★ HOUSEWARES
- ★ GIFTWARES
- ★ LEATHER GOODS
- ★ SPORTING GOODS
- ★ SOFT GOODS
- ★ TOYS ★ DOLLS
- ★ GAMES ★ PREMIUMS

Thousands of Fast-Selling Items to Choose From.

Terms: 25% with order, balance C.O.D., F.O.B. Chicago.

**STAR SALES CO.**  
1391 Milwaukee Ave. Chicago 22, Illinois



**\$21.00 per doz.** **NEWLY STYLED HOLLYWOOD MATCHED ENSEMBLES**  
Necklace, Earring, Pin, Expansion Bracelet Sets in Satin-Lined GIFT BOXES!  
Also 4-piece ALL Rhinestone Bracelet and Earring Sets—(boxed) \$21.00 per doz. Necklace and Earring Sets (boxed)—\$7.00 per doz. \$75.00 per gr.

**PACKARD JEWELRY CO.**  
Dept't B-48 West 25th Street  
New York, New York

25% deposit on all C.O.D. orders. SEND FOR NEW CATALOGUE of 150 other jewelry items, watches and watch sets.

**OVER 600 PINS AND IDENT'S 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.

## MERCHANDISE TOPICS

Cel-Max, Inc., exporter, wholesaler and manufacturer, 582 South Main Street, Memphis, offers a value which it says will not be duplicated again this year. Calling it an amazing money-making assortment at a bargain price, Cel-Max is offering boxed jewelry sets at \$10.80 per dozen. These consist of three and four-piece pearl sets, sparkling pendants and earrings, hand-set brilliant stones in bracelet, necklace and earrings, and additional sets in assorted styles and colors. A sample dozen will prove to you that they are priced for strong profits, says Cel-Max.

Miniature Masonic Trowel and Bible Set is being shown by Hoffman Company, 21 Edwin Place, Newark, N. J. The trowel is over four inches long, with the blade made of nickel-filled, stainless steel. The firm claims it has the world's smallest Bible consisting of 224 pages with pictures. Quantity prices upon request. Eastern Star emblem if requested, and Jewish Prayer Book available instead of Bible. Sample set of these miniature items available for \$1.

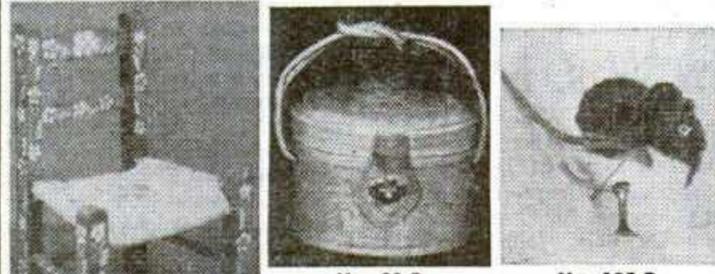
Harris Novelty Company is running a special on mechanical toys for Christmas selling. Featured are Drummer Bears at \$7.20 a dozen, Playing Bears and Cymbals at \$6.50 a dozen, Mechanical Gorilla at \$8.50 a dozen, Bear Eating Ice Cream at \$6 a dozen, Walking Bear which shakes its head at \$7.20 a dozen, Turn-Over Cats at \$3.75 a dozen, Hungry Chick Merry-Go-Round at \$4.50 a dozen, Mechanical Helicopter at \$6 a dozen, Mechanical Jumping and Barking Fur Dogs at \$5.50 a dozen, Friction Dump Truck with Scoop at \$6.50 a dozen, and Electric Re-

mote-Control Battery-Operated Robot at \$2.25 each. Located at 1102 Arch Street, Philadelphia, the firm promises to ship same day order is received. They require 25 per cent deposit and will send their latest catalog with order.

If you like to deal directly with the manufacturer and can use Pop-It-Beads, Earrings, Box Goods, Promotion Goods and Religious Goods, write to Rohal Jewelry Company, 433 West Lehigh Avenue, Philadelphia. They feature low dozen and gross prices which allow a strong profit mark-up. Jobbers are invited to write for a \$25 sample assorted order, which is sent out with a money-back guarantee.

Nebraska Art Statuary, 2201 Poppleton Avenue, Omaha, is introducing a brand-new item which is described as Day-Glo Pig Banks. These are money-saving banks in the shape of a pig made in daylight fluorescent colors. The firm claims they glow as tho lighted from within. The 14-inch size is \$14.40 per dozen; the 11-inch size, \$10.80 per dozen, and the 7-inch size, \$5.40 per dozen. A complete listing will be sent upon request.

Some 15,000 hand-made, hand-painted tropical and religious sea shell and genuine star fish lamps are ready for immediate delivery by Los Tropicalos, 940-46 N. Miami Avenue, Miami. Colorfully designed by skilled craftsmen with sea shells, coral and marine curios, all have tremendous eye appeal. A special introductory offer of 14 assorted lamps, which have a retail value of \$67.50, is made to the trade at \$27.50. Each lamp is individually boxed.



**MEXICAN HANDICRAFT XMAS BARGAINS**

- No. 48 Tule Baby Decorated Chairs ..... \$72.00 Gr.
- No. 135-P "Polvera" Hand-Tooled Bags, Ass'l Colors ..... 24.00 Dz.
- No. 29-B Velvet Mice Earrings, Ass'l Colors ..... 24.00 Gr.
- Heavy Rings, Ass'l Designs ..... 36.00 Gr.
- Beautiful Hand-Tooled Billboards and 1 1/2 inches Wide Western Style Men's Belts ..... 15.00 Dz.
- Pottery, Feather Cards, Curios, Novelties, etc.

25% With Order, Balance COD. Request Catalog.

**FRANCISCO L. De ARKOS** 904 SCOTT ST., LAREDO, TEXAS

**1956 BUYERS' GUIDE**

**Gellman BROS.**

SEND TODAY FOR YOUR FREE COPY OF OUR 1956 GENERAL CATALOG IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.**

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

**Merchandise You Have Been Looking for**  
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum Special, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**  
**IMPORTANT!** To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ALCME PREMIUM SUPPLY CORP.**  
1111 South 72th St. St. Louis 9, Mo.



**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 only. \$1.30 per gallon.

**RICHARD'S CHROME FINISH.** Ready mixed all-purpose aluminum paint. Exterior, interior heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton. \$1.40 per gallon.

**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 13 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.

Order Direct From Ad For Immediate Delivery!

**32" PLUSH BEAR**  
Cotton stuffed. Ass't. colors ... **\$20.00 dz.**

**30" ALL PLUSH BEAR**  
Standing Cotton Fill ... **\$16.75 dz.**

**25" PLUSH STANDING BEAR** \$14.40  
**13" PLUSH TEDDY BEAR** ... \$8 Dz.  
**18" Plush TV Toy Dog Hassock** ..... **\$36 dz.**

**17" Dancing Monkey, bags** } \$9.60  
**22" Bonnet Doll, bags** }  
**22" Pinocchio Doll, bags...** } dz.

**28" STANDING PINOCCHIO** ..... \$14.40 dz.  
**24" DUTCH BOY** ..... \$14.40 dz.

F.O.B. N.Y.C. 25% Dep., Bal. C.O.D.

**TEE JAY TOYS, INC.**  
48 West 20th St., NYC 11 WA 9-6865

**GENUINE ALLIGATOR BAGS**

EXTRA PROFITS FINE QUALITY

**100% FULL SKINS (not plastic)**

Your cost for popular size 6 1/2"x9" Bag only \$6.75 each. You sell for \$12.95. Extra large Bag costs you \$9.75, you sell for \$19.95. New double pocket style costs you \$8.75, you sell for \$17.50. Samples, all 3 styles, \$26.00. Cash with order, we prepay. For resale only. Order now.

**K. MAX SMITH ENTERPRISES**  
Manufacturers' Representative  
11295 Biscayne Blvd. Miami, Fla.

**FOR ENGRAVERS**

Necklaces and Bracelets  
Boy Alone - Girl Alone  
Or Combination

Made of Aluminum and Gold or Nickel Plated.

**MILLER CREATIONS**  
With It Since 1907  
7739 So. Avalon Ave. Chicago 19, Ill.  
Phone: Waterfall 8-8855  
DAY AND NIGHT SERVICE

**WATCH SPECIALISTS**  
FOR 66 YEARS

Ad n LIFE, 9 Piece Watch Sets, \$5.95  
Catalog Available of Smallest Low Cost.  
Women's and Men's 17, 7J  
Watches and Watch Sets  
Ultra Thin Model Men's Watches.

**RESULT SALES** (Dept. B)  
580 FIFTH AVE. NEW YORK 36, N. Y.

# CHRISTMAS SPECIALS — REAL MONEY MAKERS

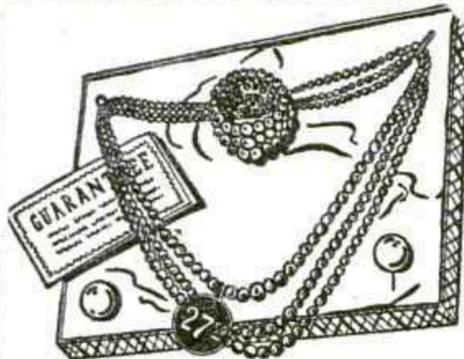
## 7-PIECE MEN'S WATCH SET

Includes Cuff Links—Tie Slide—Pen & Pencil—Watch & Expansion Band to match. Advertised in Life magazine, powerful seller.

2 Year Service Guarantee  
\$5.50 per set  
Sample Set \$6.50



**CHROME LIGHTER AND PEN SET**  
Ronson Type Lighter and Retractable Ball Point Pen and Pencil to match—Gift Boxed  
\$9.00 per doz.



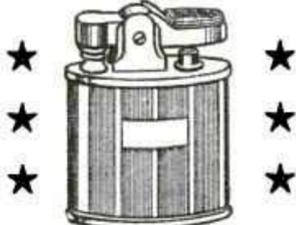
## FLASH! PEARL SET

\$12.00 DOZEN  
Sample Set \$1.50



**HARRIS SPECIAL**  
4 PIECE CAMEO & BRILLIANT STONE JEWELRY SETS.  
Necklace, Earrings & Flexible Bracelet to match, 24 Kt. gold plated. Satin lined gift box.

\$12.00 dozen  
\$1.50 sample set



## FULLY AUTOMATIC CHROME RONSON TYPE POCKET LIGHTER

\$5.50 per doz.  
\$60.00 per gr.  
ENAMEL LIGHTERS  
\$6.00 per doz.



## The New MIRACLE CROSS AND CHAIN

With magnified Lord's Prayer in center of Cross. Each Cross in beautiful box. Assorted colored Stones. This makes a beautiful and practical gift.

\$5.00 doz.



## LADIES' 5-PIECE GENOVA WATCH SET

Watch & Expansion Band to match. This also includes Necklace & Earrings exquisitely styled. Beautiful plastic hinged leaf-like box which can be used as candy dish.

\$6.00 Complete Set  
Sample Set, \$7.00



**MEN'S JEWELLED GOLD TONE WRIST WATCH**  
Expansion Band to match.  
\$4.25 each

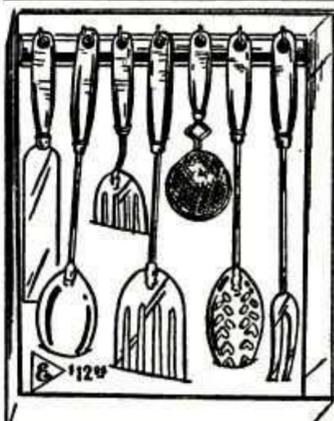
**Ladies' Gold Tone Wrist Watches**  
With Expansion Band to match.  
\$4.75 each

Add \$1.00 each for sample Watches.



## MEN'S FIVE-PIECE CUFF LINK, TIE SLIDE AND ALL METAL PEN SET

Gift Boxed . . . \$12.00 per doz.



## 8-PIECE KITCHEN SET

New Copper Toned Handles—Luster Plated for maximum durability. Wall Rack Hanger Included.

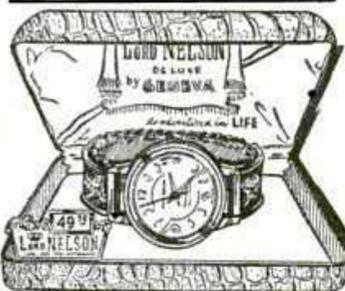
\$24.00 per doz. sets.  
Sample Set . . . . . \$2.50



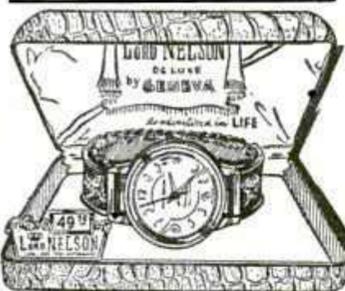
## SPECIAL OFFER NEW RETRACTABLE BALL POINT PEN

The New, Sensational Retractable Ball Point Pen with no-smear ink. Bankers approved, guaranteed leak proof, large ink supply.

\$1.75 Dozen  
\$17.00 Gross  
4 inch Metal Refills  
\$8.00 per gross



**5 PIECE DELUXE S & G JEWELRY SET**  
Glamorous Necklace with Earrings, Pin & Bracelet to match. Exquisitely styled. Assorted colors & styles. Beautifully boxed.  
\$3.00 set — \$30.00 doz.



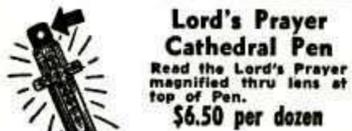
Lord Nelson waterproof, shock-proof, anti-magnetic Men's Wrist Watch with split second hand, stainless steel back and combination leather and metal Expansion Band. Advertised in Life Magazine. Boxed with \$49.75 price tag.  
\$6.50 each Sample \$7.50



## SPOT LIGHT VALUE! MEN'S POCKET SECRETARY

With Memo Pad and Retractable Ball Point Pen. Finest quality Secretary and Pen priced for fast sales and big profits. Assorted colors—individually boxed.

\$6.00 per doz.  
Sample, \$1.25 postage ppd.



## Lord's Prayer Cathedral Pen

Read the Lord's Prayer magnified thru lens at top of Pen.

\$6.50 per dozen



## The Dancing Ballerina BELLA

She whirls and she twirls. Watch her dance. Action Toy! Fun for all!  
\$2.25 per doz. \$24.00 per gr.

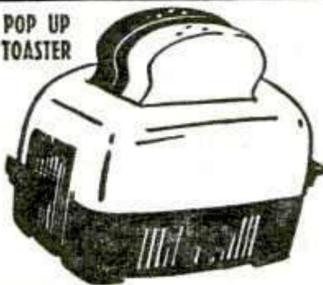


TEN PIECE TRAVELING SET WITH ZIPPERED CASE. . . . . \$3.00 per set



## COPPER CLAD KING SIZE AUTOMATIC COOKER-FRYER

With Westinghouse Thermostat.  
\$39.95 Retail Value—\$7.50 each  
\$7.00 each in lots of three.



## POP UP TOASTER

SALT AND PEPPER SET. New novelty. Big seller! Bright chrome-like metal top, non-tarnish. Well made black plastic base. When lever is pushed down, up pops Salt & Pepper Shakers. Gift boxed.  
\$7.00 per dozen



## 17 Jewel Dalton Men's WRIST WATCH

Thin Platter Style Gold Tone Case & Bezel. Suede Band. Anti-magnetic. Guaranteed unbreakable—mainspring. Style, accuracy and long life feature Dalton Watches. Boxed. \$55.00 price tag. Nationally advertised.

Sample \$13.00 ppd.  
\$12.00 each



**Three-Piece Jewel Set**  
Earrings and Necklace to match; Neck-piece can be detached and worn as Brooch Pin. Imported Stones. Assorted colors.  
\$7.00 per dozen

## PARISIAN HOLIDAY PARFUM SPRAY



A quality fragrance in an all new revolutionary spray bottle. Smart black, shatterproof, plastic coated spray bottles with their golden caps are a possession to treasure. Parisian Holiday is for any woman, any age and for every mood and every occasion. Leak-proof two oz. bottle. Nationally advertised in Town & Country Magazine. \$20.00 price tag. \$15.00 per doz.



## Tremendous Value Famous SHEFFIELD STAINLESS STEEL CUTLERY AND CARVING SET

Crown Crest 24 kt. gold plated, 9 pieces, guaranteed. Retail price tag \$79.50. All with matched gleaming black Ebony Handles. Six serrated mirror-like stainless steel Sheffield Steak Knives and a 3-piece all hand-forged Sheffield Carving Set. Two complete sets in one. Bolster Guards on Knives. Rinse to clean. English import—two-tier Gift Box.

Complete Set—\$6.00 Set  
Sample Set—\$7.00

## I LIKE ELVIS

Buttons and Pennants Selling Like Wildfire All Over the Country. Terrific Action at All Schools and Colleges. They Buy Them on Sight.



Immediate Delivery  
No Delay



I Like Elvis Pennant  
12" x 30" . . . . . \$17.50 per 100

3 1/2" Elvis Buttons  
\$11.00 per 100

Rock and Roll Hats . . . . . \$4.50 per doz.  
Rock and Roll Girls' Collars . . . . . 2.50 per doz.



**DE LUXE RHINESTONE SET**  
Bracelet, Necklace and Earrings to match. All hand pronged stones. Exquisitely designed. Eye appealing, sparkling stones set in bright silver finish. Rhodium plated mountings. Beautiful Satin Lined Mirror Gift Box. Sells on sight!  
\$2.50 per set—Sample Set, \$3.00

25% Deposit Required—We Ship Same Day We Receive Order  
**HARRIS NOVELTY CO.**  
THIS IS OUR ONLY STORE  
1102 ARCH STREET PHILADELPHIA 7, PA.  
(Phones: MA 7-9848—WA 2-6970)  
SEND FOR OUR LATEST CATALOG

**DEMONSTRATORS—PITCHMEN—JOBBER**  
World's LARGEST and FASTEST Household Food Chopper!  
**NEW SENSATIONAL XMAS GIFT ITEM**



**CHOP-O-MATIC** New All Purpose Food Chopper

Extra large and lightning fast! Makes all present chopping methods and devices completely obsolete. Yes, your most tedious chopping chores can be completed in just a few seconds, thanks to Chop-O-Matic's revolutionary design. Chops on downstroke. Automatically clears blade on upstroke. Built-in automatic blade rotation repositions 6 sharp cutting knives on every stroke. Ejects chopped food without handling. Makes food chopping almost no work at all! Prepare healthful foods with ease, speed and safety. Truly a wonder machine—a must for every household!

6 Stainless steel blades automatically rotate like a "merry-go-round" as they chop!

Refills \$2.98. Individual Samples on Request \$2.00 ea.

Factory prices Unlimited supply Overnight delivery

Write—Wire—Phone

**CRESTLINE COMPANY**

959 W. Grace St. Phone: BUckingham 1-3570 Chicago 13, Ill.

**Attention! COIL WORKERS**

NEW SHAPE  
NEW FLASH

NEW LOW PRICE \$40.00 Per Gross

Now you can cover your old spots.

Here is a dandy (NEW SHAPE) (NEW COLOR). Plenty of flash. All Bakelite, will not burn. Deep brown high gloss finish. Resistor in each unit. Beautiful decal, will not come off. Both large and small coil windings are plated, will not rust. Deep hole for ignition wire. Long ferrule, chrome-plated. Three charts free with first order. This is not a one-plate unit, but three plates. Break the Spit-Fire open and compare with any unit on the market. \$5.00 price on box. Mylar insulators by DuPont. We furnish 100,000-mile guarantee. Plenty of stock on hand. We will never be short. Orders shipped same day as received. Three to five-day delivery anywhere in U.S.A. We invite comparison. Workers report increased sales over any other unit they have worked.

Los Angeles EXmont 7-6097



PER GROSS \$40.00

**M.D.I. MFG. CORP.**

11411 Joanne Pl. Culver City, Calif.

**ATTENTION, ALL COIL WORKERS**

I Do Not Give My Customers Competition and Take Spots Away From Them. Compare the difference in coils and save with this all-new coil which will increase your volume of sales immediately. All my customers increased their business with my new improved flashy coil. Use the best looking coil. Orders shipped same day as received. All coils have wire on top. Easy to demonstrate. Have lots of stock on hand at all times. You don't have to wait. You will not be let down. This coil is not plastic or porcelain but made of genuine bakelite and will not burn thru or streak. Longer ferrule to fit deep distributors. Have carbon resistor in all coils. Your cost of shipping is cheaper.

NEW LOW PRICE \$40.00 GROSS

**HAROLD NEWMAN** Best in Quality—Service—Price.

**UNIVERSAL IGNITION CO.**

4754 N. CLARK STREET CHICAGO 40, ILLINOIS  
Shop Ph.: LONgbeach 1-3499 Home Ph.: LONgbeach 1-4983



**IMPORTED FISHING AND HUNTING KNIFE**

This Bowle Knife with tooled cowhide leather sheath is individually made by Mexican craftsmen. Eagle head, hand engraved. Handle also has genuine horn inserts. Each knife has a different Mexican design. This over-foot-long and nearly 2" wide blade knife is priced so low that it will prove to be your fastest seller and biggest profit maker.

\$24.00 per dozen

\$2.25 each In smaller quantities. Complete with sheaths. All prices F.O.B. El Paso. 25% deposit, balance C.O.D. Free Catalog.

**PEARL SALES CO.**

P. O. BOX 675 EL PASO, TEXAS



**MEXICAN RINGS**

At last we have them. Nickle-d Color, Tarnish Proof. \$3.36 a dozen. \$3.96 a dozen with side ornaments. Both prices if in gross lots. If less than a gross, \$3.50 and \$4.20 a dozen.

**PIPES FOR PITCHMEN**

By BILL BAKER

MADALINE E. RAGAN . . . after a trip thru Michigan, Indiana and Ohio, pipes from Florence, S. C., to say that fairs and sales in the area are a little off this year, the weather and cotton crops having not been up to par. While passing thru Cincinnati, en route south, Madaline stopped off for a visit with the Cel-Ton-Sa gang. "I agree with my friend, Tom Kennedy, that new faces will make money in Pennsylvania," says Madaline. "I still do okay up there after having worked sales off and on for more than 20 years. The only reason I don't work them during the winter is that there is no room inside, but flukem, knife sharpeners, eye glass cleaner or any other demonstration can be worked the year round, as quite a few of the boys and girls do. I am having a list of all the sales, from Massachusetts to Florida, made up and will send a copy to any interested worker. I believe this to be the most complete list of auctions in existence, and have given some of the list to nearly every pitchman who has been in the territory in the last 10 years." Madaline reports that an old-timer, Tip Hallstrom, recently underwent a serious operation and is now recuperating in his trailer at

3225 Mount Ephriam Avenue, Grip's Trailer Park, E 16, Camden, N. J., and suggests that members of the trade send a few cheering notes to the veteran.

**CALLING HIMSELF . . .** a Johnnie-Come-Lately and otherwise unidentified, a reader passes on word that the recent Family Fair in Municipal Auditorium, Cleveland, was a bloomer, altho it provided the lads and lasses of the profession working the event a great opportunity in which to cut up jackpots. Everyone figured it would be a red one, our informant relates, but such counter-attractions as a cooking school, a quiz program, Olsen and Johnson, amateur theatricals, a food fair and another dose of O. & J. each day was a little too much for workers to overcome. "From what I could learn, no one made a buck," says our scribe, "proving once again that a little spot often pays off better than a big one." Among those seen at the fair attempting to raise a little scratch were Mr. and Mrs. Irving Isenberg, George Mason, Harry Tanner, Rudy Harmsberg, Fred Hibbard, Ed Brower, Mr. and Mrs. Stan Gorel, Ed O'Donnell, Jack David, Bob Roberts, Fred Langer, Mr. and Mrs. Bob Marsh, Mr. and Mrs. Allen, Bernie Wolf, Mrs. Walter Spatz, the Fergusons, Mr. and Mrs. Jones, Ed Janus, Al Duby, L. H. Miller, T. J. Bohman, Mrs. Jones, Arlene Hushman, Sid Schlesinger and the Monte Cristo boys.

**BEN M. FERGUSON . . .** for many years a sheetwriter with such well knowns as George Jacobsen, Pete Peterson, Youngstown Smitty, Lew and Doc Kohler, the Walpa boys of Omaha and Gogles Coleman, reports that he did okay with Bible sales at the November 2-11 Home Improvement Show in Detroit, altho attendance was below expectations.

**BYRON GOSH . . .** producer of the All American Indoor Circus, is back in Birmingham, Ala., after 16 weeks of fairs, and says that during his trek he had the pleasure of breaking bread with O. C. Williams, the Kentucky colonel auctioneer, and the latter's frau. He also bumped into Al Roberts, the coil expert, at various Blue Grass State annuals.

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White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

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**KEEP LONGER, SELL FASTER!**  
Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.



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Sell on Sight to Stores, Homes, Offices, Clubs—at 50c to \$2 each!  
ORDER SAMPLES TODAY! (Postpaid)  
2 Metallic Foli Streamers, 12x48 . . . \$1.00  
6 Metallic Foli Signs, 7 1/2x12 1/2 . . . 1.00  
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15 Ultra-Blue Christmas Signs, 7x11 . . . 1.00  
15 Ultra-Blue Religious Signs, 7x11 . . . 1.00  
15 Ultra-Blue Store Signs, 7x11 . . . 1.00  
15 Ultra-Blue Comedy Signs, 7x11 . . . 1.00  
L. J. LOWY, 812 B'way, Dept. 847, New York 3

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Ass't Watches  
With yellow exp. bands  
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Sample Watch, \$9.95.  
Sample Band, 50c.

Reconditioned and guaranteed like new. Latest style for men and women.

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Used Men's & Ladies' Wrist Watches, also Pocket Watches. All in running condition—  
as is—  
**5 for \$10**  
Display Gift Boxes, 50c.

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New Big 1956 Catalog (re-funded on your first order) **25c**

Wholesale only. 25% with order, balance C.O.D. Immediate delivery.

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**LITTLE ATOM**  
World's Smallest Pistol  
COMPLETE WITH RAMEAD AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS

ACTUAL SIZE

Dealer's Cost . . . \$12.00  
List . . . \$1.95 ea.  
Actually shoots caps with terrific report . . . sells on sight with a bang!

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Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '57 Catalog.

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Writes Red, Blue and Green  
**\$51.00** per gr.  
10 Gross Lots  
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**\$5.00** sample doz.

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1st GRADE  
10 GROSS LOTS ONLY  
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**Refills—4 1/4" Long**  
**\$7.20** per gross  
**\$40** 1000 lots per thousand  
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**SALESBOARDS**  
**JAR GAMES**  
**S & S MFG. CO.**  
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**SAFECRACKER** Joke dud firecracker—ten real fuses —does everything but explode!  
LEGAL EVERYWHERE! Up to 400% mark-up on this fast-selling hot novelty item. Every Safecracker can be reused 10 times.

Retails	Your Cost—Delivered to your city (*F.O.B. Muskogee.)	
\$ .25	\$ .30	Single sample Safecracker, 10 fuses & facts.
1.25	1.00	Five Safecrackers & 50 fuses, full details.
6.00	3.50	Display Card 24 Safecrackers & 240 fuses.
36.00	18.00	Six cards—gross Safecrackers & 1,440 fuses.
216.00	54.00*	36 cards—6 gross Safecrackers, 8,640 fuses, 24 lbs.
108.00	27.00*	JOBBER ONLY, sample order, 1 case, 3 gross, 12 lbs.

**PRESTO FIREWORKS** R.F.D. 4, Box P-77B; Muskogee, Okla.

# COMING EVENTS

**Arizona**  
 Florence—Junior Parade, Nov. 24-25.  
 Phoenix—Aria Nat'l Livestock Show, Jan. 2-5.  
 Winslow—Indian Day, Dec. 8.

**California**  
 Los Angeles—Great Western Livestock Show, Nov. 24-29, A. M. Mathews, 2120 S. Eastern Ave.  
 San Diego—Electric Home & Appliance Show, Nov. 23-24.  
 Turlock—Far West Turkey Show, Dec. 4-6. M. B. Johnson, 207 Crane Ave.

**Colorado**  
 Denver—National Western Stock Show, Jan. 11-19.

**Connecticut**  
 Hartford—Connecticut Sportsmen & Boat Show, Jan. 19-27, F. J. Byron Jr.  
 Hartford—7th Annual National Autorama Show, Feb. 20-24.

**Florida**  
 Bartow—Polk Co. Youth Show, Nov. 29-Dec. 1. W. P. Hayman.  
 Clewiston—Sugarland Expo, Jan. 31-Feb. 4. Doug Peary.  
 Madison—N. Fla. Livestock Show & Sale, Jan. 28-29. C. R. Hamrick Jr.  
 Miami—S.E. Fla. & Dade Co. Youth Show, Jan. 23-27. Lamar S. Walker.  
 Quincy—W. Fla. Livestock Assn. Fat Cattle Show & Sale, Jan. 22-24. A. G. Driggers.

**Georgia**  
 Atlanta—Southeastern China, Glass & Gift Show, Jan. 20-23.

**Indiana**  
 Fort Wayne—Fort Wayne Sports, Vacation & Boat Show, Jan. 29-Feb. 3. Ben Cowall.

**Michigan**  
 Bay City—Poultry Show, Jan. 10-13.  
 Detroit—Junior Livestock Show, Dec. 4-6. W. J. Chambers, 6750 Dix.  
 Jackson—Turkey Show, Dec. 4-6. Don Miller.

**Missouri**  
 St. Louis—Auto Show, Jan. 19-27.

**New York**  
 New York—National Automobile Show, Dec. 8-16.  
 New York—National Motor Boat Show, Jan. 19-27. Joseph E. Chote.

**Pennsylvania**  
 Harrisburg—Pennsylvania State Farm Show, Jan. 14-18. H. R. McCulloch.

**South Dakota**  
 Sioux Falls—Auto Show, Nov. 20-22.

**Tennessee**  
 Franklin—William Co. Jr. Beef Show, Dec. 4. Hubert Hill.  
 Shelbyville—Bedford Co. 4-H Dairy & Beef Show, Dec. 4. Mrs. W. K. Fly.

# WELCOME, CONVENTIONEERS

## VISIT OUR NEW LARGE SHOWROOMS WHILE IN CHICAGO

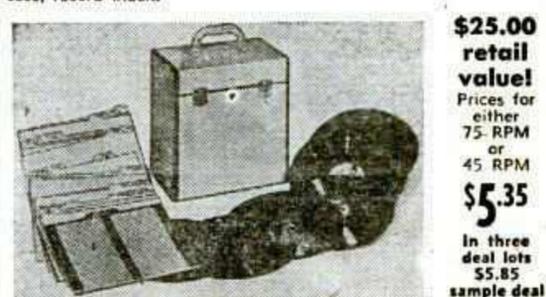
**Fancy Embossed Billfolds (\$7.50 Seller)**  
 Complete with removable pass case with eight transparent picture windows. Each wallet has a zippered bill pocket. Each dozen comes in assorted embossed designs. Gift boxed. **64c** ea. in 1/2 gross lots **\$8.40** Sample Doz.



**PROMOTIONAL GENUINE LEATHER WALLETS (\$5.00 SELLER)**  
 Each wallet has a removable pass case and zippered bill pocket. The pass case has eight transparent windows. Assortment consists of styles shown above in fast-selling colors. **52c** ea. in 1/2 gross lots **\$6.75** Sample Doz.

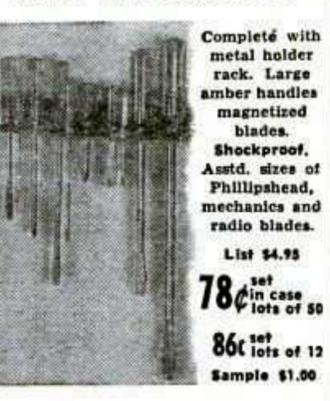
# ALL NEW! 25 POP RECORDS IN CARRYING CASE

Sensational offer. We have purchased assortments of 10", 78 RPM & 7", 45 RPM records from Decca, RCA Victor, Columbia, Mercury, etc. Packed in non-duplicating units 25 records to a package. All current or recent popular titles featuring famous vocalists, bands. 50 popular songs; 2-tone green record carrying case, record index.



**\$25.00** retail value!  
 Prices for either 75-RPM or 45-RPM **\$5.35**  
 In three deal lots **\$5.85** sample deal

# 10-PC. SCREWDRIVER SET



Complete with metal holder rack. Large amber handles magnetized blades. Shockproof. Assorted sizes of Phillipshead, mechanics and radio blades.  
 List \$4.95  
**78c** set in case lots of 50  
**86c** set lots of 12 Sample \$1.00



**AUTOMATIC ELECTRIC SKILLET**  
 Copper cover. Silicone treated—foods won't stick. Westinghouse thermostat. Automatic controlled heat. Big capacity. Electric saver. Heavy gauge aluminum. Pilot light signal. One appliance with many uses: Fry • Bake • Roast • Stew • Grill • Dutch Oven • Casserole.  
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**\$7.72** ea. in lots of 3 **\$9.00** Sample

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 1112 S. Wabash Ave., Dept. BU, Chicago 5, Ill.  
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Two Top Sellers from **CEL-MAX** your choice

**\$12.00 DOZ.**

**PLASTIC HANDBAG with JEWELRY SET**  
 A sparkling, clear plastic HANDBAG with brilliant stones in 3-pc. jewelry set! TWO GIFTS IN ONE to sell at sensational profits for ONLY \$12.00 per dozen! Sample, \$1.90. Fashion favorites that will sell on sight to help you cash in for Christmas! (Min. order, 12.)

**BOXED JEWELRY SETS**  
 Hand set sparkling stones and simulated pearls. 4 gorgeous 24k gold plated pieces. Beautiful satin-lined gift box. Sell for Christmas gifts at terrific profits! \$12.00 per DOZEN—Send \$1.50 for sample set TODAY!

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**Sparkling Brilliance**  
 Dependable accuracy. Jeweled Beauty. Sell on sight!

**Ladies 17 Jewel WATCH**  
 Special

Rebuilt like new!  
**\$9.95**  
 With flip-up cover **\$11.95**

Gift Box included FREE

Sparkling hand-set rhinestone bracelet-band. A jeweled beauty in a 17-jeweled famous-movement watch! Get in on the latest rage... CASH IN on today's biggest sensation! Order a sample TODAY!

Above Watches, in plain cases with expansion bands (yellow or white) 7-jewel \$6.95 17-jewel \$7.95 (Gift Boxed, 60c extra)

**WEINMAN'S**  
 Dept. B-1  
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**\$139.50 VALUE ONLY \$44.95**

**6 Asst. Men's WATCHES**  
 With Expansion Band Ladies' with Cord Band **GRUEN-WALTHAM**  
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 Sample Watch \$9.95. Sample Band 50¢. Reconditioned, guaranteed like new.  
**DISPLAY GIFT BOXES, 50c**  
 7 Watches for the price of 6 if you visit our showrooms.  
 Wholesale only—25% with order, balance C.O.D. 5-Day Money-Back Guarantee. Send money order or certified check.  
 Write for FREE 1957 Catalog "B"  
 Enclose 50¢ for postage and handling. Deducted on first order.

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 5 S. WABASH AVE., CHICAGO 3, ILL.

**Magic Shears—Paper Cutting Trick**  
 \$4.80 per doz. Sample \$1.00  
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 \$12.00 per doz. Sample \$2.00  
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 \$3.60 per doz. Sample 50c  
**CARD TRICKS**  
 Melting Spots ..... \$4.50 Dz. Sample 75¢  
 Moving Pip ..... 4.50 Dz. Sample 75¢  
 Torn & Restored Card ..... 4.50 Dz. Sample 75¢  
 U-to-Date Color Change Page ..... \$6.00 Dz. Sample \$1.00  
 The Electric Pack of Cards ..... \$15.00 Dz. Sample \$2.00  
 Six Card Repeat ..... \$5.75 Dz. Sample \$1.00  
 Oh! No ..... \$1.50 Dz. Sample 35¢  
 New Three Card Monte ..... 4.00 Dz. Sample 75¢  
 Open account to rated firms. Otherwise 25% dep., bal. C.O.D.  
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 Amazing transistor portable in handsome plastic case. Personal ear-speaker that allows only YOU to hear this amazing radio. Ideal for hospitals, libraries, etc., where a radio would cause distraction. A Kipp's direct import that saves you money.  
 Each ..... \$12.00  
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 Send Cash, Check or Money Order to  
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The Chestlite leaves both hands free to work. Countless uses! Demonstrate the CHESTLITE and watch the PROFITS grow! OVER 1,500,000 SOLD TO DATE! First time ever offered to demonstrator workers. Retail price—\$2.15—without batteries. \$1.39 in case lots (24 to a case). F.O.B. Los Angeles or Baltimore. Color: Grey. Dimensions: 3 1/2" x 3" x 2 1/4". Adjustable straps. Send for Demonstrator—\$2.00. 25% cash with order, balance C.O.D.

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XMAS SPECIAL!
MAMA DOLL



22P—Realistic rubber arms and legs. Soft, cuddly stuffed body. She talks and sleeps. Assorted beautiful dresses and hats. Individually boxed.

\$33 doz. \$3.00 sample

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25% with all orders, balance C.O.D. 84-PAGE CATALOG AVAILABLE FREE. SEND FOR YOUR COPY TODAY.

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T-2—Stone Tieslide Sets, bxd., dz. 4.50
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R-3—Men's stone rings, asst. dz. 2.75
2160—Stone neck & ears, bxd., dz. 7.50
2164—Stone neck & ears, bxd., dz. 9.00
2256—3-piece pearl set, bxd., dz. 12.00
5631—3-pc. Rhinestone Set, dz. 18.00
W-1—8-piece Watch Set, each. 5.95
(Ladies' 30e more) 6.25
C-1—Cufflinks, carded, dz. 1.25
T-4—Tieslides, 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

NEW ENGLAND JEWELRY BUYERS

174 Empire St., Dept. 8, Providence, R. I.

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Square hold—sizes 4,000, 5,000, 6,000, 7,000, 8,000 & 10,000 at closeout prices.

THE OHIO NOVELTY CO.
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Also include 25¢ per insertion additional to cover cost of handling replies.

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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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.

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23,000 PROFESSIONAL GAGS, ROUTINES, ad lbs, doubles! 1,600 pages! For free comedy catalog write: Robert Orben, 73-11 Bell Boulevard Flushing 64, N. Y. Ja5'57

This is a DISPLAY CLASSIFIED AD

Your Advertisement displayed in a space this size will cost only \$14 per insertion

AGENTS & DISTRIBUTORS

A BEST GENUINE AUTHORIZED WORLD'S famous French-type perfumes. Highest profits. Free details. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. no24

A MANUFACTURER'S REPRESENTATIVE closeout 32-piece set chinaware, 24-piece set tableware, 7-piece set aluminumware, all for \$10 in lots of six. Sample \$12. 25% deposit, balance C.O.D. Dayton General Distributing, 506 E. 5th St., Dayton 2, Ohio. no24

ATTENTION—GRUEN WATCHES. BANK-rupt stock, brand new, not rebuilt, 17 jewels. \$71.50 retail, men's, ladies', \$22, samples, \$22. 5 day money back guarantee. M. O. or certified check. L. Berrillo, 106-08 Bleeker St., Newark, N. J.

FABULOUS CLOSEOUTS

Tailored Earrings, Asst. STYLES \$ 1.50 dz. Charm Brace, Asst. 2.50 dz. Pierced Earrings on Display 1.75 dz. Tie Slide & C/L Set, Reg. \$2.50. 5.40 dz. Enamel on Copper Pins. Cuff Links 2.50 dz. Rhinestone Earrings, Asst. 2.50 dz.

EXTRA SPECIAL !!!

BOXED SETS, Asst. STYLES \$ 4.50 dz. Ornamental Stay Combs. 1.00 dz. Gen. Cultured Pearl Pins & Neck. 2.50 dz. Large Stone Earrings. 4.80 dz. Ropes, Asst. 3.00 dz. 4-pc. Pearl Set, Boxed. 13.50 dz. Pearl Earrings, Asst. STYLES 1.50 dz.

24 HOUR SERVICE. 20% Deposit with Order, Balance C.O.D. FREE BOOKLET. DESCRIPTIVE LITERATURE

KAREN ORIGINALS

45 No. Main St. Bristol, Connecticut

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (S-1741), 1258 Market St., Chattanooga, Tenn. de15

ATTN: SALESMEN—11 WESTERN STATES "only"! Save heavy freight charges! Sell famous name brand Appliances, Housewares, Furniture, Jewelry, Tools, Auto Accessories, Sporting Goods from Western Catalog (64 and 350 pages). No investment, no inventory. We drop ship! General Wholesalers, Box 4058CR, San Francisco. del-np

BE IN BUSINESS FOR YOURSELF—FOR \$15 postpaid will ship you 300 pairs assorted Earrings. Values to \$75. Send check or money order. Prestige Button & Nov., 245-7 Ave., N. Y. C. ch-del

CROWNED QUEEN-O-WATERS PERFUMES. Manufacturers, 22 Charlotte, Office 101, Detroit, Michigan. Liqueur Sachette, one dram, \$1; for liquid Sachet (Hairspray), add eight ounces. Perfume, Oriental Bouquet, \$3; total, \$1. shipped.

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches.....\$1.75 dz. Stoned or tailored Earrings.....1.75 dz. Pierced Earrings on Display.....1.25 dz. Stoned Neck & Earrings, boxed.....5.50 dz. Charm Bracelets, asst.....1.50 dz. Lord's Prayer Necklace, boxed.....3.00 dz. Children's Jewelry, boxed, asst.....2.55 dz. Asst. Tie Slides, carded.....1.00 dz. Rosaries, imported.....1.95 dz. Stoned Bracelets, boxed.....4.00 dz. Cameo Sets, boxed.....7.20 dz. Tie Slide Sets, asst., boxed.....4.00 dz. 4 Pc. Rhinestone Sets, boxed.....18.00 dz. Summer Earrings, asst.....7.00 dz. Pearl Necklaces (domestic).....1.45 dz. Neck & Earrings Asst. 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. 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. no24

GENUINE UNBORN CALFSKIN MEN'S OR LADIES' WALLETS

Now priced for volume sales, retail, \$5.95 each, your cost \$27 per dozen, sample, \$3.25 postpaid.

LADIES' CALFSKIN HANDBAGS

Double compartment, two-tone, beautifully fitted, with adjustable shoulder straps, priced at only \$9.90 each, sample, \$10.50

SELL THESE FAST AT \$19.95 EACH.

For Resale Only—Order Now

K. MAX SMITH ENTERPRISES

11295 Biscayne Blvd. Miami, Fla.

HUNTING HORNS, ALL SIZES, BEAUTIFULLY finished, special price to dealers, stamp for circular. Frontier Products Co., 3102 Salinas, Laredo, Tex.

JAPAN DIRECTORY — MANUFACTURING exporters plus opportunity mail. Just \$1 today. Nippon Annual, 920 Third Ave., Box 739-T, Seattle 4, Wash. de1

JEWELRY SETS—HIGH PRICE TAGS, luxurious boxes, flashy merchandise. Free illustrated price list. McDaniel Co., 715 W. 51st St., Chicago, Ill. de8

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. no24

REAL DIAMOND RINGS, SELL DIRECT. Make big middleman's profit! No investment; experience unnecessary. Free catalog, details. Gleamlight, 111P N. Columbus, Mount Vernon, N. Y.

RUBBER STAMPS

something new, no picture on this stamp. 10,000 imprints without re-inking. 2 line 1-3 in. \$5 3 line 1-3 in. \$6.50. Extra line \$2 Oil Base Ink to use in stamp. Purple, Blue and Red, 1 oz. \$1.25 2 oz. \$1.25 Any of the following Stock Stamps, each, \$1. Parcel Post, Air Mail, Special Delivery, First Class, Third Class, Do Not Bend, Post Due, Mail, Fourth Class Mail, Thank You. Many designs, CALENDARS, Christmas ideas, send for our list.

WARNER FARM SUPPLY

P. O. Box 1085 Bridgeport, Conn.

ANIMALS, BIRDS, PETS

ANIMALS, BIRDS, REPTILES FOR SALE. Write, visit Ross Allen's Reptile Institute at Florida's Silver Springs. de15

SPECIAL — ELEPHANTS

Immediately available Indian Assam female Babies, large choice. All about 5'. We compete as usual on price and quantity. Phone Whitehall 3-4073

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC. 39 Broadway New York

WILD ANIMALS, BIRDS, REPTILES, FOREIGN countries and U. S. Free list. Wholesale to dealers. Jungle World, Box 947 Miami 48, Fla. no24

Tell Your Selling Story

to BETTER ADVANTAGE

Use Display Type and White Space

Rate: only \$14 per inch

This 1 1/2-inch space

costs only \$21

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

START HOME MAIL ORDER BUSINESS with few dollars. Free list mail order courses, home-work plans, self-help books, do-it-yourself books that tell you how. B. Zimmerman, 28 Schuele, Buffalo 15, N. Y.

\$100.000 A YEAR NITERIE OPERATOR available. Experience and authority unequaled in nightclub element. Call Carmichael, Carmichael's Fabulous Supper Club, Birmingham, Ala. del

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. de29

CONCESSION TRAILER — TWENTY-FOUR foot, Calumet, equipped with the following, new in May: Popcorn, Caramelcorn, Floss, Snowballs, Pizza Equipment, Peanut, etc.; Cash Register, 11-foot Refrigerator; will lose about \$2,000. F.O.B. Chicago. Contact Krispy Korn Co., 120 S. Halsted, Chicago.

FOR SALE — SECOND-HAND SHOW PROPERTY

ARCADE — COMPLETE. 50 MACHINES, Tractor, Lowboy Trailer, \$3,000. Flyoplane, special built trailer, bargain. Two Jolts, almost new canvas, 14x16. Althausen, Driftwood Lane, Ft. Myers Beach, Fla. del

DEVIL'S BOWLING ALLEY WITH EXTENSIONS, Peek Kests, like new; 2 Ad-A-Ball games, Huck Kests in frames, 3 Arrow Spindle, large wheels; 2 Bucket Sets, Pokerino Tables, 10 pink glass, 10 blue glass; Ping Pong Blow Ball Game, others. Write for prices. P. O. Box #2, Dayton 1, O.

FORD MODEL "A" 500 GALLON PER minute Fire Engine Kiddie Ride. New tires, A-1 condition, sell-trade. Don Garey, Hastings Drive-In Theater, Hastings, Mich.

FOR SALE—10 SEAT FERRIS WHEEL with Allis-Chalmers motor, good shape. Have 20-horse Merry-Go-Round, custom built. Get the 2 of them, \$3,600. Floyd Shorter, Route 2, Waterloo, Iowa.

FOR SALE—12 SKY FIGHTER GUNS mounted on 8x16 ft. trailer, very flashy; sacrifice. W. J. Talley, 1877 Pasadena Ave., Long Beach 6, Calif.

FOR SALE—COMPLETE CARNIVAL, 6 major rides, 2 complete side shows, 8 trucks. Sacrifice price due to illness. Daniel's, 4742 Kent Ave., Montreal, Canada.

KIDDIE RIDES OR COMPLETE PARK FOR sale. Boat, Fire Engine, Whip, Aeroplane, Pony Cart, sacrifice. Located at Pennycuik & Flatlands Ave., Brooklyn. Kiddie Circus, Coney Island 6-2550, 1414 Mermald Ave., Brooklyn, N. Y. del

LONG RANGE GALLERY, 16 FT., mounted on semi Chev. tractor, liverly quarters, aluminum side panels, 6 rifles. One man can set up, \$1,250 cash. Harold E. Strickland, 5902 Wiley St., Hollywood, Fla.

MORE BUYERS

Will Stop and Read

YOUR AD

if you use

DISPLAY CLASSIFIED AD

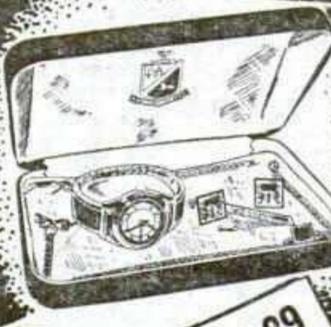
RATE: ONLY \$14 per inch

NEW IMPROVED 500 WATT BLOWER cooled Projectors, has two carriers, 2x4" 3 1/2x4", two objective lenses, long and short throw, color wheel, \$34-\$37. Gronberg Projector Works, Sycamore, Ill. Circulars.

NEW RIDES, WE MANUFACTURE THEM at bargain prices. 30 ft. Merry-Go-Round, Ferris Wheel and kiddie rides. Get our pictures and prices before you buy. Theel Mfg. and Amuse. Co., Lawrence & Spruce, Leavenworth, Kas.

Spotlight Value! Packed with "SELL" Priced for PROFIT!

CEL-MAX Ensemble



KEY CHAIN \$4.89 Sample \$6.45 EXPANSION BAND JEWELLED WATCH CUFF LINKS TIE BAR

- Stunning Beauty in FIVE (5) Smartly matching pieces. Complete Jewelry Wardrobe PLUS Handsome Jeweled Watch! Shipped in assorted sets. Beautifully boxed! Min. order 6.

NATIONALLY ADVERTISED

It's terrific! High styled Cuff Links Full length Key Chain... Tie Bar... Fine Expansion Band and Handsome Jeweled Watch! All luxuriously packed... Sensationally priced! A sample will convince you! 25% with order, Balance C.O.D.

CEL-MAX, Inc. 582 SO. MAIN ST. MEMPHIS, TENN.

ATTENTION, QUANTITY BUYERS TOOL CLOSEOUTS

7-PC. MAGNETIC SCREWDRIVER SET Complete with Rack. Packed 50 to a carton 42¢ ea.

10-PC. MAGNETIC SCREWDRIVER SET Complete with Rack and featuring large blades and heavy handles. Packed 50 to a carton 70¢ ea.

3-PIECE ANGLE WRENCH SET 4", 6", 8" with metal rack. Made of heavy steel and completely polished 95¢ each in doz. lots

10-PIECE FLEX HANDLE SOCKET SET Used for the home, car and TV. Each set individually boxed. \$9.00 doz.

29-PIECE DRILL BIT SET Chrome vanadium steel, sizes 1/16" to 1/2" with heavy steel drill index stand. Individually boxed. \$4.75 ea.

5-PIECE SAW SET With large 16" hand saw blade \$7.50 doz.

3-PIECE ANGLE WRENCH SET 6", 8", 10", completely polished \$1.35 ea. 25% Deposit, Balance C.O.D.

SHELDON CORD PRODUCTS 3549 W. 5th Ave. Chicago 24, Ill. Phone: NEvade 2-3898

40 YEARS OF VALUES

PERFUME ASSORTMENTS. Nationally advertised. 10 famous brands; for big, fast profits. 3 deals.

DOZEN \$7.20, \$9.60, \$15.00 1001 items stocked. Fine selection. Toys, Jewelry, Novelties, Watches, Gifts, etc. DEALS of \$50, \$100, \$200, \$300; sells fast easily for double and more by Auctioneers, Dealers, etc. Nobody Undercuts "MILLS." We meet or BEAT all current advertised prices. No catalog at present. Deposit or payment, F.O.B. New York.

MILLS SALES CO.

Cut Rate WHOLESALERS Since 1916 26 West 23rd St., New York 10, N. Y.

XMAS GIFTS WHOLESALE FREE CATALOG

The Hottest Line of Exciting New Gift Items in Our 54-Year History.

Billfolds — Lighters — Jewelry — Toys — Cutlery — Pens — Watches, etc.

IMPERIAL MDSE. CO. 893 Broadway, N. Y. C.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:
2 Check the heading under which you want your ad placed:
3 Indicate below the type of ad you wish:
4 Complete this authorization blank and mail promptly.

The Billboard 2160 Patterson St. Cincinnati 22 Ohio
Please insert the above ad in..... issue.
I enclose remittance of \$.....
Name.....
Address.....
City..... State.....

**WEINMAN'S** MEN'S WOMEN'S New Styles

**Guaranteed LIKE NEW!**

**Choice Lot 6 FOR \$49**

All famous makes — complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

**Assortment, Men's Elgin, Waltham, Complete with Expansion Bands. \$69.50** (Sample, \$8.95)

**SPECIAL LOT—Men's Elgin, Waltham Watches** Reconditioned and Guaranteed. Expansion Bands included. **\$6.45 Each**

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.

**HARRY KELNER & SON**

50 Bowery, New York 12, N. Y.

Rollover Mechanical Cat... Doz. \$4.00

Alps Mechanical Jumping Colored Fur Dog... Doz. 3.00

Stretched Spiral Balloons... Gr. 6.00

Extra Large Workers... Ea. .50

Rubber Drummer Monkey... Gr. 21.00

Walking Dog w/Shoe... Doz. 7.00

Rubber Reindeer, large... Doz. 7.00

Dangling Bears... Gr. 18.00

#12 Metal Horns... Gr. 9.00

#18 Metal Horns... Gr. 18.00

Best Cow Bells... Gr. 18.00

Mech. Drummer Bear... Doz. 7.20

Romping Puppy... Doz. 7.20

Dangling Santa Claus... Gr. 18.00

Send for New Price List

**ALL ORDERS SHIPPED SAME DAY, ONE-HALF DEPOSIT REQUIRED**

**FREE! WHOLESALE CATALOG**

Big Sales for Salesmen, Agents, Distributors.

Write today for our BIG, FREE Catalog containing nationally advertised products at unbelievable LOW PRICES. Deal direct with widely known wholesale house handling complete lines of JEWELRY • NOVELTIES • RINGS • ENGRAVING • MDSE • CARNIVAL MDSE.

**Sterling Jewelers**

1975 EAST MAIN ST. COLUMBUS 5, OHIO

**WATCHES, \$3.35**

17-J Ladies' Rhinestone Cover Watch... \$9.25

7-J Ladies' small styles, cord band... \$6.15

Add \$1.00 for sample.

25% with order, balance C.O.D. Boxed Costume Jewelry, priced right. Free price list.

**C. TAFF CO.**

218 Hay St. Fayetteville, N. C.

**TRAINS—ALL SIZES, GAUGES, TYPES,** new, used trade-ins. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. del

**UNBORN SPECIMENS, FREAK BABIES,** Freak Animals, all genuine. Banners, Tops, Sound, Oddities. Two complete shows. Write Harvey Boswell, Wilson, N. C.

**USED RIDES—LARGE STOCK OF BOTH** adult and kiddie rides that have been traded in on new equipment. Write today for list. King Amusement Co., P. O. Box 308, Mt. Clemens, Mich. de8

**WOODEN BLEACHERS AND GRAND-**stands, also Bingo Tables, Folding Chairs and various Tables. Large stock of former rental company. Must sell. James Flood, 332 Lakeside, Cleveland, Ohio. del

**INSTRUCTIONS BOOKS & CARTOONS**

**HOW TO "RULE OTHERS WITH** Thoughts." (Adults) Telepathy being controversial, no promises made. Satisfied or refund; \$2. Delmar Wisdom, 848-E7 Sunny-side, Chicago 40. de15

**MAGICAL APPARATUS**

**NEW 152 PAGE ILLUSTRATED CATALOG** Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophone for mentalist, easily concealed. Brochure, prices on request. Nelson Enterprises, 336 South High, Columbus, Ohio. de8

**MISCELLANEOUS**

**ATTENTION, JUGGLERS—NEW LINE OF** Juggling Equipment, superior workmanship. Send stamps for brochure. Jugglers' Supply, 503 E. 14th St., Vancouver, Wash.

**INEXPENSIVE CANVAS TRAILER AWN-**ings. Closeouts, discontinued patterns, 10-10 ounce treated duck, valances, many colors. Write Canvas Center, Tampa 10, Florida. de15

**JUGGLING CLUBS, PLAIN AND DEC-**orated. Rolling Globes, Devil Sticks, Torches, Lariats, other juggling props. Arthur Mann, 1627 N. Spaulding Ave., Chicago 47, Ill.

**THE "GRIT" AMERICA'S GREATEST** family weekly newspaper. Sample copy, 10¢; 3-month trial subscription, 90¢. Spencer A. Stine, P. O. Box 5353, Seat Pleasant, Md.

**M. P. FILMS & ACCESSORIES**

**WILL BUY OLD SILENT MOVING PICTURE** Machine, Lubin, Edengraph, Edison Peephole Kinetoscope, etc.; Films, Slides, Posters. Don Malkames, 7 Plymouth Ave., Yonkers, New York.

**MUSICAL INSTRUMENTS, ACCESSORIES**

**MILLS DOUBLE VIOLIN VIRTUOSO.** Mint condition, \$1,750; Tangley 43 Automatic Calliope, complete, \$1,550; National 53 Calliope, hand played, \$1,750. Both restored to like new condition, guaranteed. Lee Co., 934 N. Lancaster, Dallas, Tex.

**NEW AIR CALLIOPE WITH 44 BRASS** pipes—with engine, also trailers. Cozatt Organ Co., Danville, Ill.

**PERSONALS**

**CHARCOAL PORTRAIT OF DISTINCTION** done from your photo, \$15; excellent gift. John Walencik, 15703 Kennicott, Harvey, Ill.

**PHOTO SUPPLIES DEVELOPING—PRINTING**

**COMIC FOREGROUNDS AND BACK-**grounds Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. no24

**NO CHARGE DEVELOPING ROLLS, PAY** for prints only. Jumbo, 4¢; regulars, 3¢; failures refunded. Prompt guaranteed service. Square Deal Photos, Hutchinson, Kan. del

**PHOTO BOOTHS, CAMERAS, D.P. PAPER,** Developers, Frames, everything for direct positive photography. Write for our low prices PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

**WALLETS FROM PHOTO OR NEGATIVE,** 20¢, \$1; 48¢, \$2, heavy paper. 8x10 tinted, \$1; original returned. Paramount, Box 524 B, Hutchinson, Kan. de8

**PRINTING**

**ALWAYS FASTEST SERVICE—QUALITY** window cards, three colors, 14x22 size, \$8 hundred; larger 17x26 size, \$12.50. Cards for all amusement occasions, many illustrated. Tribune Press, Dept. ND, Earl Park, Ind. de8

**ATTRACTIVE BUSINESS CARDS, \$2.95** per 1,000; 100 letterheads, \$1; 100 6 1/2 envelope, \$1 postpaid. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. del

**1,000 BUSINESS CARDS, \$2.85 POSTPAID;** limit seven lines, blue or black ink, 24 hour service. Normandie Service, Star, N. C. 200 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. del

**SALESMEN WANTED**

**BAR, NITE CLUBS & STORES ARE YOUR** customers for our line. Sell them 71,000 advertising novelties to help them get more customers. Best commissions or discounts. Lowest prices. Send \$1 (refundable) for 10 terrific samples, catalogs, etc. Adelphia Specialty Co., 185 N. E. 21st St., Miami 37, Florida. no24

**GOLDMINE OF 600 MONEY MAKERS—**Free copy Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1. ch-tfn

**24K GOLD PLATED COSTUME JEWELRY** Sets; lovely display, boxed, \$8.50 value; now \$10 dozen prepaid. Genuine Leather Billfolds, \$9 dozen prepaid. Samples of either, \$1. Imperial Company, Box 4541, Houston, Tex.

**SCENERY & BANNERS**

**CIRCUS SIDESHOW AND CARNIVAL BAN-**ners made to order. Write for prices. Wagners Flint Hill's Studio, 116 C St., Lawton, Okla.

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES, WORLD'S** finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. del

**WANTED TO BUY**

**PRIVATE COLLECTOR WILL PAY \$20** each for old barbershop shaving mugs with occupational design. Louis Evans, Lenexa, Kan. del

**WANT KIDDIE MERRY-GO-ROUND WITH** jumpers. Send particulars, pictures and price. H. Jenkins, Dominion Shows, 286 Helmsdale Ave., Winnipeg 5, Canada.

**WANTED—BAND ORGANS AND CALLI-**opes, any condition, also old Music Rolls, Photographs and Literature on Steam Calliope. Johnnie Sims, Spencer, Ind.

**WANTED—USED 45 PHONOGRAPH RE-**cords, top price paid for late top numbers. Herbert Fischer, 14923 Edbrooke, Dolton, Ill. Dolton 5667. ja14'57

**HELP WANTED**

**REGULAR CLASSIFIED ADS** Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps RATE: 20c a word—Minimum \$4 CASH WITH COPY.

**Forms Close Thursdays for the Following Week's Issue**

**SALESMEN FOR XMAS SPECIAL EDITION** Catholic weekly, Flint, Michigan. Phone Bob Beck, Ce. 43943 days, nights, Ce. 94403.

**TRAVELING BAND NEEDS BASS MAN** and Alto doubling baritone. All others write. Steady work, guaranteed salary; cut or no notice. Larry Elliott Orchestra, 201 Franklin Bldg., Norfolk, Va. del

**WANTED IMMEDIATELY—TENOR, CLARI-**net. Best for polka bands. Viking Accordion Band, 214 N. 2d Ave. W., Albert Lea, Minnesota.

**WANTED: DISTRIBUTORS, SALESMAN, MANUFACTURERS**

**Jet-Fast Products, new miracle foam rug** and upholstery cleaner, cleans rugs on the floor, super fast white side wall tire cleaners, car wash powder and shampoo. Double-Gloss car polishes gives the world's finest car finishes. Miracle Glass treated Cloth, cleans and polishes all glass surfaces, millions being sold. Big profit deals; samples, \$1 each; details free, write today. **NORMAN WIGGS & CO.** 1406 E. 52d St., Los Angeles 11, Calif.

**WATERPROOF \$8.75**

with stretch band

Luminous Dial & Hands, YELLOW TOP, Unbreakable crystal, 15 & 17 JEWELS.

Your choice of BULOVA, BENRUS, ELGIN. Guaranteed and reconditioned LIKE NEW.

**WOW! A PACKAGE THAT SELLS ITSELF** in a lovely jewel case with a mirror back. Your choice of **BULOVA OR BENRUS WITH 15 AND 17 JEWELS** a gold-filled expansion band, yellow jewelry with a lifetime finish or This jewel case with a beautiful necklace and earrings in sparkling Rhinestones. A matching Rhinestone watch with gold-filled expansion band.

All watches rebuilt and guaranteed like new.

**ALL THIS FOR A \$12.75 LOW PRICE OF**

**DON'T WAIT Sample ORDER NOW \$13.75**

**SEND FOR FREE CATALOG**

Wholesale only, 25% with order, balance C.O.D. 5 day money back guarantee. Send money order or certified check with order to avoid delay in shipment.



**AL ZEIGER & SON**

706 Sansom St. Philadelphia 6, Pa. WALnut 2-6055

**WELL KNOWN CHICAGO AGENCY** branching to cocktail club department. Prefer experienced Chicago man established in business with full knowledge of field who could capitalize on full exclusive in territory. Offer better percentage deal, etc. Box 873, The Billboard, Chicago, Ill. no24

**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**

**CARNIVAL OWNERS—AT LIBERTY FOR** 1957. Operated my own show, World's Expo. Shows, five years, experienced as unit manager, assistant manager, lot man, etc. Capable, dependable, reliable, never used liquor, perfect health, single, not broke, retired four years. Will be at Tampa, Fla., Fair. Wish to be active again. Jack Scharding, P. O. Box 1762, Long Beach, Calif.

**MISCELLANEOUS**

**CARNIVAL MAN—17 YEARS' EXPERI-**ence I know where the money is and how to get same. Robert C. Froshour, 1701 Barto Dr., Lufkin, Tex. no24

**FEMALE IMPERSONATION ACT OPEN** for club booking. Expensive wardrobe, rumba and exotic. S. L. Burgess, 339 W. Broadway, San Diego, Calif. de15

**HYPNOTIST—FOR STAGE, PRIVATE** parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh30'57

**YOUNG MAN WANTS TO WORK WITH** film producer or director as helper or man Friday. Can travel; wants opportunity to learn business. Have been salesman for 10 years; excellent references, very cooperative. Write G. Tropea, Presidential Apts., City Ave., Philadelphia, Pa. no24

**MUSICIANS**

**A-1 RINK ORGANIST, EXPERIENCED** beat rinks wants position New England or Middle Atlantic States only. Box C-109, c/o Billboard, Cincinnati 22, Ohio. no24

**A-1 ORGANIST AVAILABLE FOR HIGH-**class dining room or lounge. Prefer warm climate. Address: Organist, Box C-102, c/o Billboard, Cincinnati 22, O. no24

**BASSES STRING, DOUBLING RECORDING** horn, wide experience, tenor Lombardo and Dixieland styles. Just closing six years with same leader. Fine equipment, new station wagon available Nov. 30. Bob Beatty, 491 Winthrop, Chicago, Ill.

**BLOW BASS, SOME STRING, PREFER** Midwest commercial territory band. All polka not desired. Duane Olsen, 618 4th Ave., S., Ft. Dodge, Iowa. Ph. 6-6211.

**EXPERIENCED DRUMMER—FORMERLY** with King. Will consider any type of engagement. Contact Jeff Young, 226 Schraue Ave., Whiting, Ind. Phone Whiting 2363-W.

**GIRL COMBO, ALL TYPES OF MUSIC IN-**cluding Dixieland, South American. Present location one year, furnish references. Good dance or entertaining unit. No agents. Band Leader, 1322 Fletcher, Phone 9825, Anderson, Ind. del

**ORGANIST WITH ORGAN RINK EXPERI-**ence, go anywhere. Majaj Anderson, 1881 N. W. 47 Terrace, Miami, Fla. Phone Newton 57652. de15

**PIANIST AVAILABLE—SINGLE, RELI-**able, 27, personable. Prefer small jazz combo; Locals 47, 389, 601; no reading or shows. Call, write or wire Jay Horton, P. O. Box 592, Kissimmee, Fla. del

**PIANIST—NEEDS SCENE CHANGE WITH** biz. Don't misrepresent, name experience. Musician, c/o Seawall Hotel, Galveston, Tex.

**PIANIST—READ, FAKE, EXPERIENCED;** prefer single or small group. Ell A. Bassett Jr., Cardinal Hotel, 417 S. 5th St., Louisville, Ky.

**PIANIST—THOROUGHLY EXPERIENCED,** play shows, jazz, commercial. Reggie Roman, Gladstone Hotel 319 E. 9th St., Room 419, Kansas City, Mo.

**PIANIST, UNION, RELIABLE, SOBER,** can read or fake. Prefer to locate in the south. Gerald Galvin, R#3, Box 424, Thiensville, Wis.

**TENOR, ALTO, CLARINET, FLUTE** available November 21; locations, hotel type bands. Les Dickson, Library Hotel or General Delivery, Springfield, Ill.

**TENOR, CLARINET, DOUBLE BASS FID-**dle. Commercial show experience, age 35. Long locations only. Musician, Van Motel, Apt. 8, Billings, Mont.

**TENOR, CLARINET FOR COMMERCIAL** band or combo. Good reader, tone. No take-off references. Contact Ralph Hockaday, Manchester, Iowa.

**TRUMPET MAN, UNION, WANT SECTION** chair, no lead. Will travel. Art Athey, 143 Ridge Ave., New Kensington, Pa. no24

**TRUMPET MAN—LARGE OR SMALL** group. Tone, range, read, fake, play shows. Prefer combo, jazz or commercial. Lew Gautreaux, 1348 Willard St., Gary, Ind. Phone Turner 5-2349. no24

**TRUMPET—SHOW BAND EXPERIENCE,** read, fake, tone. Prefer combo or section work. What have you? Dick Lewis, Box 194, Sabula, Iowa

**PARKS & FAIRS**

**AT LIBERTY AFTER NOV. 1: 1957 RAY'S** Circus Revue, Dogs, Monks, Birds, small Pony and Baby Elephant. Due to enlarging, acts forced to move to larger quarters. Mail Magnolia, Ohio. Route #1, Phone Canton, Ohio. Union 62010, H. R. (Rube) Ray. ja21'57

**AT LIBERTY—PROF. PAMAHASIKA;** have full equipment. Cages, tables for cockatoos, macaws, canaries, parakeets, with services. Contact: 3504 N. 8th St., Philadelphia 40, Pa. no24

**BALLOON ASCENSIONS, PARACHUTE** jumping for parks, fairs, celebrations. Claude L. Shafter, 1041 S. Dennison, Indianapolis 21, Ind. de15

**THRILLS FOR SALE—UP, UP, HIGHER,** higher, 100 seconds the top; and far below that blazing tank surrounded by sharp ugly spears. Down, down, down, faster, faster, boom! Crowd applauds, diver bows low, mission accomplished in seconds. A Capt. Mac Production, 456 Lamplier Place, Warren, Ohio. Tel 45337.

**METAL WIND UP SANTA ON SLED** w/Bell \$3.00 Dz.—\$33 Gr. **HOPPIN FUR DOGS** \$3.25 Dz.—\$36 Gr. **BEGGING FUR DOG** \$4.20 Dz.—\$48 Gr.

**RUBBER REINDEER INFLATES** BEST MADE W/RUBBER PLUG

19", \$ 4.20 Dz. - \$ 48 Gr.

24", 6.25 Dz. - 72 Gr.

36", 13.00 Dz. - 144 Gr.

**PLASTIC FUR TRIMMED SANTA** w/Bell \$1.80 Dz. — \$21 Gr.

**MONKEY BEATING DRUM** w/Squeeze Ball \$1.80 Dz. — \$21 Gr.

**FIDO BEATING DRUM** w/Squeeze Ball \$1.80 Dz. — \$21 Gr.

**RUBBER INFLATES W/SQUAWKER** Elephants, Donkeys, Monkeys, Horses—Assorted \$1.80 Dz. - \$21 Gr.

**OTHER INFLATES**

13" Rubber Horse ... \$2.00 Doz.

15" Rubber Horse ... 3.00 Doz.

18" Rubber Horse ... 4.00 Doz.

**BALLOONS**

#11 w/Santa print ... \$5.00 Gr.

#14 Kat w/Santa print 6.50 Gr.

Double Balloon w/inside Mouse ... 7.00 Gr.

Mickey Mouse Balloons, Black Ears ... 7.50 Gr.

Mickey Mouse Workers .50c ea. (with balloon order)

TERMS: 1/3 deposit with order, balance COD.

**SCHATTUR NOVELTY CO.**

144 Park Row New York 7, N. Y. Cortland 7-8986

**SPECIAL CHRISTMAS OFFER**

The Latest Men's Neckwear **\$6.00** per dozen

Ladies' Nylons, First Quality **\$5.50** per dozen

Men's Stretch Sox **\$3.75** per dozen

Send For FREE Catalog

**I. WOLFMARK**

931 W. Roosevelt Road Chicago 8, Illinois Dept. B-11

**Gam Sales Co.**

1321 SO. ADAMS ST. PH. 4-1451 PEORIA, ILL.

**THE FANTICH BROTHERS ARE PASTMASTERS IN KNOWING THE AUCTION TRADE! THAT'S WHY THEY'RE THE LARGEST SUPPLIERS OF AUCTION MERCHANDISE IN THE COUNTRY!**

**EARN EXTRA MONEY FROM NOW TILL XMAS ON THESE HOT ITEMS:**

**3-IN-1 FRY PAN • SKILLET and GRIDDLE**

**GENERAL ELECTRIC CORD SET**

- Large 12-inch square size
- Imbedded cast-in-X-rod heating element
- Extra high dome cover... also available with copper cover.

<b>RETAIL</b>	<b>sample</b>
<b>\$49.95</b>	<b>\$11.25</b>
Fabulous offer, big money maker.	<b>6 or more \$10.00</b>

**Low Wholesale Prices on Nationally Advertised HELBROS WATCHES**

**STANFORD**

**BRIANA**

**FLAMINGO**

**AMITY**

**Lifetime Jewels and Super Durable Unbreakable Mainsprings**

**Delicious 2 Lb. & 5 Lb. Rum & Brandy "Quality" FRUIT CAKES**

- A terrific money maker.
- Outsell all FRUIT CAKES.
- Vacuum packed, A-1 fresh quality.
- Loaded with selected cherries, choice fruits, nuts and rum.
- Attractively boxed in tin container.
- Guaranteed to please you.

Beware of substitute fruit cakes that are loaded with raisins.

<b>2-lb. . . \$10.00</b> Per Doz. Minimum	<b>\$9.00</b> Per Doz. Gross Lots	<b>HIGH RETAIL VALUE</b>
<b>5-lb. . . \$2.50</b> Each 6 Min.	<b>\$2.00</b> Each Doz. Min.	

**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

**COPPER or CHROME LOW . . . LOW . . . LOW . . . PRICE**

**Sample, \$7.25**

**3 or more, \$6.75**

**SEND \$1 FOR NEW 1957 GIANT 300 PAGE CATALOG • MAKE BIG MONEY**

Refunded on first \$10.00 order. Catalog shows thousands of quality national advertised merchandise at low dealer wholesale prices!

**TERMS:** 25% Deposit Required on All Initial Orders, Balance C.O.D., F.O.B. Detroit. All Rated Accounts. Enclose References for All Additional Orders. Prompt Delivery!

**REMITTANCES:** Please do not send cash! Make payments by postal or express money order, cashier or certified check. Personal checks will delay your order.

**HALL of DISTRIBUTORS, Inc.**

**8713 TWELFTH STREET DETROIT 6, MICH.**

**Letter List**

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

- MAIL ON HAND AT CINCINNATI OFFICE**  
2160 Patterson St. Cincinnati 22, O.
- Parcel Post**
- Williams, Johnnie, Stage Mgr. & Showman (Col)
- Allegretti, Frank  
Allen, Arthur Conrad  
Allen, Mrs. Audrey  
Alto, Robt. (Bob) L. Ames, Eddie  
Anaya, Mrs. Edna L.  
Andreano, Frank  
Armstrong, Robert  
Armstrong, Matthew & Dortha  
Arnott, Mrs. J. K.  
Atkinson, Hosea  
Ayers, M. C.  
Baker, Walter (Buddy)  
Bazgett, Jimmy  
Baisewice, Mrs. Esther
- Christy, Capt. Eugene  
Class, Rita  
Cobb, Paul Edw.  
Coburn, James A.  
Coleman, Max  
Coleman, Minnie  
Coleman, Wm. L.  
Coleman, Winnie  
Collins, Bill  
Collins, Ray  
Combs, Joe  
Conley, Edw. H.  
Conlon, Edw. A.  
Conlon, Edw. H. (Foreign Pkg.)  
Cook, Ben (or Robt. Cooper, Nelson & J. J.)  
Cortes, Rita Bertha
- Costa, Frank  
Cox, Billy Franklin  
Cozart, John  
Cullions, Phillip  
Curry, Frank  
Dale, Mikey  
Dameron, Al  
Dansey, Al  
Darnell, Ray  
Davis, Eddie  
Davis Jr., H. L.  
Day, Andy  
Decker, Kirk  
Delano, W. W.  
DeMar, Lisa  
Demster, Frank  
Derott, John  
Dillon, Duke & Dixie  
Dorland, John A.  
Duchene, Louis  
Duke, Lawrence E.  
Duke, Ralph (Duke's Circus Act)
- Brown, Elna  
Brown, Royal T.  
Brownfield, Mary M.  
Burdige, Mrs. Jos. R.  
Butcher, Ralph & Mrs.  
Butcher, Mrs. M.  
Butler, Bill  
Calk, Tommy  
Camelton, Mrs. Wm.  
Campbell, Archie  
Camp, John  
Cannon, Monty & Mrs.  
Carawan, Mrs. Melba  
Carl, James M. & Mrs.  
Carpenter, Walter  
Carras, Mrs. Rose  
Carreon, Senior Carlos  
Carter, June  
Castle, Louise  
Chambers, Earl  
Chavanne, James N.  
Chavanne, Louise  
Chisholm, Don
- Johnson, Douglas  
Johnson, Pete Louis  
Johnson, Rosie  
Jones, Mlo  
Jones, Wesley  
Jurkins, Raymond  
Kaubaugh, William David  
Kelly, Helen  
Kibbey, J. D.  
King, J. D.  
King, Roy  
Kochman, Charles  
Korman, Carroll  
Lamont, Zeke  
Lancaster, Cliff  
Lane, Joy  
Lane, Mrs. Mike  
Lane, Veronica  
Larish, Matt  
Layton, Willie C.  
Leasure, C. C. (billposter agent)  
Leavitt, A. L.  
Lewellyn, Mrs. Gus  
Lovell, Jack  
Ludwig, Art  
Lumbardi, R.  
Lunsford, George  
Lynch, Robert & Mrs. Lynn, Jada  
McBride, Mrs. Miriam  
McCoy, William E.  
McGraw Jr., David  
McGraw, John  
McLane, F. J.  
McNeece, L. R.  
McSpadden, J. R.  
McSpadden, Mrs. Myrtle  
Mallett, Mrs. Bonnie  
Malone, Ernie  
Manson, Francis J.  
Manstein, William  
Marronetto, Rocco  
Martin, Sari  
Martin, Edward  
Martin, Harry or Ethel
- Mason, Mrs. Diane  
Matthews, Scherry Mae  
Mathews, Mrs. Kay  
Mercy, Alexander  
Mikolich, Joseph  
Miller, Col. Calvin  
Miller, F. W.  
Mims, Joe  
Mitchell, Miller Ray  
Montello, James  
Moore, Eddie M.  
Moore, Florence  
Moore, Lillian Hatfield  
Moore, Jan L. or Tan L.  
Moore, Mike  
Moreland Junior  
Morgan Louis F.  
Mort, Joseph  
Morton, Robert  
Munroe, Wm.  
Murphy, R. L. (Bob)  
Murray, Marion  
Myers, C. N. & Mrs. Nash, Charles  
Norman, Ed  
Norman, John P.  
Norton, Herbert  
Norton's Rides  
Novella, Joseph  
O'Brien, Mrs. Blanche Ruth  
O'Brien, Richard J.  
O'Day, Torchy  
O'Day, Wm. H.  
Odom, Floyd  
Ogden, Charles  
Omers, Mechanical City  
Ortuga, L. H.  
Osborn, A. J. & Mrs. Owen, Edward John  
Painter, Mrs. Martha  
Palmatier, Richard & Pannebaker, Paul E.  
Pasterczyk, W. S.  
Pate, Virgil  
Patrick, Judith  
Patt, Paul  
Paul, F. W.  
Pearl, Jack  
Pearman, Mike  
Pelcher, Anthony  
Perry, Jack  
Pettigill, Charles  
Phillips, James E.  
Piccolo, Ralph  
Piercy, H. W.  
Porter, Bill  
Pruitt Jr., Evans Lee  
Punch, Dick  
Qualls, Mrs. Bea  
Quinn, James  
Rabbit Foot Minstrel  
Raca, Marjorie  
Rambo, Lenice J.  
Rankin, Josephine  
Ravelli, Blanche  
Richardson, Jozziys  
Roach, Jack & Mrs.  
Roachman, Mrs. Stash  
Robinson, Mrs. Shellagh  
Rochman, Mrs. Ethel Mae  
Rogers, Lewis Dixon  
Ross, C. H.  
Ryser, Herbert Mike  
Sakobis, Mrs. Myrtle  
Salyina, John  
Sanders, James A.  
Saulsberry, Robert Ell  
Saunders, Jack  
Saunders, Robert (Doc)  
Scheible, Geo. D.  
Schuch, Clarence J.

**Looking for PROFIT? LOOK HERE!**

**7 Pc. Men's WATCH SET**

Powerful seller, advertised in Life magazine. Includes cuff links, tie slide, pen and pencil, watch and matching expansion band. \$5.50 per set in lots of 12. Sample set \$4.50.

**"POP UP" SALT & PEPPER SET**

Big novelty seller. Bright metal top, non-tarnish chrome-like finish, sturdy plastic base. Push down lever, up pops salt and pepper shaker. Gift boxed. Dozen sets \$7.20.

**Ronson Typo LIGHTER**

Precision made in gleaming chrome. Fully automatic. Expensive looking profit maker. Doz. \$4.50

**POP-UP MERMAID**

Our BIG, BIG tag seller. A laugh riot. Just press and up from the flower petals pops a lovely mermaid in the "all-together." \$3.60 Gross

25% with order, bal. C.O.D. Send for our new novelty catalog.

**BENGOR Products Co.**  
18 W. 23rd St. N. Y. C. 10, N. Y.

**Direct from FACTORY**

Fast selling BABY "PAPOOSE" MOCS: Indian styled Baby Moccasins, hand laced and hand beaded by our factory in OLD MEXICO. They come carded 12 to a card display. Packed in transparent and durable plastic bags. Excellent gift item for babies. Soft leather. Colors are assorted. Sizes - 0, 1, 2, 3. Sizes are marked on bottom of soles and visible. Ladies', girls' and children's soft sole mocs. Hand laced, hand beaded in attractive colors. Packed in transparent plastic bags. Soft leather.

Women's sizes, 4-9 Girls', 10-3 Children's, 4-9

All sizes are readily seen as they are marked on bottom of sole and are visible through the bags.

Pouch Bags, Indian style, hand laced and beaded. Assorted colors in soft leather. Write FOR FREE CATALOGUE. ATTENTION, JOBBERS, WHOLESALERS - WE HAVE A SPECIAL SET-UP FOR YOU. IMMEDIATE RESPONSE GIVEN FOR REQUEST OF CATALOGUE AND PRICE LIST.

**NAVAJO MFG. CO., INC.**  
P. O. Box 7035 El Paso, Texas

**BUY DIRECT FROM MANUFACTURER ATTENTION, WHOLESALERS, JOBBERS and PREMIUM HOUSES**

**Trouble Lights**

In 25', 50' and 100' lengths with new snap-off metal guard.

Also 14 gauge 100-foot cables with neoprene jacket. Also new economy all-purpose floodlights, fast-moving auctioneer's item. Special prices for quantity buyers. We ship C.O.D. F. O. B. our plant.

25% Deposit, Balance C.O.D.

**Sheldon Cord Products**  
3549 W. 5th Ave. Chicago 24, Ill.

**P D Q - World's Greatest PHOTO BOOTH CAMERAS**

Dependable - efficient - Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

**P D Q CAMERA CO.**  
1544 W. Cortez Chicago 22, Ill.

**"OOKEY OOK" - 45 - 78 - ALBUMS**

By The Penguins - Loyla Dea - Mercury Records See When Released

**"THE HIDDEN STORY"**

In **"THE OOKEY OOK ART PATTERNS AND DESIGNS"**

See How **"OOKEY OOK" BECOMES WORLD'S GREATEST TITLE**

The 8 Letters Makes 26 New Alphabets Called Ookeybets

All Numbers - Geometry Figures Math Signs - Games

**TRANSFORMED USED FOR WORLD ARTS, INDUSTRIES, TRADES**

By **ODESSA M. CROPPER, Author - Cheltenham, Md.**

**7/8 Famous Geneva 7 PC. MENS JEWELRY SET**

ADVERTISED IN LIFE

AT THE NEW LOW PRICE **\$5.95**

6 or more

Sample \$6.95

1 Yr. Written Guarantee 25% deposit with order, balance C.O.D.

Also available in 17-J, \$9.95

**NATIONAL DISTRIBUTING CO.**

PHONE 52-6473  
1751 W. FLAGLER MIAMI, FLORIDA

**DEVIL'S DELIGHT!!**

**NOVELTY PLASTIC CUSHION - "IT'S NEW, IT'S DIFFERENT"**

A Real Laugh Maker. Repeat Sales. Jobbers, Agents Wanted. \$7.20 Doz. - \$6.00 Gross Lots.

**FITZGERALD-WALTER MFG. CO.**  
14216 Grand River Ave. VE 6-5214 Detroit 27, Mich.

**WE ARE MANUFACTURERS ALL KINDS FULL TICKET CARDS**

- TIP CARDS
- BASEBALL CARDS

at very reasonable prices

**COLUMBIA SALES CO.**  
302 Main St., Wheeling, W. Va. Phone: Wheeling - Cedar 34282

**CUFF LINK Wardrobe!**



**\$29.95 VALUE**

The most fabulous men's gift item ever offered. 6 stunning sets of cuff links with imported stones styled by Stetson. Gorgeous leatherette covered metal box with plush velvet interior. A new and fast moving item. Guaranteed to delight you or your money back. Postpaid.

**\$42.00 per doz.**  
**\$4.00 each sample**

Also available while they last.  
F.O.B. Milwaukee, Wis.

	Retail	Your Cost
Nesco Fry Pans	\$19.95	\$ 9.95
Nesco Deep Fryers	34.95	15.00
Nesco Deep Fryers	29.95	12.00
Imported Cork Screw		
Bottle Openers	3.95	1.00

**SPHERIS BROS., INC.**  
525 W. Wells St. • Milwaukee, Wis.

**ATTENTION!**

- ★ PITCHMEN
- ★ CONCESSIONAIRES
- ★ DEMONSTRATORS

VISIT OUR NEW SHOWROOMS WHILE IN CHICAGO FOR THE CONVENTION

**FEATURING**

- Identification Bracelets
- Earrings • Necklace Sets
- Rings • Scatter Pins

Write for NEW CATALOG NO. 61 State Your Business.

Check-Full of Fast-Moving Jewelry Items.

**BIELER-LEVINE, INC.**  
208 W. Monroe St. Chicago 6, Illinois

**Free Wholesale Catalog**

CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Cloacouts, Etc.

SEND FOR YOUR COPY TODAY  
Please state your business.

**FRISCO PETE** 226 S. Wells St. Chicago 6, Ill.  
All Phones: Franklin 2-2567

**CHRISTMAS SALES**  
on your mind?

Feature WATCHES and JEWELRY

Ring up bigger and better Christmas profits by featuring our line of fashionable watches & jewelry.

**ALSO TREMENDOUS ASSORTMENT OF NAME BRAND REBUILT WATCHES**

**KANE WATCH COMPANY**  
Dept. BB-10  
104 Canal St., N. Y. 2, N. Y.

Send for FREE CATALOG and see for Yourself

**WE MANUFACTURE SHRINE CIRCUS FEZ**

Novelty Fez for all occasions. Perfectly blocked—looks like real Fez. Also PENNANTS for all occasions.

**THE G. B. FELD CO.**  
2256 E. 75th St. Chicago 49, Ill.  
Phone: ESsex 5-4884

Scott, Elaine  
Seabroff, Wm.  
Sears, Calvin & Mrs.  
Selle Bros. (manager)  
Severance, Chuck  
Shaffer, Jimmie  
Sharp, Max  
Shea, Peter J.  
Shelton, Julius C. Pat  
Shepherd, Junior  
Showers, Jimmy  
Siegel, Irving  
Skeels, Lee  
Sloat, Roy S.  
Smalz, Herr Johann  
Smilga, Jole  
Smith, Charley (Cook House)  
Smith, Mrs. Goldie  
Smith, William A.  
Snell, Smiling Jim  
Snow, Mrs. Myrtle  
Sodders, Orvin & Mrs.  
Spears, Sammy  
Sprang, John F. & Glinger Rave  
Stafford, Ben  
Starkey, John  
Stearns, Mrs. James  
Stuart, Al (Shooting Gallery)  
Stulber, H. G.  
Sturdivant, Arthur O.  
Swanson, Dave  
Tate Jr., L. A. & Gloria  
Taylor, Jos.  
Teahan, John  
Tezzano, Frank  
Thigsen, Mac  
Thomas, Ben  
Treadwell, James C.  
Trivette, Clyde  
Turlington, James

**MAIL ON HAND AT NEW YORK OFFICE**  
1564 Broadway  
New York 36, N. Y.

Adams, Amelia  
Blair, Don  
Burke, George  
Cosgrove, Robert B.  
Dayton, Leslie  
Evans, Tomas A.  
Hart, Margie  
Hughes, Allen  
Happy, Jenny  
Jerauld, J. J.  
LeMar, Elaine

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St.  
Chicago 1, Ill.

Burke, Mrs. Gerry  
Connell, C. A.  
Chisholm, John E.  
Dude, Fritz  
Dubeau, Mrs. Barbara  
Kortez, Peter

**Grandstand Shows**  
Continued from page 84

show closer to the audience by use of a movable stage.

Much interest is expected to be generated by an open discussion on evening grandstand shows, one of the major problems currently facing fairs. The Wednesday afternoon session will wind up with a report of the resolutions committee and the election of officers and directors.

The annual luncheon of the IAFE Past-President's Club will be held at noon on Tuesday with C. G. (Pete) Baker, immediate past-president, serving as toastmaster. Women fair executives and wives of the fairmen will hold their annual luncheon at noon on Monday. Mrs. Ruth Hartkopf, Eastern Idaho State Fair, will preside. Mrs. Willard Masterson, Milwaukee, is secretary of the ladies' group.

**N. J. Hopes Mount**  
Continued from page 50

State Supreme Court ruled illegal all games offering prizes, wherein a mechanical device was used, whether or not skill was a factor. The various county prosecutors, rather than answer to higher authority for wrong interpretation of the law, shuttered games of a wide description, even those of the hanky-pank variety. Some operators continued on a pure skill score basis, with no prizes offered, or handed out prizes of equal value to all players, regardless of score. These measures, however, did little good to restore business to its previous high level. Fairgrounds also felt the pinch.

The association kicked off with more than 100 members and named Mayor Stanley Tunney of Seaside Heights, a major resort property landlord, as president, Max Tubis of the Million-Dollar Pier, Atlantic City, is vice-president; Fletcher Creamer of Palisades Amusement Park, treasurer, and Gilbert Ramagosa of Wildwood, secretary.

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg.  
St. Louis 1, Mo.

Ackley, Mr. & Mrs. J. W.  
Adams, Michele  
Allen, Robert  
Anthony, Korrie  
Anthony, Marjorie  
Babb, Jackson E.  
Bacon, Wm. W.  
Barnes, Mrs. Lowell  
Barry, Alfred J.  
Bell, Bonnie  
Billon, L. E.  
Bluestein, Sam  
Boone, Geo.  
Borjovold, A. E.  
Brinn, Deana  
Bruno, Cecilian  
Butterbaugh, William G.  
Campbell, Carl  
Campbell, Mack  
Carlyle, Malcolm A.  
Carr, Kenneth  
Warren

Check, Ben  
Coelham, Dale  
Cook, James  
Creighton, E. E.  
Cromley, Robert  
Davis, Thelma  
Dunn, David B.  
Farmer, R. O.  
Fritts, W. R. (Jimmie)  
Garner, Mr. & Mrs. Louis  
Gilbert, A. L.  
Gilk, George  
Goodale, Mrs. Frank  
Hanton, A. W. Pat  
Harris, Marvin J.  
Henderson, Mr. & Mrs. Les & Vera  
Henson, William  
Hoar, Beryl  
Hogan, Bill  
Holston, J. F.  
Hontz, S. F.  
Horowitz, Harold G.  
Howe, C. J.  
Hudnall, Alice  
Humphrey, C. H.  
Hutchens, Mrs. J. T.  
Johnson, Roy  
Johnstone, Norman  
Juan, Don  
Kernes, James A.  
Kjos, M. O.  
Kline, Bob  
Koch, William  
Lantz, John W.  
LaRue, Skipkie

**MEN'S FINEST QUALITY SLACKS**

Lasting appearance and long life. Luxurious fabric—designers' styling.

**World Famous KASMIRE Flannel**

Sizes: 30-42. Colors of Grey, Navy, Charcoal and Brown.

**\$5.50 PAIR**

25% dep., bal. C.O.D., F.O.B. Chicago.

**C & G SALES**  
1080 Milwaukee Ave., Chicago, Ill.

**Make a FORTUNE Selling TOWELS**

LOW AS 3¢ EA

We've sold MILLIONS of Towels! Our Agents, Salesmen and Saleswomen are cleaning up! Now you can, too! Our prices are lowest in the country. Look at them:

100 Towels	\$ 4.50
200 Towels	20.00
1000 Towels	35.00
2000 Towels	65.00
3000 Towels	150.00

Sample pkg. 20 Towels, only \$1.00 plus 10¢ postage.

Others charge \$1.00 for FIVE towels, but when you buy unwoven cotton and rayon towels from us you can sell TEN for \$1.00 and make 300% PROFIT. Order today! Send money with order. C.O.D.'s sent if 25% remittance accompanies order. TOWEL SHOP, Dept. 864, 510 St. Charles, St. Louis, Mo.

**PLASTIC SANDWICHES**

MAKE \$18.00 an HOUR with the new PLASTIC SANDWICH MACHINE

This new remarkable PLASTIC SANDWICH MACHINE does a permanent, beautiful, professional, protective lamination job in exactly four minutes' time! Amazing earnings possible in your own studio permanently sandwiching PHOTOS and CARDS of all kinds, clippings, etc., between sheets of clear plastic. Sandwiching machines from \$39.50 up. Rush name for FREE sample and illustrated literature.

**PLASTICAST CO.**  
6612 N. Clark, Dept. LM-1906, Chicago 26, Ill.

**NOW! Save up to 50% on Nationally Advertised Gifts**

Use this big, new FREE CATALOG to buy all kinds of gifts and merchandise for yourself, family, friends, neighbors. Take the savings on big-name items. Also, make money spare time taking orders from others!

**EVERGREEN STUDIOS**  
Box 846, Chicago 42, Ill.  
Dept. 95

**SOMEWHERE IN THE WORLD . . .**

There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 — 1

**Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!**

**Send \$15 for sample package of 10 items**

**CONVENTIONEERS VISIT OUR SHOWROOMS LARGEST SELECTION IN CHICAGO**

You may re-order any of the individual numbers you desire.

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.  
25% dep., bal. C.O.D., F.O.B. Chicago.

**DIVISION SALES 3341 W. Roosevelt Rd., Chicago 24, Illinois**  
Phone: LAWndale 2-7377

**GENUINE LEATHER BILLFOLDS**

**\$5.40 PER DOZEN**

Individually Boxed

Inside Zipper, Secret Pocket, Removable Passcase, Card Folio, Assorted Colors: Redwood, Tanwood, Alligator gr.

- 17 Jewel Inca-Block Movement—Waterproof Men's Watch...\$11.00 ea.
- Rhinestone Set. Necklace & Earrings...\$10.80 doz.
- Zip-A-Round Billfolds...\$ 5.40 doz.

25% DEPOSIT, BALANCE C.O.D.

**ACCURATE SALES CO.** 5935 W. Roosevelt Rd. Cicero 50, Illinois

**ENGRAVERS AND DEMONSTRATORS: ATTENTION!**

**WRITE FOR CATALOG**

Men's Expansion Photo Idents from \$4.75 doz.

Boys', Girls', Ladies' Expansion Idents from \$4.00 doz.

Largest assortment of Plated Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders. Include postage with prepaid orders.

Heart or Round Necklace on 24" chain, Nickel or gold plated...\$27.00 gr.

**McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.**

**JUST ARRIVED!**

ONLY 500 DOZEN LEFT!

13 1/2" Dolls Imported From BUDAPEST, HUNGARY

Plastic face, fully dressed, cotton stuffed, hair long braids.

\$6.50 per doz. **\$5.50** In Gross Lots

LIMITED AMOUNT SO ORDER NOW!

16" CLOTH BABY DOLL \$5.00  
\$8.50 doz. in gross lots

10" PLUSH SCOTTY DOG \$5.75  
\$4.00 doz. in gross lots

9" ALL PLASTIC ASST. STUFFED ANIMALS \$6.50  
\$7.00 doz.

8" CHENILLE ANIMALS \$6.75  
\$6.00 doz.

Foam rubber stuffed

Minimum Order: 3 Dozen.

No extra charge for samples.  
**60 Pieces (12 of each) \$31.25**

F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. Send for NEW 40-pg. FREE CATALOG and closeout lists.

**ACE TOY MFG. COMPANY**  
536 Broadway, N. Y. C.  
WA 5-3234

**New "COLOR PIX" T. V.**

Brings Color! T.V. to Millions

Brings You! 300% Profit!

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:

**ALRICH MFG. CO., INC., Dept. B**  
Box 469 Great Neck, N. Y.

**HURDY-GURDYS FOR SALE**

Phone or Write:  
**NOEL GRAUBART Import & Export Co.**  
120 W. 42nd St. N.Y. 36, N.Y.  
Wisconsin 7-5902

**GIVE TO DAMON RUNYON CANCER FUND**

**7 POUNDS OF RUBBER FREE!**

**THE GORDONS**

This beautifully colored sample personalized door mat puts you in business. You send just \$1 for postage and handling!

Everyone with a name is a potential customer! We mold in personal names, nick-names, pet names, house names, store names—any names up to 13 letters. Choice of four colors. Nationally advertised in American Home, House Beautiful, Living, Redbook—over 115,000,000 readers every year.

**MITCHELL CUSTOM MADE RUBBER MATS**

You pocket all the cash

You get the orders, put the commission in your pocket. We ship direct from our factory. This is the fastest, easiest, most lucrative—but write to us NOW for more details and be your own boss on a full or part time basis. A tip from salesman Joe Novotny: "I started telling housewives what a wonderful gift a Mitchell personalized door mat made for weddings, birthdays, showers and parties. It increased my sales by 20%."

Coupon brings simple, clear instructions that show you how to get started right away—PLUS the actual full-size sample.

**MITCHELL RUBBER PRODUCTS, INC.**  
Attn: Mr. Raymond Mitchell  
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Los Angeles 65, California

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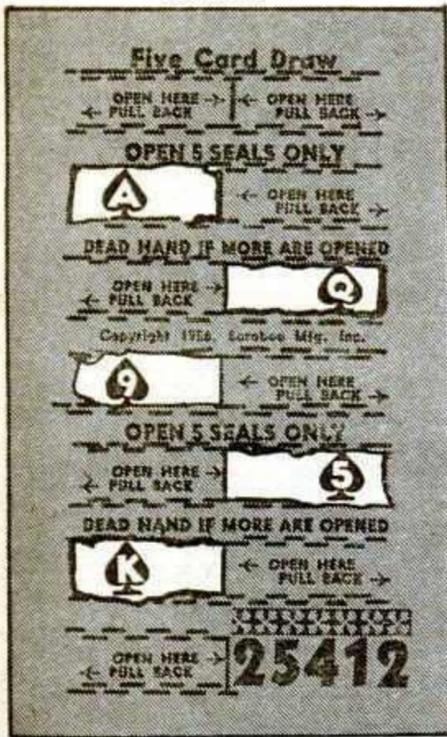
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# Gals Cavort at Hot Springs

Continued from page 60

gown of iridescent purple nylon. Other out-of-town ladies included Rachel Wells in a smart black lace and taffeta gown with unusual fishtail back detail, Amy Leonard in a gorgeous black satin cocktail-length gown with interesting boat neckline and rhinestone accessories, Katherine Doolan in lovely blue lace with rhinestone trim, Mable Brown in an Adrian of blue lace over flesh-colored satin, Mrs. Frestell in a white lace ankle-length gown with draped skirt, Betty Dyer in black cocktail gown with pearl trim and pearl skull cap, Elsie Johnson in a stunning white brocade and net with bouffant skirt, Sybil Lashbrook in an Adrian original white lame sheath-type gown, Rose Kahn in a Jacqueline gown of black wool with decollete neckline, Elsie Cupps in a gorgeous import of gray taffeta with sequin trim, Margie Glickman in a stunning gown of pure silk in a soft blue shade with rhinestone accessories and sequin trim, Mickey Young in a Dior of black satin and nylon with interesting side detail of pink lace, Mrs. Barney Gerety in a Renoir of black taffeta with pink puff bow side effect, Leona Brockman in a black taffeta, Mary Henry in a lovely black shantung cocktail suit, Betty Moss in a pink sequin and lace, Elaine Brock in a charming pink nylon, Mrs. Aitkins in brown applique net, Mrs. Miles Johnson in black and white faille, Dorothy Skoggs in blue and silver lame, Mrs. Anthony Fiduccia in an imported red broadcloth, Mrs. Dave Kaplan in black silk taffeta, and Mrs. G. J. Rumble in aqua brocade.

### Local Group

Lovely Hot Springs ladies added to the beauty of the evening. Eva Housley, wife of Mayor Housley, was attractive in a black sheath

gown by Dior with a beautiful side drape, Mrs. Helen Carroll was charming in gold lame gown with huge back bow of taffeta. Mrs. Jerry Watkins wore a stunning black crepe gown with jeweled accessories. Mrs. Leonard Ellis appeared in an imported pure silk gown of navy blue, Mrs. Don Weaver in a Jacqueline gown of black velvet and black lace with bouffant skirt of lace ruffles, Mrs. Charlene Hardin in beautiful blue taffeta with pleated neckline, Hazel Rigsby in a black crepe sheath gown with molded lines and pencil slim skirt, Mrs. Jack Pakis in a blue taffeta faille with scoop neckline, Mrs. Henryetta Schiller in aqua chiffon with rhinestones, Mrs. Ray Owens in blue nylon taffeta, Mrs. Emmett Jackson in a gown of embossed taffeta, Mrs. Lou Miller in black crepe with jet trim, Mrs. Argondale in white embossed nylon, Mrs. Chrissie Lemond in sapphire blue velvet, Mrs. Harry Foley in black taffeta, Mrs. Gladys Ridgeway in navy blue lace with embossed braid and pearl trim, Mrs. John Asimos in black lace over creme satin, Mrs. Zetha McAdoo in brown velvet with boat neckline, Mrs. Juanita Bernard in black and white wool, Mrs. Olive Conroy in black wool with white ostrich hat, Mrs. Jerry McAdoo in shocking pink velvet, Mrs. Alden Mooney in green nylon net, Mary Stonechipper in a Rosenstein original, Mrs. Byron Fath original, and Mrs. Dino in off-white brocade with matching coat.

### XMAS PARADE SPECIALS

**SQUAWKER REINDEER**  
w/Bow Ties & Squawker Voice

- 9" Bambi, Our "Ex" ..... \$ 1.80 Dz. \$ 21.00 Gr.
- 23" Reindeer... 6.50 Dz. 72.00 Gr.
- Jumbo Reindeer 13.00 Dz. 150.00 Gr.

### MECHANICAL TOYS —WINDUPS

- Metal Wind Up Santa on Sled w/Bell \$3.00 Dz. \$33.00 Gr.
- Hopping Fur Dog 3.25 Dz. 36.00 Gr.
- Hopping Fur Dog, Small ..... 1.50 Dz. 14.40 Gr.
- Playful Puppy w/shoe .... 6.50 Dz. 72.00 Gr.
- Boy on Bicycle w/bell .... 3.75 Dz. 42.00 Gr.
- Penguin, Walking, Turns Head .. 3.75 Dz. 42.00 Gr.
- Drummer Bear, Plush ..... 7.20 Dz. 84.00 Gr.
- Chimp w/cymbals, Plush ..... 6.50 Dz. 75.00 Gr.

### BALLOONS

- Per Gr.
- #14 Mickey Mouse Club w/black ears ..... \$7.50
  - Spirals, s-i-r-a-l-s ..... 5.50
  - #14 Tiger Kals ..... 7.50
  - #26 Two In One w/12 Mouse .. 13.50
  - #11 Two In One w/6 Mouse ... 6.75
  - #11 Pastel Santa Print ..... 4.75
  - #16 Paddle w/Santa Print .... 6.50
  - #14 Kat w/Santa Print ..... 6.00
  - #817 Santa w/Head & Body ... 5.50
  - #10 Mousehead ..... 5.50
  - #15 Mousehead ..... 7.50
  - #11 All Over Stars ..... 6.75
  - Reed Sticks ..... .60
  - 48" Dowel Sticks ..... Per 100 1.75
  - Workers For All Balloons ..... ea. .50

### ELVIS ITEMS

- 3 1/2" I Like Elvis Buttons, per 100 ..... \$8.00
- 70L-1 1/4" I Like Elvis Buttons, per 100 ..... 4.00
- Rock and Roll Foil Beanie, doz. .... 3.25

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## Miniature Train

Continued from page 50

had acquired complete financial control in 1941.

The founders of the firm in 1880 were a Scotchman and an Englishman, Allan Herschell and James Armitage. In 1903 the company was reorganized as the Herschell-Spillman Company, and in 1915 Herschell, John Wendler and Fred Fritsche formed the Allan Herschell Company. Wendler began working for the company in 1889 as a painter and eventually became president.

The Herschell-Spillman Company became the Spillman Engineering Company. Both made amusement rides in North Tona-wanda until 1945, when the Allan Herschell Company bought out Spillman Engineering.

John Wendler, who was a great personality among park and carnival operators, revolutionized the Merry-Go-Round. In the old days the horses and other animals were hand-carved from wood. Today Allan Herschell Merry-Go-Rounds have horses only and they are made entirely of aluminum castings, four legs, a head, tail and two body sections being welded together.

## \$5 Mil Funspot

Continued from page 50

present concept of the World Jungle Compound. It would have 100 concessions, would be surrounded by a new Monorail ride and would entail a line-up of amusement rides together with elaborate displays of live wild animals. There also would be reproductions of African, Asian and Middle Eastern jungles, market places and bazaars.

One principal said that Jungland would differ from Disneyland in that "all of Jungland's exhibits will be alive."

## N.Y. Ops Attend Open House at Seeburg Outlet

NEW YORK—Operators from Westchester, Rockland and Orange counties gathered at the showrooms of the Atlantic-New York Corporation here Tuesday (13) to view the new color combination in the Seeburg V-200.

Host at the open house was Meyer Parkoff, while Murray Kaye was on hand as official greeter. From the factory was John Stuparitz. Jack Gordon, Seeburg sales representative, was also at the event.

Visitors included Carl Pavesi, White Plains; Seymour Pollak, Tarrytown; Nat Bensky, Peekskill Music, Peekskill; Dick DiCicco, Westchester Amusement, Yonkers; Ed Goldberg and Archie Goldberg, Archie's Amusement, White Plains; John Tartaglia, County Vending, Port Chester; Lou Herman and Howard Herman, County Amusement, Mount Vernon; Harold Rosenberg, United Games, Peekskill; Lou Dessiderio Ossining, and Dave Conrad, Conrad Music, Suffern.

## Orowitz Joins Herman Dist.

NEW YORK—Dave Orowitz, a veteran of 23 years in the coin machine business, has been hired by Herman Distributors, New York Rock-Ola outlet, as a salesman for the metropolitan area.

Orowitz began as a cigarette operator in 1933, running the Kings County Cigarette Service in Brooklyn. From 1942 to 1944 he served in the Army, then put in a six-year stint with the Federal Bureau of Investigation following his discharge.

He re-entered the coin machine business in 1950, operating juke boxes and cigarettes in Brooklyn for the next six years.

## DJ Council to Work by Itself

CHICAGO—Murray Kaufman, WMCA disk jockey and head of the newly organized National Disk Jockey Council for Public Service, announced last week that his group will work only with government agencies and national non-profit organizations.

He said that while his organization will probably ask music operators for support on specific projects, the NDJPCS will formulate and supervise its own projects.

## 600 Jam Mass. Ops 1st Annual Banquet

BOSTON—Nearly 600 members and guests of the Music operators' Association of Massachusetts gathered last week (13) at the Commonwealth Country Club in suburban Newton for the group's first annual banquet.

Stars of the recording business, band leaders, celebrities, phonograph and record distributors attended the eight-hour affair. Some 28 acts entertained.

The banquet was a great step forward for the once-struggling organization which has been the

## 22 Operators Attend AMI G-200 School

GRAND RAPIDS, Mich. — Twenty-two music operators and servicemen attended a week-long service school on AMI's 200-selection machine last month as guests of AMI, Inc.

School was held at the firm's "little red schoolhouse"—formerly a residence which the firm converted for use in holding classes on its equipment—located across the street from the plant.

The course stressed "learning by doing" and enabled operators to work with every operating part of the machine, learn practical servicing and adjustment techniques.

The school included a tour of the plant, a showing of AMI's color motion picture on the juke box business (for use by operators in explaining the business to local groups).

Students were housed at a Grand Rapids hotel by AMI during their stay.

Service award certificates were presented to the following who completed the course:

C. B. Cornelius, Tip Top Amusement Co., Langenburg, Saskatchewan; George Wakefield, T & W Amusement Co., Nashville; Marcel Nault, Gerald Nault Amusements, Maniwaki, Canada; Henry Leonarczyk, Automatic Music & Record Shop, Knox, Ind.; Edward R. Lesewski, Blackie's Sales Company, Marshall, Minn.; Leslie Beach, Resort Attractions, Winnipeg, Can.

Roaney Hiebert, Hiebert Coin Machine Co., Stienbach, Manitoba, Canada; Laverne Tschappat, Blackie's Sales Co., Tracy, Minn.; Anthony Molettieri, John Molettieri, Lansdale, Pa.; S. M. Pascal, (Continued on page 114)

## Dime Play Keeps Gaining in Far West Slowly But Surely

### L. A. Conversions Steady With New Units; Salt Lake City, Denver Ops Optimistic

LOS ANGELES—Dime play is gradually becoming the standard in this area with operators taking advantage of the installation of new equipment and the setting and re-setting of older machines to boost the play price from a nickel.

The percentage of machines on dime play ranges from approximately 25 per cent to 100 per cent, the latter being the case in the San Fernando Valley where Walter Hemple's First National Music completed price conversion started about three years ago.

M.A.C. Venders, a comparatively (Continued on page 101)

SALT LAKE CITY—Juke box operators in Utah are viewing the changeover to dime play with a "so far-so good" attitude, and a strongly expressed hope that some laggards in the change will not bring about a reversal of the trend.

M. V. (Andy) Stevenson, owner of Consolidated Amusements Phonograph Company, said that the changeover to dime play is going well in the spots changed so far. He said about a third of his machines are changed, and expects to have all of them switched to dime play by the end of the year. (Continued on page 101)

DENVER — Uniform 10-cent play thruout the Colorado capital gives every appearance of becoming a reality, as the result of a co-operative movement which blossomed during October among Denver phonograph operators.

Until that month, altho there had been several sporadic attempts to establish straight 10-cent, three-for-a-quarter coin chutes thruout the city, the situation could be best described only as "spotty."

While a few operators with the majority of their locations in the downtown business district—in leading bars, lounges, restaurants, etc.—were able to get along on a three-for-a-quarter or 10-cent basis, the majority of operators in less prolific locations soon became discouraged at 10-cent play, and went back to the 5-cent, six-for-a-quarter, platform.

The only notable exception was the advent of the 200-play phonograph, which elevated at least 200 locations in the city into the 10-cent category. Operators reported that a business-like presentation of the cost and advantages of the 200-play machine to their location owners met with better co-operation (to the point that even many die-hards who had stubbornly refused to operate a 10-cent coin phonograph on their premises gave in).

Even with 200-play machines, however, 10-cent play has been largely uncertain according to leading operators. Some have operated 200-play machines for as long as six months in one location on 10-cent, three-for-a-quarter play, before giving up and moving the machine out for a lower-cost 5-cent play phonograph.

Given as the principal source of discouragement has been the attitude of several operators who have made no attempt to go into dime play, and have continued to offer 5-cent machines.

This problem changed radically during October of this year, when a sudden co-operative spirit gripped some 38 operators in the Denver area, who have begun a series of (Continued on page 101)

## Mich. UMO Adopts Youth Aid Program

### Ops Agree to 20% of UMO Dues Per Machine for Youth Scholarship Fund

DETROIT—An expanded new program of youth service activities, which will be based on a regular assessment on each juke box on location and culminate in awarding continuing scholarships to youngsters, was adopted as its major new activity for 1957 by the United Music Operators of Michigan (UMO).

Details of the program, worked out by Conciliator Roy Small, were adopted upon motion by Everett I. Watson, of the Ray Music Company, seconded by William M. Campbell, of the Campbell Music Company.

Effective January 1, the new program is built upon a special assessment of 10 cents per machine per month, considered equivalent to 20 per cent of dues.

To enlist public support and make people conscious of what operators are doing, stickers will be placed on all machines advising that "Youth programs receive 20 per cent of UMO dues on music machine at (location)."

Announcement of the program will be made to the public at the end of the year thru specially prepared and personalized season's greetings. About 10,000 will be sent out to all location owners, and to many public officials and civic leaders concerned.

This permanent financing is designed to make possible the establishment of a sustained program for youth activities, placing in a formal routine what has been done in a less formal manner over the past three years by the UMO (as described in detail in the past two issues of The Billboard). It will be built around a schedule of four major shows a year, in addition to a large number of record hops.

Record Guessing

An added gimmick will be a record guessing contest. Two 200-selection machines will be set up just as they would be on location at each of these four shows. The young guests will be given entry blanks as they arrive and asked to write in name, address and age—providing an invaluable mailing list and then guess what records, by title and label, will be on a particular number on the machine.

Prizes will be U. S. Savings Bonds. The UMO is to donate two \$50 bonds for each show as a starter. Plans are to enlist the co-sponsorship of record companies, of industrial and commercial firms of all types to support the program. The UMO goal, Small said, is a scholarship award of about \$5,000 each show. All bonds not won go to the scholarship fund.

A committee to include the three daily newspapers and public officials and civic leaders will be in charge of administration of the (Continued on page 116)

## MOA to Shape '57 Confab Dec. 2-5

### D.J., Operator, Record Mfr. Panels On Programming to Key Conv. Plans

OAKLAND, Calif. — Plans to make juke box record programming and merchandising an integral part of the business sessions at the 1957 annual convention of Music Operators of America will be shaped by the association's 40-member executive board when it meets here December 2 thru 5.

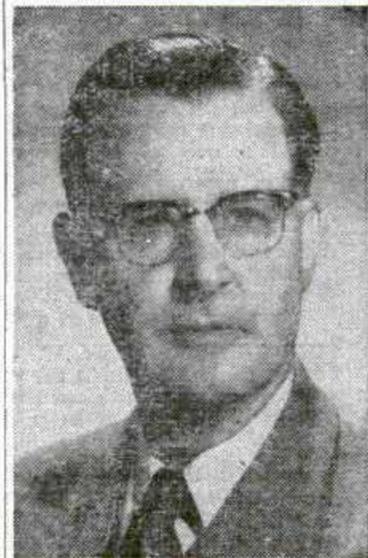
The convention will be held at the Morrison Hotel May 19 thru 21.

Tentative plans include setting up panels consisting of disk jockeys, record manufacturers and operators to discuss ways and means of im-

proving juke box programming and merchandising.

Disk jockeys, record manufacturers, distributors and one-stops and music publishers will participate in the programming phase of the business sessions, George A. Miller, president of MOA, announced Friday (9).

**Necessary Role**  
"We believe there is an important and necessary role for representatives of the record industry—and particularly for disk jockeys (Continued on page 112)



GEORGE A. MILLER

## Jukes to Take Lower Export Rates in West

LOS ANGELES — Coin-operated phonographs being exported to the Orient will in the future take the lower shipping rate of non-coin-operated phonographs because of a ruling by the Pacific West-bound Conference in San Francisco, Joseph Duarte, Badger Sales Company export manager, who spearheaded the campaign for the equalizing of rates, revealed here last week.

The approval of the conference group, composed of shippers serving the Orient, reduces the rate from \$59.75 per 40 cubic feet to \$45, the rate applicable to home phonographs.

G. E. M. Steacy, acting for W. C. Galloway, PVC chairman, confirmed the decision that the "description 'Juke Boxes' be interpreted to take the rates applicable under Local and Overland Item 450, have also been amended and are now interpreted to take the rates applicable under Local and Overland Item 2067."

# Juke Box Exports Up 51% for Third Quarter

CHICAGO—Juke box exports \$137,118 in July, 1955, to \$170,438 for the third quarter of 1956 are up 51 per cent over a like period in 1955, according to figures released by the United States Department of Commerce. The shipments increased from \$2,317,751 total dollar volume for the third quarter of 1955 to \$3,499,890 in 1956.

Exports for games and vending machines are also up for the quarter from last year. Game shipments soared from \$687,801 in the third quarter of 1955 to \$987,214 this year. Vending machine exports have increased from \$358,955 in the third quarter of 1955 to \$418,954 in 1956.

Analyzing the three months separately, the figures break down as follows:

A comparison of July export figures for 1955 and 1956 shows that dollar volume of shipments has increased.

Juke box shipments are up from \$825,742 in July, 1955, to \$947,100 in July, 1956. July game shipments increased from 253,279 in 1955 to \$343,373 in 1956. Vending machines also went up from

\$137,118 in July, 1955, to \$170,438 for that month in 1956. (See chart elsewhere in this section.)

### Top July Markets

Venezuela was the top market for juke box exports in July of this year, accounting for approximately \$160,000 of the total dollar volume. Close behind was Belgium, with \$141,000, and Tunisia with \$114,000. Canada, the leading outlet in 1955, dropped to sixth place with \$62,000.

In game exports for July, Canada retained its top spot from last year, with \$45,000 worth of games received. Almost tied for the lead is Belgium, with receipts totaling \$44,900. Following are Italy, Hong Kong and Venezuela, in that order.

In vending games, Canada again retained its leadership from last year, with exports totaling \$82,000 for July. France and West Germany trail with \$33,000 and \$16,000 respectively.

### August Gains

A look at exports for August of this year, also shows a substantial gain for all three classes of coin-

(Continued on page 107)

## MUSIC OPERATOR FORUM

# 200's to Head Ops' '57 Shopping List



This is the first part of a two-part Forum series on operators' buying plans.

Music operators will go all out in buying 200-selection juke boxes in 1957.

If the buying plans of those participating in this Forum is any indication of what's to come, the majority of operators will not only plunge head-long into operating the jumbo-size models next year, but one out of three said they expect to wind up this fall buying more brand-new juke boxes (of all types) than for the like period last year.

And a sizable number report they will end the year having bought more late-model used equipment this fall than for the same period a year ago. Eight out of 10 operators reported they are planning to buy more 200-selection machines next year than all other models combined; 67.5 per cent said they're going to do that this fall as well.

Just over 36 per cent said they plan to add more brand-new machines to their roster this fall than last and almost as many—30.8 per cent—that they would duplicate that with late-model used equipment (see accompanying chart).

Reasons for this big buying surge, as shown by Forum operators, are many and varied, but competition tops them all. Interestingly, poll results show there is minor correlation between having a better year in 1956 in terms of net profit and plans to buy more equipment next year.

In fact, just as many operators who complained of having a poor year in 1956 said they were going to hypo buying next as those reporting that 1956 topped the preceding year. Also interesting to note is the fact that all those reporting 1956 net was about the same as the year before indicated they were not planning to increase machine purchases either this fall or next year.

Explanations for all this are not hard to find: Many operators who enjoyed a good 1956 can normally be expected to increase buying in 1957. On the other hand, many operators experiencing a poor year can be expected to upgrade their equipment, buy some new and used machines to step-down their routes in order to be a more competitive position.

Still, of the operators stating that 1956 would be a better year in terms of net than last year,

only 8 per cent said they were not planning to step up buying, while over one-third of the operators who had said 1956 would not be better than 1955 stated they would not increase buying.

It is interesting to note that 80 per cent of polled operators stated they would buy more 200-selection machines next year than all other models compared to just 67.5 per cent of operators who said they would for the fall. If Forum operators are a good cross-section of operator thinking, 1957 may well be a boom year for 200-selection machine sales.

Exactly 60 per cent believe that they will equip 10 to 25 per cent of their routes with 200's, with nearly one-quarter saying they would use 200's on 25 to 50 per cent of their locations. These figures, if they reflect the thinking of the majority of operators, show marked changes in operator attitudes on 200-selection equipment since it was first introduced just over a year ago.

If the MOF operators do reflect the thinking of most operators, the 200-selection unit may displace 80 to 120-selection models as the dominant factor in operating within a relatively short time, instead of merely holding the position of being the biggest model in a field of many which operators would use only for top locations as they do today.

Almost all of the operators who experienced a better year in 1956 attribute it to one or all of these factors: Dime play, improved commission arrangements, more brand-new and/or newer equipment. Several Forum operators pointed out that all of these factors are interrelated: That when an operators upgrades his route, dime play and better commission arrangements are possible, not before.

### How They Voted

- Do you plan to buy more brand-new juke boxes this fall than last year?
  - Yes ..... 36.6%
  - No ..... 63.4%
- Do you plan to buy more late-model used juke boxes?
  - Yes ..... 30.8%
  - No ..... 69.2%
- Are you going to buy more 200-selection juke boxes than other models this fall?
  - Yes ..... 67.5%
  - No ..... 32.5%
- Are you planning to buy more 200-selection juke boxes than other models next year?
  - Yes ..... 80%
  - No ..... 20%

### The Question:

Will 1956 be a better year for you in terms of net profit than last year?

### The Answers:

#### Yes . . .

H. A. McFARLAND JR., McFarland & Robertson Music Company, Ada, Okla.: "Yes. We are nearly 100 per cent 10-cent play which is a lot more profitable. We are operating fewer, but better machines, which means a much larger net and fewer service calls."

CLAYTON L. NORBERG, C & N Sales Company, Mankato, Minn.: "Yes, because of expansion, closer tab on costs and dime-three-for-a-quarter conversion."

HAROLD MEEKER, Indianapolis: "Yes, mostly because of the new 200-selection equipment and dime play. Also: I'm not expanding as much, but rather I'm enhancing my present route. Tight money and competition only help a good operator improve."

E. D. REBORI, Automatic Amusement Company, Springfield, Mo.: "We think 1956 will be better in terms of net profit than last year because of the good records being produced and the fact that it is appreciated by the music-buying public. In addition, our city has grown and we operate on nickel play."

ROSS GERARD, Grafton, W. Va.: "I am looking forward to more net profit this year because I have an improved route with more new equipment and dime play. My route is larger and my equipment is newer."

B. J. ONOFRIO, Pep Amusement Company, Forestville, Conn.: "We'll have an increase in net because of dime play which provides the operator with more profit."

#### No . . .

FRANK GRECO, Greco Brothers, Glasco, N. Y.: "1956 was a poor year for us because of the weather mainly. Our summer resort locations were very poor this season because of cold weather, rain, etc. Other locations also showed a decline which reflects generally poor business conditions in our locality."

OHIO OPERATOR (who asked not to use his name): "Money seems to be tighter the latter part of this year than it has ever been. The higher cost of juke boxes this year hasn't helped, either. Dime play has helped some in some locations."

ILLINOIS OPERATOR (who asked not to use his name): "1956 will not be a better year if the last few months are indicative. However, the future could prove otherwise. The prime failure to achieve a better year in my opinion is the failure of the industry a new (game) item."

I: GREENFIELD, I. Greenfield & Sons, St. Albans, Vt.: "We don't expect 1956 to be better than last year in terms of new profit because of increasingly higher operating costs."

#### Same . . .

W. B. LOOSIN, North Alabama Amusement Company, Decatur, Ala.: "We expect 1956 to turn out about the same as last year. Dime play would have helped more if more operators in the area would convert to it. But even with nickel play all around us we have shown a gross increase."

BORIS H. SIEGEL, Columbus, O.: "Net profit in 1956 appears to shape up about the same as last year. Our purchases of new music machines holds up our inventory value but it doesn't increase our net. Manufacturers and competition force the purchase of 200-selection phonographs, but we do not believe they are of any retail value profit-wise."

Just Wait...  
'til you see the  
Rock-Ola  
"200"  
at all Rock-Ola  
distributors soon!

# Salt Lake Dime Changeover

Continued from page 99

He noted that in his travels over the State, most operators seem to be making the changeover as rapidly as possible.

Ray Samuelson, of Ray's Music, said all of his better equipment is already changed to dime play with the exception of a few isolated spots. "Where a competitor has refused to change, we are in stalemate, but there are only a few spots," he said.

He said the changeover is generally rather rapid. "But there are a few laggards in the business who are hanging back a little."

Most operators who have put the dime play into effect agree that there is no need for lagging on conversions, since the places that have changed have increased income for both the location and the operator.

Earlier in the changeover, operators throught the State estimated that the increase in income on various spots after the change to 10 cents per play ran from 20 to near 60 per cent.

Robert L. Holt, of Rainbow Music Company, noted that while the changeover is progressing all right "up to a point," some of the smaller operators are holding back. He noted that a very few have even switched back to nickel play.

He personally has converted old machines or placed new dime play machines at about 50 per cent of his route stops. He plans to change the rest as rapidly as he can, but

moves depend on whether the moratorium declared by the unofficial operators' association expires the first part of November or is continued.

The moratorium, merely a gentlemen's verbal agreement, was not to "jump" one another's spots until the changeover is completed.

Bob is angriest at one item in the music box business. That is direct distributor sale of machines to spots. He said he knows at least one distributor is doing it, and noted that such privately owned machines are usually set at nickel play.

He said that eventually such individually operated machines will "fall by the wayside." "They will probably never be able to finish paying for the machine in the first place, and instead of getting 50 per cent of the take from the machine under an operator, they get one-third of the take to apply to the machine's cost. Another third goes to the distributor and another third for maintenance, also to the distributor."

However, he found a bright note recently when one of the "private" owners asked him to put in a machine at the regular rate. "He is pleased," Bob reports, "because he is making twice to three times the money. He does not have to worry about programming, and we take care of maintenance. And all that after only a month of our operation."

# Uniform Dime Play in Denver

Continued from page 98

important business meetings, all of them on a voluntary basis, and focused on the dime play subject. The program has been generally credited to R. F. Jones Music Company, which sponsored the first meeting in its showroom, and publicized the event thoroely for a month before the program began.

Since that time, all operators have been invited to attend an open forum meeting series, which rotated from one distributor's showroom to another on a weekly basis. Meetings have already been held in the showrooms of R. F. Jones, Modern Music Company, Midwest Music Company and others.

The association of Denver operators has no formal basis whatsoever, it was indicated, with no elected officers, no bylaws and no formal schedule. This, it is felt, has been one of the major reasons for the heavy turnout which has been registered since the program began.

At each such meeting there has been a complete discussion of 10-cent play as successfully established in other communities, notably Pueblo, Colo.; Boulder, Colo.; Cheyenne, Wyo.

"Star speakers," of course, are operators who have already converted to dime play successfully, and have agreed to take the wraps off their operating methods and to share them with other Denver phonograph route owners. From the

program, expected to last for two months, there will probably emerge a thoroly workable basis on which all Denver operators will go into 10-cent play.

At this date, it is expected that the program can be best achieved thru a gradual transition, offering three plays for a quarter, as well as straight 10-cent play. Leading Denver operators have welcomed the meeting program, inasmuch as this is the first concerted-action get-together of Denver operators since the city's Music Guild broke up in 1953.

## L. A. Dime Play

Continued from page 99

new firm, has from 35 to 40 per cent of its phonographs on a dime, Ray R. Powers, general manager, said. The move to the dime is being made as rapidly as possible with all new equipment installed using that price.

California Music, operated by Sam Ricklin and Gabe Orland, has about 85 per cent of its machines on a dime. Orland said that the conversion was "no problem" and had been in effect for over two years. He also added that the dime play is deciding in many cases whether a route is profitable.

Hemple began converting his machines in the days of the Co-Operative Music Operators (COMO), an informal association of Valley operators. The group never formally organized but was the nucleus for the Los Angeles Division of the California Music Merchants. Meetings were informal with the operators discussing their problems, the main one then being the dime play. Thru these sessions, Hemple and others were able to move then from a nickel to a dime basis.

Morris Rood, Runyon Sales, reports that Ringer Ball is moving well. . . Tom Gobel, Hudson Valley Amusement, Beacon, N. Y., was a 10th Avenue visitor.

# Coin Machine Exports

July, 1956

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	102	\$ 62,224	485	\$ 68,505	995	\$ 93,661	1,582	\$ 224,390
Venezuela	197	160,150	479	31,730	30	8,655	706	200,535
Belgium	344	140,812	965	44,933	.....	.....	1,309	185,745
Tunisia	172	114,426	.....	.....	.....	.....	172	114,426
W. Germany	122	75,078	75	15,501	28	16,726	225	107,305
Mexico	170	94,417	250	8,750	50	750	470	103,917
Italy	30	21,991	234	35,312	.....	.....	264	57,303
Switzerland	81	41,315	13	4,302	21	2,888	115	48,505
Columbia	108	43,033	.....	.....	.....	.....	108	43,033
Hong Kong	10	3,700	213	32,439	26	3,000	249	39,139
Cuba	107	32,625	110	5,320	.....	.....	217	37,945
Peru	53	36,347	.....	.....	1	508	54	36,855
France	2	1,716	.....	.....	56	33,032	58	34,748
Netherlands	65	21,051	42	9,397	1	750	108	31,198
Japan	5	3,609	80	25,760	.....	.....	85	29,369
Austria	25	22,830	.....	.....	.....	.....	25	22,830
Others	183	71,776	242	61,424	34	10,468	459	143,668
<b>TOTALS</b>	<b>1,776</b>	<b>\$947,100</b>	<b>3,188</b>	<b>\$343,373</b>	<b>1,242</b>	<b>\$170,438</b>	<b>6,206</b>	<b>\$1,460,911</b>

## PLUS JUKE

### 347 Teens In Presley Mimic Tilt

CHICAGO—Over 2,000 spectators filled the Norshore Theater, Friday (9) to watch 15 finalists compete in the Elvis Presley Contest Night for the North Side crown as the "best impersonator" of the long-sideburned disk idol.

The contest was sponsored jointly by the Balaban & Katz Theaters, and Coven Music Corporation, which furnished a new 200-play juke box for the event.

Acting as emcees were Reid Farrell and Spider Webb, WAIT deejays.

Preliminary auditions were held the week before, with 347 contestants competing for one of the 15 finalist spots.

On the night of the contest the movie activities of the theater were halted as the finalists performed one by one on the stage to vie for audience selection of the winner. Both boys and girls, dressed in the Presley motif, pantomimed and sang—some to the accompaniment of records—some furnishing their own guitar music.

Numerous prizes, including Presley albums and theater tickets were awarded to all finalists, with the winner receiving an RCA "Blue Suede" phonograph to boot, as well as scheduled guest appearances on several local radio and television shows.

After the contest, the theater lobby was swamped as the crowd watched the teen-agers "rockin' and rollin'" to the juke box music for close to two hours.

Ben Coven, of the Coven Music Corporation, said that it was a great opportunity for the youngsters to get some stage experience and some exposure in front of the public. "If this thing goes over we'd like to continue with more of the same," he stated.

There will be "more of the same" on November 30 when the Marbro Theater will be taken over for the choosing of the South Side finalists. Sponsorship of the event will be the same.

**COIN MARKET PLACE**  
CLASSIFIED ADVERTISING  
The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

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**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
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**CASH WITH ORDER**

**DISPLAY CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATES: \$1.00 a line—\$14.00 per inch.

**CASH WITH ORDER**  
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THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

**Business Opportunities**

EXCELLENT MONEY-MAKING OPPORTUNITIES in coin radios and coin television for operators and distributors. Installations made in hotels and motels. Write or wire for details and prices. Corrado, Inc., 196 Albion Ave., Paterson 2, N. J. ch-np

**ROUTES FOR SALE**  
We have established Routes and Buyers for Routes in all parts of Eastern Coast. CIGARETTES, JUKE BOXES, GAMES, SODA, SCALES, VENDING, ETC. From \$5,000 to \$500,000. Whether buying or selling for complete confidential service, consult N. WEISMAN J. WEISMAN LEADING ROUTE SPECIALISTS LANE REALTY 107-40 Queens Blvd. Forest Hills, N. Y.

**Help Wanted**

POSITION OPEN. MALE—SALESMAN experienced soliciting locations for large northern Ohio music box operator. Grand opportunity for conscientious person on a steady basis. Salary, plus commissions, plus expenses. Write in strict confidence stating full experience and background. Immediate interviews. Box M-181, c/o Billboard, Cincinnati 22, Ohio. ch-no24

WANTED—PHONOGRAPH AND BINGO Mechanic, no drunks wanted. Music Machine Co., Brunswick, Ga.

WANTED—PHONOGRAPH AND PIN GAME Mechanic, including route work. Good salary. No drinkers or floaters. Phone 23, Key Amusement Co., 306 Taylor Ave., Farmington, Mo. del

**Parts, Supplies & Services**

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-no24

**Routes for Sale**

WELL ESTABLISHED COIN MACHINE Route, primarily bingos, for sale in Phoenix, Arizona. Owner must return to run farm in the north due to shortage of reliable help. Box M-182, c/o Billboard, Cincinnati 22, Ohio.

**Used Coin-Operated Equipment**

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Illinois. no24

**when answering ads . . . Say You Saw It in The Billboard**

**104 SELECTIONS**

there is a

**WURLITZER PHONOGRAPH**

for every location

**200 SELECTIONS**

**THE "G-200"**

- Instant eye-level visibility of all 200 titles
- Fastest record changer
- Widest choice of colors
- Exclusive multi-horn high fidelity
- Complete accessibility

AMI . . . music that makes more money for you . . . originator of the automatic selective juke box in 1927—ahead then, ahead now.

1500 Union Avenue, S.E. Grand Rapids 2, Michigan

**CIGARETTE—CANDY—COFFEE—CIGAROMAT**  
—FACTORY DISTRIBUTORS—

U-Select-It Candy & Coffee Royal "17" and Mercury Cigarette Machines, Waiting Scales, Whites Latex and Comb Vendor, Superior 5¢ Gum Machines. Write for information and prices.

**TEXAS ASSOCIATED ENTERPRISES**  
P. O. Box 1068 Amarillo, Texas

**CIGARETTE MACHINES — DU GRENIER**, Uneda, Rowe, quarter or 30 cent, and candy machines. All machines \$20 each. Harris, 2717 N. Park Ave., Philadelphia, Pa.

**DALE GUN, HOCKEY, DROP PICTURES**, Muto, Reel Machine, See-O-News, electric Card Vender, \$30 each. Chester Pollard Football, \$50. No crating, come and get 'em. Wm. Schrepel, Red Bud, Ill.

**FOR SALE—WHISPER TONE HOSPITAL** Radios, used, 10¢ for one hour; under-pillow Speakers, \$17.50 each; Stands with lamp shades, \$5 each. Miller Newmark Distributing Co., 42 Fairbanks St., N. W., Grand Rapids, Mich. ce22

**SANITARY VENDING MACHINE HEADQUARTERS**

"Spare" sanitary napkin venders, DAV razor blade venders, Advance 23C's National #5. National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

Authorized factory distributor of **ADVANCE VENDING MACHINES NATIONAL SANITARY SALES**  
Dept. B-8, 6640 N. Western Ave., Chicago 45

**SCALES FOR SALE—ALL MAKES, CHEAP**, write G. H. Scale Service, 208 Roemer Blvd., Farrell, Pa.

**VENDING MACHINES, PARTS, ALL SUPPLIES**, Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hershey's, 30¢ or 50¢ ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. no24

**75 COIN DAHLBERG HOSPITAL PILLOW** Radios, 1 or 2 hours for 10¢. Perfect working condition. Sandhaus, 5417 Guarina Rd., Pittsburgh, Pa.

**Wanted to Buy**

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. no24

**DALE GUNS, JET GUNS, ALSO CARNIVAL** and Big Top Guns. Reliable Coin Machine Co., 1433 W. Sherwin Ave., Chicago 26, Ill.

**USED VENDING MACHINES WANTED—** 49's, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Make, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-15n

**WANTED—COUNTER JUKE BOXES**, Music-Mites or S-Restaurants, give prices and condition in letter. Leon Miller, Box 7, Warsaw, N. C.

## In-Plant Feeding Keys Calif. Operator Meet Attended by 100

LOS ANGELES—The responsibilities of both plant and vending management in in-plant feeding headlined the business session of the fourth bi-monthly meeting of the California Vendors' Association Friday night (9).

Approximately 100 operators, suppliers and guests attended.

The speakers, introduced by B. J. (Bob) Grenier, association president and head of DeLuxe Vending Service, were Robert Melcher, personnel and industrial relations manager, Cal-Tronics Corporation; Ted Nicolay, Western Vendors, Inc.; Bill Tracy, Tracy Automatic Sales, and Ivan Wheaton Jr., W. & W. Vendors, Inc. Irving Yergin, of Neal Coffee Company, was called to the speaker's table to discuss and explain his firm's research program in offering single strength coffee in cans.

Speaking for the location manager in general, Melcher said that he had delved into books, talked to several of his plant's men and combined it with his own personal observations to see how vending fitted into the scheme of factory operation.

"There is very little information in industrial relation books regarding vending facilities," Melcher told the group. "After talking to sev-

eral in the plant, including the president, director of operations, and president of the employees' association, I decided to rely upon my own experience. Altho our management staff had a good word to say for vending equipment, none had given serious consideration to the subject."

Melcher pointed out that the industrial relations manager is generally responsible for adequate "in-plant" vending equipment. He added that each company has different needs for what applies to one firm. The speaker outlined that vending equipment should provide a complete, quick and convenient automatic vending service to supplement lunches and to provide nourishment at other times.

The advantages of in-plant feeding were listed as (1) 24-hour service each day of the week; (2) improvement of employee morale; (3) a source of income to the employee association (an extremely important advantage in that the employees do not feel dependent upon management, and (4) no capital outlay or risk for management.

"The problems that management faces are often within manage-

ment's control, but many are the responsibility of the vender," Melcher continued. Those within the scope of management's action include space and location, utilities, upkeep, loitering and security. The vender must handle appearance of equipment, service, quality of merchandise, refunds and change, and technological changes such as preference for brewed or powdered coffee.

Melcher suggested to the operator-group that they co-operate with the company in staging its picnics, parties and Christmas gatherings. He also urged that the vender become part of the company, emphasizing that a serviceman is the key to the operators' success.

Nicolay, well-known San Bernardino operator, declared that he found his subject "Industry Relations" synonymous with "Labor Relations."

After discussing the growth of Southern California and the potential of more homes and people, Nicolay said that "public relations roots are old and deep but have existed in its present form for such a relatively short time that there is

*(Continued on page 105)*

## A.B.T. Expands Via 3-Part Program

CHICAGO—The A.B.T. Manufacturing Company, subsidiary of Atwood Vacuum Machine Company, Rockford, Ill., has launched a three-part program keyed to an expanding role that A.B.T. plans to play in the vending industry. Summing up the plan, William A. Patzer, president of A.B.T. listed the following points:

1. Introduction of the first of a series of new coin components.
2. Creation of a national and foreign sales and service organization.
3. Expansion of plant facilities to four times the present size.

However, both Seth G. Atwood, president of A.B.T.'s parent firm, Atwood Vacuum Machine Company, and Patzer emphasized that, "A.B.T. will stay in the component field entirely. Complete vending machines will not be produced."

**New Line**  
First in the new component line will be a rejector, handling half dollars and quarters. It will be the same size and be interchangeable with the firms three-in-one Century rejectors. The National Automatic Merchandising Association convention in Chicago December 2-5 has been scheduled as the introductory date for the rejector.

Other components to be announced soon are cup dispensing, multiple coin changing and other units, with the latter vending up to four different prices.

**National & Foreign**  
The expansion to create more national and foreign sales and service organizations retains the firms' present outlets - Irving Ballard Company, Inc., San Francisco, and R. B. Clapp Company, Los Angeles.

Joining the team in October were: S-J Sales Engineering Company, New York, and E. J. McCaffrey, in the Merchandise Mart Building, Kansas City, Mo.

A third new outlet is in the process of being set up in Detroit, headquartering in the News Center Building.

As in the past, Nova-Apparate-Gesellschaft, of Hamburg, Ger-

many, will serve as the overseas outlet. However, under the new program, it will undertake light manufacturing and set up branches in several European countries. These include, Madrid, Spain; Brussels, Belgium; Paris, France; Naples, Italy, and cities not named in Sweden, Switzerland and England.

By next spring, A.B.T. plans to have two more branches in Dallas and Mexico City.

**Expand Plant**  
The increased expansion will be followed by a stepped up production schedule in the present plant on Kedzie Avenue, Chicago. However, future plans call for the construction of a new 200,000 square foot building, to house the firm's facilities, an increase of four times the size of the present structure. The new quarters will most likely be constructed in a Chicago suburb.

## Leary Cites Consolidation as Factor in Improved Grosses

UNION CITY, N. J.—Ball gum operators in the Southeast have reported near-record earnings this year, according to Leo Leary, recently appointed executive vice-president of H. K. Hart Confections.

Leary attributed the increase in earnings to the consolidation of routes and the gradual elimination of the part-time operator from the scene.

He explained that the current crop of operators is better equipped for route management in terms of experience and general business ability.

**Large Routes**  
During a recent Southern trip, Leary said that of 30 operators he spoke with, the smallest route was 600 machines, while the largest was 5,000 machines. Average operator,

## Sets Up Calif. Parts Depot For Rowe Mfg.

CULVER CITY, Calif.—E. F. Stanton & Son has set up a parts supply depot here for Rowe Manufacturing Company, with other manufacturers expected to establish the same service thru this firm.

The installation of the parts and service departments here fits well into the drive started a few months ago by the California Automatic Vendors' Association for such sources.

E. F. Stanton, a veteran operator, said that the initial plans for the Rowe depot was begun over a year ago. It was only consummated a few weeks ago with Joseph Mendell, Rowe regional manager.

In addition to parts, the firm employs three factory trained engineers available in 11 Western States. They are M. McCausland, formerly of Lion Manufacturing Company; Ralph Phippe, specialist on cigarette, candy and milk machines, and Kan Young, vending engineer.

Stanton plans to add other manufacturing companies to be served, with an announcement along this line to be made soon.

## Cole Ends Six Showings of Hot Spa '7'

CHICAGO — Cole Products Corporation concluded a series of six showings of its Hot-Spa "7" last month.

During the showings a new Cole office was opened in Detroit at 8750-C West Chicago Boulevard, and another Cole office was relocated in Boston. Address of the Boston headquarters is now 448 Huntington Avenue.

The Cole showings were held in St. Louis, Harrison, N. J., and Detroit, September thru October.

The most recent showings took place in Kansas City, November 8-9, at the President Hotel, hosted by Edward Granger, divisional sales manager; Los Angeles, November 8-9, at the Chapman Park Hotel, hosted by Larry Granfield Sr.; San Francisco, November 16-17, at the Whitcomb Hotel, also hosted by Granfield Sr., and in

*(Continued on page 104)*

## Lyon to Preem New 4-Flavor Drink Machine

NEW YORK—Lyon Industries, Inc., will bow a new four-selection cup drink machine at the annual National Automatic Merchandising Association's convention in Chicago December 2-6.

According to Tom Rowan, Lyon sales manager, the unit will have a cup capacity of 1,000 and an ingredient capacity of 2,000 cups. He added that the unit will have a standard pressurized system, with an ingredient control of 1 cubic centimeter.

Rowan said that the vender has a Dyalite illuminated sign atop the cabinet. This sign, he explained, gives the illusion of motion with only one rotating part.

**Price Not Set**  
Price on the vender will be announced at the show. Rowan emphasized that the new machine does not replace the 1400 and 200 series, which will continue to be produced.

Representing Lyon at the NAMA show will be Stuart Lyon, president; Rowan; Luke Henry, service head, and John Donahue, parts head.

## Cont. Near on Plant Wings In Westbury

WESTBURY, L. I., N. Y. — Completion of the two additions to the plant of the Continental Vending Machine Corporation here is scheduled for January 1, a company spokesman announced last week.

Steel erection has already been finished on the two wings, one to be 10,000 square feet and the second to be 32,000 square feet. The wings will more than double existing manufacturing space.

Construction will be of prefabricated aluminum, brick and glass, matching the design of the original one-story plant.

The new facilities will be used for the manufacture of the Corsair cigarette machine and for a line of food, self-brew coffee, hot chocolate and pre-mix beverage venders, soon to be introduced.

According to Harold Roth, Continental president, the firm will employ 500 persons by the first of the year. It currently employs 250. The Harrow Construction Corporation, Long Island City, is doing the building. The New York firm of Kahn and Jacobs is the architect.

## Apco Parent Firm Doubles Net Sales

NEW YORK — The United States Hoffman Machinery Corporation has more than doubled its sales for the first nine months of 1956 as compared with a like period a year ago, the firm reported last week.

Hoffman owns diversified manufacturing plants, among which is Apco, manufacturer of cup drink and cigarette machines.

Net sales for the 1956 period were \$68,339,198, compared with \$31,372,794 a year ago. Net income for the 1956 period is \$3,172,939, or \$1.51 a common share, a gain of 67 per cent over the \$1,895,571, or 89 cents a share, a year earlier.

## Murach Leaves AMANJ Post

NEWARK, N. J.—Edward A. Murach, executive director of the Automatic Merchandisers' Association of New Jersey, announced his resignation, effective December 1. He had held the post since the establishment of the AMANJ two years ago.

A graduate of Rutgers University, Murach had been a Rutgers public relations man and had worked for T. J. Mackay Associates, New York public relations and fund-raising firm.

Prior to joining the New Jersey vending group, Murach had been public relations director for the New Jersey Motor Truck Association.

During the last two years Murach appeared at nearly 200 public hearings on behalf of the vending industry and was instrumental in various legal battles to prohibit discrimination against milk vending machines.

## N. Y. Bulk Ops Launch Drive For Members

NEW YORK—Plans for membership and sanitation drives were discussed at the regular monthly meeting of the New York Bulk Vendors' Association here Wednesday (14).

Currently, the association is composed of 32 operators representing about half of the bulk gum and nut machines in the metropolitan area.

According to Moe Mandell, NYBVA president, all operators of merchandise venders are eligible for membership. The group meets the second Wednesday of each month at the Central Plaza on Second Avenue.

The clean-up and sanitation drive will stress machine cleanliness and attractiveness.

# COINMEN YOU KNOW

## Chicago

By NICK BIRO

In from Honolulu—Martin Bromley, Bally's Far East Distributor, looking over the factory.

Also visiting Bally last week were Jake Friedman, Friedman Amusement Company, Atlanta; Ed Morrison, of Dunis Distributing Company, Spokane, and Al Calderon, of Calderon Distributing Company, Indianapolis.

Ed Levine, of Chicago Coin, whispering about a "very special

item" he's going to show at the Outdoor Show this month.

Herb Perkins' Gal Friday—Marie Hopp — at Purveyor planning a vacation siesta to Los Angeles, and, of all places, to Las Vegas, studying the silver dollar coin chutes.

Coven Music Corporation conducting operator schools this week, in Rockford, Skokie, Aurora and Peoria. Presiding will be factory representative Reid Whipple and Coven salesman Herb Bidekap. This follows up last week's successful sessions in Gary and Chicago.

Donan's Mac Brier back from a road trip in Wisconsin sporting a much bandaged hand. Seems Mac's car heater wasn't working too well, so he stuck in his hand to fix the trouble. The heater fan was still spinning.

Mac also credited the relaxed restrictions for dollar exchange between the U. S. and foreign countries for the pick-up in coin machine exports.

Saying hello to Paul Huebsch at Keeney—Mac Watson, of Iowa Novelty Company, with their chief mechanic, Earl Dufoe. John Conroe, Keeney vee, off to the East Coast to check on some government contracts.

Val Allbritten, Southern district sales manager for Keeney, working with distributors and operators in Louisville region on the coffee-chocolate venders.

Welcomed back to the Billboard was Ken Knauf after a nasty hospital siege—looking hale and well.

On the road for United—Billie DeSelm missing a lot of activity at the plant. Jack Mitnick, pinch-hitting for Billie, busy showing off their new Bowling Alley.

We ran into a very busy Don Perry at Como—production just coming off the line has him fully occupied. Glad to hear from Ed Ratajack, AMI sales director—reporting business going very well. David and Alvin Gottlieb hosting visitors at a very sumptuous dinner table at the plant.

## New York

By AARON STERNFIELD

Joe Young, Irv Holzman and Abe Lipsky, of Young Distributing, go to Philadelphia next week to

take in the Army-Navy game. . . . Claire Moran, of the Associated Amusement Machine Operators of New York, expects 400 at the organization's annual dinner-dance at the Waldorf-Astoria December 8.

Johnny Billota, Newark, N. Y., Wurlitzer distributor, and Tommy Greco, Glasco, N. Y., were 10th Avenue visitors last week. . . . Bernie Boorstein and Phil Steckel, of Leslie Distributors, arrived early Saturday morning (17) for the annual dinner of the New York State Operators' Association. Reason for the early arrival was the presence of a nearby golf course.

Jack Lichtenstein has bought out the share of his partner, Sol Danksy, in their game operation. The route is now known as D&L Amusements.

Aaron Herman and Art Herman, of Kings Amusement, have sold part of their route to Bernie and Rubin Antonoff, B&R Amusement. . . . Bill Chase, of Whitestone Amusement, has moved his head-

(Continued on page 104)

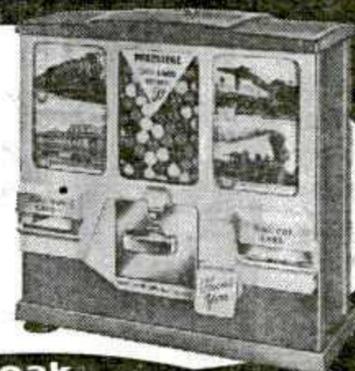
## J. SCHOENBACH

Distributor For  
oak Manufacturing Co., Inc.  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
Resident 2-2900  
PHONE or WRITE FOR PRICES

# the new OAK'S "PREMIERE"

vends  
Ball Gum  
and Picture Card  
both for 1c

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



oak

oak's famous ACORN  
all purpose vendor

The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!

contact your  
DISTRIBUTOR or

West Coast Factory Sales Office  
OPERATORS VENDING MACHINE SUPPLY  
1023 So. Grand Avenue, Los Angeles, California  
OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, California

East & Midwest Factory Sales Office  
M. J. ABELSON, Phone: AT 1-6478  
2033 Fifth Ave., Pittsburgh, Pa.

when answering ads . . .  
Say You Saw It in The Billboard

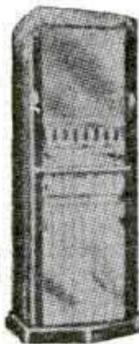
## Cigarette Machine Conversions

IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for

ROWE Imperials, Royals, Presidents, Crusaders NATIONAL 930, 950 750, 9A UNEDA All Models

ALSO AVAILABLE: ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MACHINES (Containers) for all DuGrenier and National Machines. Will vend King Six & Reg. in all Cols. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION



## Uneda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"  
250 Meserole Street • Brooklyn 6, N. Y. • HEGEMAN 3-6295

ROWE CRUSADER 8 Cols., 340 cap. 25¢ and 30¢ Vend, King and Regular. Fully Modernized—Cut Base.

Sensational Special Offer—Only \$100.00

All Equipment Unconditionally Guaranteed.

COMPLETELY RECONDITIONED AND REFINISHED

We Carry in Stock Every Make and Model of Name Brand Cigarette and Candy Vendors.

TRADE PRICES  
1/3 deposit, balance C.O.D.

## The Billboard's

# NAMA CONVENTION ISSUE

WILL DELIVER ADVERTISER'S SALES MESSAGE INTO THE SHOPS AND HOMES OF COINMEN THRUOUT AMERICA AND CANADA . . . AND AT A

• LOW, LOW CHARGE PER READER

LET THE DECEMBER 1 ISSUE OF THE BILLBOARD DISPLAY YOUR PRODUCTS TO COINMEN EVERYWHERE.

Reserve advertising space now. Write or call your nearest Billboard office listed below.

ADVERTISING DEADLINE  
**NOVEMBER 22**  
ISSUE DATED  
DECEMBER 1

CHICAGO 1, ILLINOIS  
188 West Randolph  
Central 6-8761

NEW YORK 36, N. Y.  
1564 Broadway  
Plaza 7-2800

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

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

CINCINNATI 22, OHIO  
2160 Patterson St.  
DUnbar 1-6450

# POPPERETTE

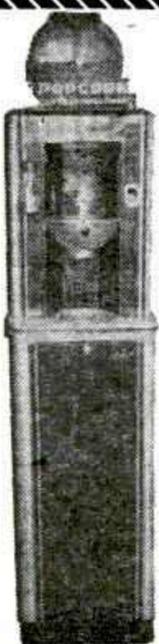
Fully Automatic  
Popcorn Machine

10¢ Hi Profit %

**\$159.00**

TERMS: 1/3 Deposit with order,  
Balance COD

Write, Wire or Phone



## Mayflower Distributing Co.

2218 University Ave. St. Paul 4, Minn. Midway 6-7901

# PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you Good indoors or out Produces up to 200% profit Wins Customers for Locations Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO. Dept. B 3206 Grace St. N.W., Washington 7, D. C. Send more details  Send scale  \$20 deposit enclosed  NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!

OUR SPECIALTY IS HELPING MORE OPERATORS MAKE MORE MONEY STANDARD SPECIALTY CO. 5115 E. 14th St. Oakland 1, Calif. Phone: AN 1-9037

MANUFACTURERS & DISTRIBUTORS OF: Panned Candies • Gum • Vending Machines • Parts & Supplies

PLUG-IN BEADS Our Plug-in Beads are the exact size of 210 count gum. They are available in beautiful OCEAN PEARL, lustrous PEARLITE or brilliant OPAQUE colors. 25M or more, \$3.00. Less than 25M, \$3.50. See our new Plug in ANIMAL HEADS and connecting links. Order bright red Opaque Beads to use with our complete line of Christmas Charms. Send 35c for Regular Sample Kit of Charms. SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line. World's Largest Selection of Miniature Charms PENNY KING COMPANY 2538 MISSION STREET PITTSBURGH 3, PA.

# COINMEN YOU KNOW

Continued from page 103

quarters to 3130 Bruckner Boulevard, Bronx.

## Los Angeles

By SAM ABBOTT

Ben Korte, Glendale operator, is back from a hunting trip. Joe Tamulonis, of the Desert Music Company, Banning, reports that his 12-year-old son killed his first buck in about the first hour out and within four miles of the family home. . . . Bill Yeddin, Los Angeles operator, is back from deer hunting in Utah. . . . Ray Millhizer returned to his headquarters in Las Vegas following a hunting trip in Utah. . . . Jack Gutshall, Corona music operator, is getting ready for some hunting.

Charles Hipp, bulk vending machine operator, is recuperating from a recent illness. . . . Joe Arguelles, who formerly had his bulk vending operating headquarters in Bellflower, has moved to Long Beach. . . . Ken Bailey, Ontario, is loud in his praise of the AMI 200. He says it is the best machine he has ever operated and that he has played the field. . . . Bill Shaeffer, Bakersfield, in the city on a buying trip. . . . Frank Lamb, of Jud Coin Service in from his headquarters in Montbello. . . . Ed Wilson, Burbank, made the Coin Row rounds early last week. . . . George Kirby was in the city from Riverside. . . . Jack Neel, of G. F. Cooper Music in Riverside, made his regular semi-monthly buying trip here.

Jack Leonard, of the Badger Sales Company's parts and premiums departments, is working nights to get the stock displayed for the Christmas buying. . . . Don Ames, who represents Badger Sales in San Diego, made a trip here for sales conferences with William R. Happel Jr., head of the firm, and to visit his brother, Marshall, coin equipment sales manager for the company. . . . Sheridan Thompson returned to his route in Long Beach after doing active duty flying jets. He is an Air Force reservist. . . . Paul Johnson, Los Angeles music operator, visited relatives in Laguna Beach last week. . . . George Van Drake, well known in the operation of kiddie rides in San Bernardino, here on a buying and seeing trip. . . . Fred Licksinger and wife here on one of their infrequent trips from Needles. . . . Bill Fritz, manager of the parts department at Paul A. Laymon, Inc., is on vacation.

Ball and VENDING GUMS LOW Factory Prices AT BIG SAVINGS BUBBLE • CHICLE CHLOROPHYLL and TAB Bubble Ball Gum, 148-170 & 210 ct. . . . 27¢ lb. Chicle Ball Gum, 130 ct. . . . 35¢ lb. Clor-o-Vend Ball Gum . . . 40¢ lb. Clor-o-Vend Chicks, 320 ct. . . . 40¢ lb. Chicle Chicks, 320 & 520 ct. . . . 34¢ lb. Bubble Chicks, 320 & 520 ct. . . . 27¢ lb. Tab (short stick), 100 ct. . . . 38¢ box 5-Stick Gum, 100 packs . . . \$1.90 F.O.B. Factory. 150 Lb. Lots AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant • Newark 4, N. J.

FINEST RECONDITIONED VENDORS Silver King, 5c . . . \$ 8.50 Acorn, 5c . . . 10.00 N. W. 49, 1c . . . 12.50 Master 1c & 5c Comb . . . 8.50 3 Col. Hot Nut 5c & 10c Comb . . . 25.00 Columbus, 5c—New . . . 8.50 Asco Hot Nut . . . 7.50 N. W. Model 39 . . . 7.50 N. W. Model 33, Ball Gum 7.50 Perfume Mach., 3 Selection 29.50 Du Granier 6 Cols., 1c Tab Machine . . . 17.50 Acorn 1c or 5c, Look Like New . . . Write for Price STONER CANDY MACHINE 6 Cols., 102 Bar Cap., 5c & 10c, only . . . \$125.00 All machines completely checked and ready for location—Order with complete confidence. 1/3 deposit, balance C.O.D.

Rake Coin Machine Exchange 609-A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

# Coke Names Law Sales Plans Head

NEW YORK—The Coca-Cola Company has named Thomas J. Law Jr., former promotions section manager of bottler sales, head of the advance sales plans section. He will be succeeded by Gordon Parrish, former sales promotion manager for fountain sales. Law joined Coca-Cola in 1933 as did Parrish.

# Cole '7' Showings

Continued from page 102 Boston, November 15-17, at Coles new office.

More to Come Continuation of similar showings will begin in January. To be held in Chicago, Washington, Atlanta and Denver, they will also include additional Cole equipment announced at the NAMA convention.

Home office personnel attending the recent meetings included Richard Cole, executive vice-president; Stanley Gaines, vice-president, and Dennis Nagy, head field engineer.

L. E. Hirsch is divisional sales manager heading the new Detroit office, while Henry and Ben Ross jointly man the Boston headquarters.

Experienced Operators Say: "YOU MAKE MORE MONEY WITH . . . Northwestern VENDING EQUIPMENT

PROVE IT TO YOURSELF THE NORTHWESTERN CORP. 21164 Armstrong St. Morris, Ill. Just try a Model 49 all-product vender on your route and see for yourself how you can make more money. It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each \$12.75 Each 100 or more 30 day money-back guarantee if not satisfied 1/3 deposit on all orders Write for lowest prices on filled Capsules. Immediate delivery. SPECIAL TRADE-IN OFFER As High as \$6.00 Per Machine on VICTOR TOPPERS Send Us Your List. VEEDCO SALES CO. 2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

MANDELL GUARANTEED USED MACHINES N.W. Model 49, 1c or 5c . . . \$12.00 N.W. Deluxe 1c & 5c Comb. . . . 12.00 N.W. 233 1c Perc. B.G. . . . 7.95 N.W. 233 1c Perc. B.G. . . . 6.50 Columbus 5c Bulk . . . 6.50 Silver King 1c B.G. or Mdse. . . . 7.45 ABT Gums . . . 8.00 Acorn, 1c or 5c . . . 8.50 MERCHANDISE & SUPPLIES Pistachio Nuts, Jumbo Queen . . . \$ .80 Pistachio Nuts, Large Tutis . . . .77 Pistachio Nuts, Vendor's Mix . . . .70 Pistachio Nuts, Sheik . . . .57 Cashew Whole . . . .66 Cashew Butts . . . .63 Peanut, Jumbo . . . .45 Spanish . . . .32 Mixed Nuts . . . .57 Tabby-Lets, 520 ct. . . .30 Rainbow Peanuts . . . .32 Boston Baked Beans . . . .28 Jelly Beans . . . .28 Licorice Gems . . . .28 Leaflets (similar to M. & M.), 550 ct. . . .40 Assorted Fruit Charms, 100 ct. . . .42 Hershey's . . . .43 Rain Blo Ball Gum, 60 ct. . . . \$ .28 Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct. . . . .30 Rain Blo Ball Gum, 100 ct. . . . .32 200 lb. minimum, prepaid on all Rain Blo Ball Gum. Adams Gum, all flavors, 100 ct. . . .45 Wrigley's Gum, all flavors, 100 ct. . . .45 Beech-Nut, 100 ct. . . .45 Hershey's Chocolate, 200 ct. . . .1.40 Minimum Order, 25 Boxes Assorted. Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D. STAMP FOLDERS, Lowest Prices. Write NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL 446 W. 36th St., New York 18, N.Y. LOngacre 4-6467

CIGARETTE AND CANDY MACHINES Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare! STONER 8-COLUMN CANDY, 160 capacity, prewar model . . \$110.00 STONER 6-COLUMN CANDY, 102 capacity, prewar model . . . 80.00 STONER 8-COLUMN CANDY, 160 capacity, postwar model . . 165.00 ROWE 8-COLUMN CANDY, 120 capacity . . . . . 60.00 DuGRENIER "W" CIGARETTE, 9-column, king-size . . . . . 65.00 DuGRENIER MODEL S 7-column, king-size . . . . . 45.00 UNEEDA 6-COLUMN CIGARETTE, king-size . . . . . 45.00 All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra. NATIONAL VENDING SERVICE CO. 308 Furman St. Brooklyn, N. Y. TRIangle 5-1857

WE HAVE OAK'S "PREMIERE" T. T. VENDING SALES CO. 2659 N. Racine Ave. Chicago 14, Illinois

GIMMICKS CHARMS CHARMS GIMMICKS BEADS RINGS METAL SCISSORS AND PLIERS Each "Excellent"—Together Terrific Scissors Cut—Pliers Move 5,000 and Up . . . \$10.50 per 1,000 1,000 to 4,000 . . . \$13.00 per 1,000 TOGETHER—they're a GIMMICK TEAM, unbeatable. Order each item separately or mixed 50-50. SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35 L.I., N.Y.

### Peckham Retires

NEW YORK—Major General Howard L. Peckham, head of the Army and Air Force Post Exchange Service, will be honored at a dinner at the Governors Island Officers' Club on December 1.

The New York Chapter of the Quartermaster Association is sponsoring the affair on the occasion of General Peckham's retirement.

### In-Plant Feed'g Keys Op Meet

• Continued from page 102

little general agreement on its precise definition.

The subject was summed up as "good conduct, and getting credit for it."

"It is now necessary for all business executives to have the ability of sensing the public's wants, needs, fears, likes and dislikes, and of acting accordingly," Nicolay continued. "Do not fall into the threshold of the business man who gets his company into trouble by being lax in administration, employee relations, location relations, field work, etc. For if good relations and good conduct had been practiced all along, the trouble might not have arisen. Public relations must start at the top and can only be as good as the continuing conduct of the com-

pany's principal executive. You must show trust for others who work for you, so they reflect your thinking in every action. You must recognize that people are the most valuable asset of any organization, that brains are the most productive thing in your organization—so our biggest job as public servants, as executives, as managers, is to develop an atmosphere in which these brains can work toward a goal which has been provided for them.

"There are enough operators, manufacturers and suppliers who are either directly or indirectly attached to our industry who know that a solid, continued public relations effort alternately works to the good of both your operation and your accounts. Any time, effort or money that can be spent to increase your standards in your community by way of good, sound business practices will ultimately pay off for you and the entire local vending industry."

Tracy's subject was "Public Relations Vs. Vending." He urged that the operators concentrate on something other than just selling.

Wheaton discussed "Some Methods to Improve Our Operations." He displayed a report sheet in which sales, costs and commission rate are returned with the monthly check to the location-owner. He added that while these cost quite a sum of money, his Long Beach firm had found them worth the expenditure in the good will returned.

Those attending were the guests of Tenco, Inc., at the cocktail hour.

### Lorillard Names Fred Storm as Sales Prom. Head

NEW YORK—Fred Storm has been named to the newly created post of director of sales promotion for the P. Lorillard Company. He had been Northern States sales manager.

Storm will report to Harold F. Temple, vice-president and director of sales. W. A. Jordan, who had been Philadelphia sales manager, replaces Storm as Northern States sales manager.

The newly appointed sales promotion director joined Lorillard as a salesman in 1933, was division manager in Rochester, N. Y., later was Boston division sales manager and in 1947 was assistant sales manager in New York. He was named Northern States sales manager in 1951.

Jordan joined the firm in 1935 as a salesman in Philadelphia, later was assistant division manager in Philadelphia, division manager in Charleston, W. Va., and Wilkes Barre, Pa., and in 1943 was named Philadelphia field manager.

### Lorillard Names John A. McGlone

NEW YORK—John A. McGlone has been named field manager in Philadelphia for the P. Lorillard Company. He succeeds W. A. Jordan, who was recently named Northern States sales manager.

In other appointments, Lorillard has named Walter R. Warren division manager in Philadelphia; Adrian W. Uhlein as division manager in Camden, N. J., and Charles W. Owston as assistant division manager in Philadelphia.

L. R. Distributing Company's routeman Ed Billyard has just returned from his winter vacation. According to Les Reder, his other veteran routeman, Carl Staska is readying to take off for a 10-day deer hunting trip within the next week.

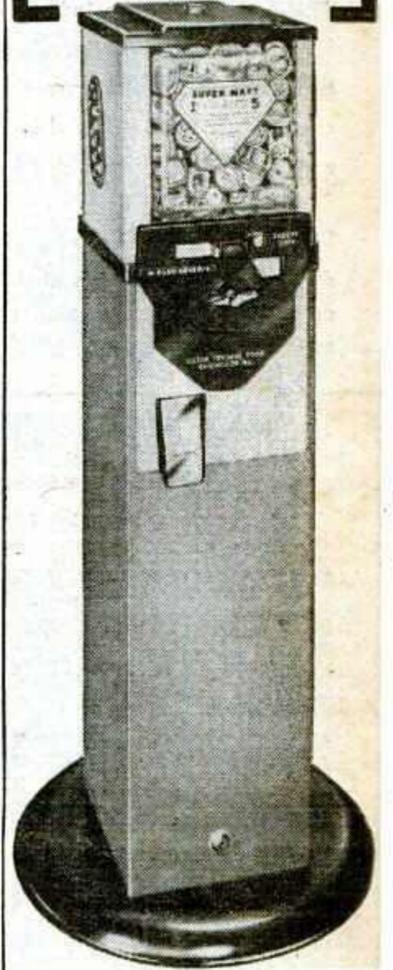
### Nehi Names Cole East Sales Head

NEW YORK—The Nehi Corporation, parent franchise company for Royal Crown Cola, Nehi and Par-T-Pak beverages, has named Edward E. Cole Eastern division sales manager.

Cole joined Nehi a year ago. Before that, he had been an executive with a food manufacturer.

### SUPERMART VENDORAMA CONSOLE®

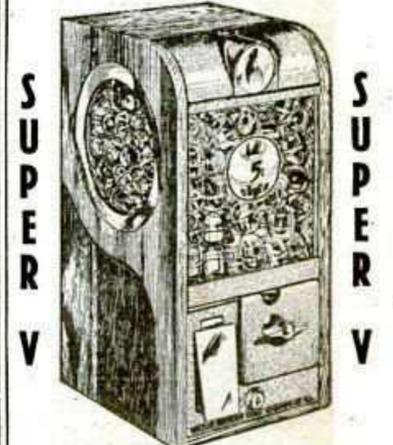
by Victor  
Truly a beautiful console for these choice Super Market Locations.



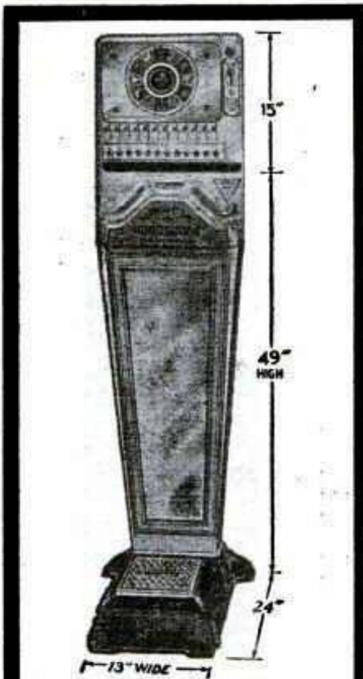
TOPPER DELUXE GLOBE STYLE TOPPER DELUXE HALF-CABINET STYLE



The World Famous STANDARD TOPPER



See your nearest VICTOR distributor.  
**Victor Vending Corp.**  
5701-13 W. GRAND AVE.  
CHICAGO 39, ILL.



### 5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

**\$25.00**  
DOWN  
BALANCE \$10.00  
PER MONTH

**WATLING MFG. CO.**  
4450 W. Fulton St., Chicago 44, Ill.  
Est. 1889  
Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

### ELECTRIC MONEY MAKER! Famous ACME ELECTRIC MACHINE

Sample . . . \$24.35  
2 to 11 . . . 19.50  
12 to 49 . . . 18.25  
Bracket . . . 1.00  
Floor Stand . . . 5.00

1/2 deposit, bal. C.O.D. F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will . . . indicated by pointer on dial.

Also one of the best amusement devices. Uses only one dry battery usually good for 1,500 to 3,000 plays.

**ORDER TODAY!**  
**J. SCHOENBACH**

Distributors of Advance Vending Machines.  
1647 Bedford Ave., Brooklyn 25, N. Y.  
President 2-2900

**"POP CORN SEZ"**  
40 10¢ Vendors, top condition, ready for location. Best offer will take 'em all Paris in stock. F.O.B.  
**MIDWEST POPCORN COMPANY**  
2421 Parallel, Kansas City 4, Kans.  
Phone: DRexel 1-8047



**BRING 3-WAY PROFITS!**

Write for FREE CIRCULARS TODAY!  
**J. H. Keene & CO. INC.**  
2600 W. FIFTH ST. • CHICAGO 82, ILL.

### THE GLITTER OF DIAMONDS EMPTIES YOUR MACHINES FAST



NOW EMPTY YOUR BALL GUM MACHINES FAST WITH THE HOTTEST GIMMICK EVER OFFERED, THE BEAUTIFUL NEW, FABULOUS "MONTE CARLO" RING.

NOT PLASTIC  
The "Monte Carlo" is a genuine replica. Looks like a \$500.00 gem. TRY THEM NOW.  
"MONTE CARLO" RINGS \$3.00 per doz. Send check or money order today.

**SPECIAL PRODUCTS CO.**  
"Fast Profit Specialists"  
2216 Riverside Dr. Minneapolis, Minn.

### VENDING MACHINE & SUPPLY HEADQUARTERS

There's always a complete selection of the following new machines in stock. Satisfaction guaranteed.

- Victor
  - Acorn
  - Northwestern
  - Watling Scales
  - Shipman Stamp Machines
  - ★ Used equipment
  - ★ Filled or empty capsules
  - ★ Full line of charms, ball gum, stands, parts and merchandise
- WRITE FOR SPECIAL GUM AND CHARM PRICES

**H.B. Hutchinson Jr.** 860 North Ave., N.E. Atlanta, Ga.  
Phone: TRinity 5-4300



Sold on Time Payment in lots of 8 or more—25 weeks to pay. Write for details.

**ROY TORR**  
Lansdowne, Pa.

Giving friendly service & liberal financing since 1910



Lowest prices on Victor filled capsule items. Time Payment Plan.

**FREE—FREE—FREE**  
**NEW 40-PAGE CATALOG**

40-page catalog complete with all items needed in bulk vending machine operation. Write for your copy today.

**BERNARD K. BITTERMAN**  
**VICTOR VENDING**  
Sales & Service  
4709 E. 27th, Kansas City, Missouri

### Expertly RECONDITIONED

- ROWE DIPLOMAT Electric 8 Cols., 380 Cap. 25c & 30c, King or Reg. . . . . \$ 95.00
- ROWE DIPLOMAT Manual 8 Cols., 380 Cap. 25c & 30c, King or Reg. . . . . 105.00
- ROWE CRUSADER 8 Cols., 380 Cap. 25c & 30c, King or Reg. . . . . 100.00
- ROWE PRESIDENT 8 Cols., 340 Cap. 25c & 30c, King or Reg. . . . . 90.00
- LEHIGH PX Electric 8 Cols., 320 Cap. 25c or 30c, King or Reg. . . . . 75.00
- LEHIGH PX Manual 8 Cols., 320 Cap. 25c or 30c, King or Reg. . . . . 90.00
- DUGRENIER 7 Cols., 270 Cap 25c or 30c, King & Reg. . . . . 50.00
- EASTERN ELECTRIC 8 Cols., 290 Cap. 25c, 30c & 35c Vend. . . . . 100.00

All machines fully reconditioned, refinished in baked enamel finishes, all bases cut.  
Buy With Confidence—All equipment unconditionally guaranteed.  
1/2 Deposit, Balance C.O.D.  
**SEND FOR CATALOG AND PRICE SHEET**

**CENTRAL**  
**VENDING MACHINE SERVICE CO.**  
3967 Parrish St., Philadelphia 4, Pa.  
EVergreen 6-4244 • BAring 2-8710

THE BILLBOARD INDEX

# Advertised Used Coin Machine Prices

## How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaning when used with mean average listing.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

MOST ACTIVE LIST. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

### MOST ACTIVE EQUIPMENT

(For Four-Week period ending with issue  
NOVEMBER 24, 1956)

ARCANE EQUIPMENT	HIGH	LOW	MEAN AVG.
1. SEEBURG—Coon Hunt...	\$175.00	\$125.00	\$150.00
1. EXHIBIT—Dale Gun...	95.00	30.00	50.00
1. CHICAGO COIN—Midget Movies.....	135.00	100.00	125.00

MUSIC MACHINES	HIGH	LOW	MEAN AVG.
1. AMI—Model D-80...	\$350.00	\$195.00	\$245.00
2. AMI—Model E-120...	465.00	395.00	425.00
3. SEEBURG—M-100-C ..	575.00	495.00	545.00
3. WURLITZER—1800 ...	845.00	695.00	695.00

SHUFFLE GAMES	HIGH	LOW	MEAN AVG.
1. CHICAGO COIN—Tenth Frame Bowler....	\$ 65.00	\$ 50.00	\$ 60.00
2. UNITED—Olympic .....	70.00	39.50	65.00
2. UNITED—Team Bowler.	315.00	120.00	175.00

VENDING MACHINES	HIGH	LOW	MEAN AVG.
1. Rowe Crusader.....	\$135.00	\$ 60.00	\$ 95.00
2. P X .....	115.00	75.00	85.00
3. Stoner Candy.....	165.00	110.00	110.00

PINBALL MACHINES	HIGH	LOW	MEAN AVG.
1. Miami Beach.....	\$245.00	\$150.00	
2. Big Time.....	250.00	175.00	
2. Ice Frolics.....	95.00	40.00	

GOTTLIEB	HIGH	LOW	MEAN AVG.
1. Dragonette .....	\$250.00	\$125.00	
2. Score-Board .....	335.00	285.00	
2. Wishing Well .....	235.00	185.00	

UNITED	HIGH	LOW	MEAN AVG.
1. Pixie .....	\$275.00	\$195.00	
2. Cabana .....	75.00	39.50	
2. Starlet .....	260.00	175.00	

WILLIAMS	HIGH	LOW	MEAN AVG.
1. Dealer .....	\$ 75.00	\$ 39.00	
2. Nine Sisters .....	125.00	49.50	
3. Army & Navy.....	60.00	39.50	

	High	Low	Mean Avg.
Green Pastures (1/54)...	135.00	89.00	90.00
Guys & Dolls (5/53).....	95.00	45.00	95.00
Gypsy Queen (2/55).....	185.00	165.00	185.00
Happy Days (7/52).....	95.00	60.00	90.00
Harbor Lites (2/56).....	250.00	145.00	225.00
Hawaiian Beauty (5/54)...	160.00	125.00	125.00
Jockey Club (4/54).....	125.00	115.00	125.00
Lovely Lucy (2/54).....	135.00	65.00	115.00
Mystic Marvel (3/54).....	175.00	139.00	165.00
Pin Wheel (10/53).....	115.00	75.00	95.00
Quartette (2/52).....	75.00	65.00	65.00
Queen of Hearts (12/52)...	110.00	75.00	90.00
Score-Board (3/56).....	335.00	285.00	305.00
Shindig (9/53).....	125.00	95.00	110.00
Skill Pool (8/52).....	75.00	55.00	75.00
Sluggin' Champ (4/55)...	195.00	175.00	175.00
Southern Belle (6/53)...	195.00	175.00	185.00
Stage Coach (11/54).....	195.00	150.00	165.00
Sweet Add-A-Line (7/55)...	175.00	165.00	175.00
Twin Bill (1/55).....	195.00	175.00	185.00
Wild West (8/51).....	335.00	295.00	335.00
Wishing Well (9/55).....	235.00	185.00	195.00

UNITED	High	Low	Mean Avg.
ABC (2/52).....	\$ 50.00	\$ 45.00	\$ 50.00
Cabana (3/53).....	75.00	39.50	45.00
Caravan (1/56).....	375.00	325.00	375.00
Circus (3/52).....	50.00	45.00	50.00
Havana (2/54).....	75.00	40.00	65.00
Hawaii (6/54).....	75.00	39.50	50.00
Leader (10/51).....	95.00	35.00	50.00
Manhattan (4/55).....	125.00	95.00	125.00
Pixie (9/55).....	275.00	195.00	225.00
Singapore (10/54).....	\$ 75.00	\$ 75.00	\$300.00
Stardust (4/56).....	300.00	250.00	300.00
Starlet (11/55).....	260.00	175.00	225.00
Stars (6/52).....	50.00	45.00	45.00
Tahiti (8/53).....	90.00	39.50	39.50
Triple Play (8/55).....	285.00	125.00	175.00

WILLIAMS	High	Low	Mean Avg.
Army & Navy (10/55)...	\$60.00	\$ 39.50	\$ 49.00
Dealer '21' (2/54).....	75.00	39.00	65.00
Grand Champion (8/53)...	125.00	50.00	75.00
Gun Club (11/53).....	75.00	40.00	65.00
Hayburner (6/51).....	75.00	50.00	75.00
Lazy Q (2/54).....	75.00	65.00	65.00
Nine Sisters (1/54).....	125.00	49.50	85.00
Peter Pan (4/55).....	175.00	135.00	150.00
Regatta (10/55).....	175.00	135.00	149.50
Spitfire (2/55).....	135.00	79.00	100.00
Three Deuces (8/55).....	225.00	195.00	195.00
Twenty Grand (12/52)...	39.00	35.00	35.00

	High	Low	Mean Avg.
Silver Gloves (M).....	225.00	145.00	225.00
Six Shooter (Ex).....	125.00	65.00	85.00
Sky Rocket (G) (5/55)...	295.00	225.00	295.00
Space Gun (Ex).....	95.00	85.00	95.00
Space Ship.....	350.00	225.00	295.00
Sportland (Ex) (11/51)...	225.00	150.00	175.00
Super Slugger (U) (7/55)...	310.00	295.00	295.00
Telequiz (T) (1/49).....	99.50	75.00	95.00
Undersea Raider (2/46)...	125.00	125.00	125.00

### MUSIC MACHINES

AMI	High	Low	Mean Avg.
Model C-40.....	150.00	95.00	\$115.00
Model D-80 (51) 40 sel., 78 RPM.....	350.00	195.00	245.00
Model E-120 (53) 120 sel., 45 RPM.....	465.00	395.00	425.00

SEEBURG	High	Low	Mean Avg.
M-100-A (49) 100 sel., 45 RPM.....	265.00	200.00	\$225.00
M-100-B (51) 100 sel., 45 RPM.....	475.00	375.00	425.00
M-100-C (53) 100 sel., 45 RPM.....	575.00	495.00	545.00
M-100-W .....	795.00	695.00	725.00

WURLITZER	High	Low	Mean Avg.
1250 (50) 48 sel., 45 or 78 RPM.....	145.00	100.00	129.50
1400 (51) 48 sel., 45 or 78 RPM.....	210.00	185.00	210.00
1500 (52) 104 sel., 45-78 RPM Mix.....	300.00	149.50	245.00
1650 (53) 48 sel., 45 RPM.....	395.00	299.00	\$299.50
1700 (54) 104 sel., 45 RPM.....	645.00	495.00	575.00
1800 (W) (2/55).....	845.00	695.00	695.00

### SHUFFLE GAMES

	High	Low	Mean Avg.
Advance Bowler (CC) (5/53).....	105.00	95.00	\$ 95.00
Bonus Bowler (K) (3/54)...	125.00	55.00	75.00
Carnival (K) (5/53).....	85.00	55.00	65.00
Cascade (U) (2/53).....	70.00	59.00	59.00
Chief (U) (11/53).....	105.00	95.00	95.00
Criss-Cross (CC) (11/53)...	150.00	125.00	135.00
Criss-Cross Targette Deluxe (CC) (1/55).....	150.00	75.00	125.00
Diamond (K) (5/53).....	175.00	160.00	165.00
Gold Cup (CC) (7/53)...	115.00	100.00	115.00
Jet Bowler (B) (8/54).....	175.00	175.00	175.00
Magic (B) (12/54).....	275.00	175.00	245.00
Name Bowler (CC) (1/54)...	100.00	65.00	65.00
Olympic (U) (8/54).....	70.00	39.50	65.00
Pacemaker (K) (9/53)...	95.00	50.00	85.00
Playtime Bowler (CC) (10/54).....	225.00	175.00	215.00
Rainbow Shuffle Alley (U) (8/54).....	165.00	99.50	165.00
Rocket (B) (8/54).....	175.00	125.00	175.00
Shuffle Pool (Ge) (11/53).....	85.00	55.00	85.00
Super Frame (CC) (5/54)...	155.00	100.00	155.00
Targette (U).....	199.50	135.00	145.00
Team Bowler (U) (1/54)...	315.00	120.00	175.00
Tenth Frame (K).....	70.00	35.00	55.00
Tenth Frame Bowler (CC)...	65.00	50.00	60.00
Thunderbolt (CC).....	350.00	265.00	265.00
Triple Strike Bowler (CC).....	295.00	235.00	285.00

### VENDING MACHINES

	High	Low	Mean Avg.
Acon 5c or 1c.....	\$ 10.00	\$ 8.50	\$ 8.50
Du Grenier (7 Col.).....	50.00	45.00	45.00
National 930.....	110.00	95.00	95.00
National 950.....	115.00	110.00	110.00
Northwestern 39, 1c.....	7.95	7.50	7.95
Northwestern 33 Ball Gum.	7.50	6.50	6.50
Northwestern 49, 1c.....	12.50	12.00	12.00
P X (8 Col.).....	115.00	75.00	85.00
Rowe Crusader (8 Col.)...	135.00	60.00	95.00
Rowe Imperial (8 Col.)...	145.00	90.00	100.00
Stoner Candy (6 Col.)...	125.00	80.00	80.00
Stoner Candy (8 Col.)...	165.00	110.00	110.00

PINBALL GAMES	High	Low	Mean Avg.
Atlantic City (5/52).....	\$ 75.00	\$ 49.50	\$ 50.00
Beach Beauty (1/55).....	365.00	295.00	345.00
Beach Club (2/53).....	75.00	45.00	55.00
Beauty (11/52).....	60.00	49.50	49.50
Big Time (1/55).....	250.00	175.00	215.00
Bright Lights (5/51).....	75.00	60.00	65.00
Bright Spot (11/51).....	75.00	40.00	75.00
Broadway (12/55).....	395.00	350.00	365.00
Coney Island (9/52).....	65.00	35.00	45.00
Dude Ranch (9/51).....	85.00	49.50	75.00
Frolic (10/52).....	75.00	40.00	50.00
Gayety (3/55).....	125.00	75.00	110.00
Gaytime (6/55).....	225.00	130.00	190.00
Hi-Fi (6/54).....	95.00	50.00	60.00
Ice Frolics (1/54).....	95.00	40.00	60.00
Miami Beach (9/55).....	245.00	150.00	225.00
Nite Club (3/56).....	465.00	395.00	435.00
Palm Beach (7/52).....	76.00	39.50	75.00
Palm Springs (11/52)...	85.00	40.00	65.00
Surf Club (3/54).....	95.00	50.00	60.00
Variety (9/54).....	145.00	100.00	125.00
Yacht Club (6/53).....	75.00	49.50	60.00

GOTTLIEB	High	Low	Mean Avg.
Arabian Knights (11/53)...	135.00	100.00	\$135.00
Chinatown (10/52).....	85.00	50.00	60.00
Daisy Mae (7/54).....	175.00	145.00	145.00
Derby Day (4/56).....	240.00	175.00	240.00
Diamond Lill (12/54).....	195.00	139.00	155.00
Dragonette (6/54).....	250.00	125.00	215.00
Duette (3/55).....	225.00	195.00	225.00
Flying High (2/53).....	85.00	69.00	85.00
Four Belles (10/54).....	165.00	150.00	160.00
Frontiersman (11/55)...	235.00	200.00	210.00
Gold Star (8/54).....	155.00	135.00	150.00

### ARCANE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mscope; K—Kooovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams, Wa—Walling.

ABT Challenger (5/46)...	30.00	25.00	\$ 30.00
Air Football.....	225.00	195.00	195.00
All Star Baseball (W)...	175.00	175.00	175.00
Atomic Bombers (M).....	295.00	125.00	125.00
Bat-A-Score (Ev) (8/48)...	145.00	75.00	105.00
Bert Lane Merry-Go-Round.	350.00	325.00	325.00
Big Inning (B) (47).....	95.00	85.00	85.00
Bonus Gun (U) (1/55)...	300.00	275.00	275.00
Carnival Gun (U) (10/54)...	225.00	195.00	210.00
Champion Baseball (G)...	295.00	275.00	275.00
Coon Hunt (S) (2/54)...	175.00	125.00	150.00
Dale Gun (Ex).....	95.00	30.00	50.00
Derby, 4 Player (CC) (3/52).....	175.00	125.00	125.00
500-Shooting Gallery (Ex) (3/55).....	275.00	100.00	150.00
Flash Hockey (Coinex) (9/46).....	225.00	99.50	150.00
K O Fighter.....	350.00	150.00	\$345.00
Midget Movies (CC).....	135.00	100.00	125.00
Moon Rides (B) (5/54)...	295.00	200.00	250.00
Photomatic (M) (1/50)...	350.00	295.00	350.00
Rifle Gallery (G) (6/54)...	225.00	125.00	195.00
Shoe Brush Up.....	150.00	95.00	95.00

## United Debuts Bowling Alley, 6-Player Game

With Regulation Score, 3-In. Ball, 14-Foot Alley

CHICAGO — Bowling Alley, as close a replica of a full-sized regulation bowling alley as is possible according to company officials, was announced by United Manufacturing Company last week.

Measuring 14 feet in over-all length, the new game features playing rules, as well as scoring, which are identical to its big brother.

Full production of the game is scheduled to begin this week, with the first bulk shipments beginning by Friday (23).

### Regulation Score

On Bowling Alley a player can even "turkey out" in the last frame just as he can in regulation bowling.

The game is played with a three-inch hard rubber ball and nine-inch pins. The 10 pins are held suspended about four inches over the alley, as in shuffle bowling games. When the ball hits trip switches under the pins, they fly up.

Just as in regulation bowling, *(Continued on page 108)*

## Keeney Intros Cross Country, Auto Race Unit

CHICAGO — "Cross Country," a new type four-player competitive amusement game, was introduced last week by J. H. Keeney & Company, Inc.

Housed in a console-type cabinet, the game has a multi-colored glass playing and scoring field mounted in front upon which appear four oval tracks. As each player inserts a dime, an auto lights up on each track.

The tracks are divided into 20 stations, named after cities, with the cars starting in New York and having Los Angeles as the ultimate destination.

The game is played by the player pressing an actuating lever on the front of the machine. When the lever is pressed a wheel, divided *(Continued on page 116)*

## Coinmen Pay Final Tributes to Rabkin

NEW YORK — The coin machine industry paid final tribute respects to William Rabkin, 58, Friday (16) at Riverside Chapel. Burial was at Mount Hebror cemetery, Queens.

The head of the International Mutoscope Corporation died Tuesday night (13) as a result of a fall from his sixth-floor apartment at 285 Central Park West.

The body was found by his son, Martin, 24, who told police that his father suffered dizzy spells because of high blood pressure. He explained that his father may have fallen out of the window while trying to get fresh air. The sill is only 30 inches above the floor.

Rabkin arrived in this country

## Capitol to Bow New Picture Film Magazine

NEW YORK—A self-powered film magazine for coin-operated motion pictures will be exhibited by Capitol Projectors at the National Association of Amusement Parks Pools and Beaches show, which opens in Chicago Sunday (25).

According to Leo Willens, Capitol executive, the magazine holds 800 feet, twice as much as earlier units.

The magazine will be contained in the Pan-O-Rama 800, new Capitol motion picture unit. The magazine, which has its own motor, rotates with the film and feeds film automatically.

Willens said that while the magazine was originally developed for the Pan-O-Rama 800, it may be used in the Mills Panoram and other coin-operated movie machines. He said that the magazine will sell for under \$200.

## Gotham Ops Attend Hotel Exposition

NEW YORK — Coin machine operators from the New York area attended the 41st National Hotel Exposition at the New York Coliseum, Monday thru Friday (12-16), to visit the American Hand Dryer Corporation's exhibit.

Bill Kane, of AHD, was on hand to greet music and game operators at the booth and at the hospitality suite at the Hotel New Yorker.

On the coin music end, the model diner at the show had an AMI juke box and wall boxes, while the American Communications Corporation exhibited the Seeburg 200-selection library unit.

## Game Exports Up For 3d Quarter

• *Continued from page 100*

operated machines over the same month in 1955.

August juke box exports more than doubled in dollar volume from \$619,000 in 1955 to \$1,369,000 this year. The number of individual games shipped also rose from 1,337 last year to 2,415 in 1956.

Dollar volume for game exports in August likewise increased, to not as markedly as the juke boxes. Shipments rose from \$228,000 in 1955 to \$340,000 in 1956. The number

## New Coin Amusement Units To Deck 30th NAAPPB Show

15 Firms to Display Latest Games, Arcade Pieces at Annual Chi Meet

CHICAGO—Coin machine visitors to the annual National Association of Amusement Parks, Pools & Beaches convention at the Hotel Sherman here November 25-28 will have a good look at the latest new coin games making their bid on the market.

Fifteen game, kiddie ride and Arcade machine firms have signed for booths at this year's show. This number is one below the 1955 coin machine delegation, the show this year promises to display a

greater variety of new coin equipment.

Expected to draw attention are several new versions of rolldown and skee ball models. Some brand-new types of novelty games as yet not introduced to the trade are also slated for appearance.

### Firms at Show

Amusement machine firms exhibiting are Auto-Photo Company, Los Angeles; Capitol Projector Corporation, New York; Chicago Coin Machine Company, Chicago; Em-

pire Coin Machine Exchange, Chicago; Exhibit Supply Company, Chicago; Genco Manufacturing & Sales Company, Chicago; International Mutoscope Corporation, Long Island City, N. Y.; J. F. Frantz Company, Chicago; King Amusements, Mount Clemens, Mich.; Mike Munves Corporation, New York; Lineorama, Long Beach Calif.; Philadelphia Toboggan Company, Philadelphia; Standard Metal Typer, Inc., Chicago; United Manufacturing Company, Chicago, and Williams Manufacturing Company, Chicago.

Among the new model coin units expected to be displayed are Exhibit Supply's Ringer Ball, pitch-a-ball game; Genco's Skill Ball, skee ball type game; United's Bowling Alley, bowl-a-ball game; and Williams' new Puppet Show, button-operated puppet game.

All the coin firms will be competing for the Henry A. Guenther Award, given annually for the "most meritorious exhibit of coin-operated equipment."

Scientific Machine Corporation won the top award last year for its exhibit of rolldown games. Williams won the award in 1954 for its Select-A-Train electric train piece.

A total of 6,000 individuals attended last year's show and a record volume of business was transacted, estimated at over \$10,000,000, according to Paul H. Huedepohl, NAAPPB executive secretary. Most of the coin machine exhibits will be located in a separate exhibit area at the Hotel Sherman convention site.

## Portland, Ore., Votes Out Pin Games

Four-Year "In-Again, Out-Again" Pinball Status Temporarily Settled

PORTLAND, Ore.—While Oregon State law provides for licensing of pinball games, the voters of Portland, by a count of 101,522 against 62,154, ruled them out in the November 6 election.

Stan Terry, spokesman for the Oregon pinball industry, stated that the city ordinance was pretty broad and that operators would have to go along with the ruling until such time as new designs may make some type of machine acceptable.

Since the amusement game industry is coming out with new

products all the time, operators hope it won't be too long before an "acceptable" game is available.

### Private Homes

In the meantime, operators are renewing their offers to make pinballs available to private citizens who want them for their basement party rooms. Portland city officials, however, are taking a dim view of this offer. The way they interpret their ordinance, private ownership of the machines is illegal.

The voting terminated—temporarily at least—a four-year see-saw battle, carrying to the doorsteps of the Supreme Court of the United States, which saw the pin games enjoy "in-again, out-again" status in the city.

The games were originally banned by a 1951 ordinance which was re-affirmed by the voters in the May primary election.

### Remove Chutes

June, however, saw the operators removing the coin chutes to conform to the ban on "coin-in-the-slot" games. The machines were subsequently leased to the locations instead of being operated from the coin return.

However, there was still substantial question whether the games were legal, since the phrase, "of similar character" in the ordinance could conceivably be used for the games with their coin slots removed.

### Settled in November

This question while tied up in legal controversy, was nevertheless settled by the November election, against the operators.

The vote defeated a vigorous effort on the part of the Committee to Tax and Regulate Amusement Games, including Pinballs, representing the operators, to gain public approval for the machines.

The committee, headed by John M. Healy, Chairman, ran large advertisements in the daily papers, pointing out that the licensing revenue from the games would net the city an estimated \$150,000.

In addition, it advocated the principal of free choice, pointing out that in the May election, more than 59,000 Portland citizens voted for the continuation of the games.

It pointed out that the final decision rested with the voters. And while the operators gained considerable support, better than one third, it was not enough to win support for the pinballs.

## Gottlieb Debuts Fair Lady—2 Player Pinball

CHICAGO — A new novelty pinball game called Fair Lady was introduced by D. Gottlieb and Company, Chicago, last week.

It features a new twist on the scoring with a twin double bonus arrangement. A player can build up his potential bonus score by flipping the balls to hit any one of three bonus advance targets. The bonus score is registered when the ball drops into either of two bonus holes. If the holes are lit up at the time the ball drops thru, the player receives double the bonus built up.

Since the game has two bonus build-ups, it is possible to build either one up, and to have the score registered from both by having successive balls drop into both holes.

One or two players can play at one time, and the game can be adjusted by the operator for either three or five-ball play.

The game is equipped with twin coin chutes, taking either dimes or quarters. The operator can adjust the game to give either three, four or five plays for a quarter.

Alvin Gottlieb, of D. Gottlieb and Company, announced that samples had been sent to distributors, and that bulk shipments of the game were on the way this week, making Fair Lady available to operators almost immediately.



# Salt Lake City Bans All Types of Pinball Games

SALT LAKE CITY—All types of pinball games were banned here as the Salt Lake City Commission adopted a new ordinance effective January 10, 1957.

Salt Lake City currently has no ordinance in effect against pinballs as such, but does have a ban against pinballs used as "gambling devices."

Violation of the new ordinance would constitute a misdemeanor,

punishable by a \$299 fine or six months in jail, or both.

### Police Request

Police Chief W. Cleon Skousen, who asked for the ban last September, said that without such an ordinance his department's hands were tied, since the machines could not be removed from a place of business unless there was evidence of gambling.

Mayor Adiel F. Stewart said that

the new ordinance is similar to one adopted by Salt Lake County when he was a member of the County Commission.

Under the ordinance it is unlawful for a person or persons to make pinballs available to the public in any store, or in any place of public resort or business, club, association or establishment where the right of police inspection exists. The ordinance also empowers the city to revoke any type of license under which the violator is operating.

## Mass. Ops' Banquet

Continued from page 99

Blinstrub's; Arthur Fiedler, of the Boston Pops Orchestra; Vice-President Ralph Lackey and his wife; Treasurer Arthur C. Sturgis and wife; Clerk, Peter Pompeo and wife, and Jacob Levy.

Directors at the head table included David Gropman, Cyrus L. Jacobs, Leon Sherter, Israel Spector, Philip Swartz and Sidney A. Wolbarst.

Jerry Flatto, of Boston Record Distributors, served as emcee. Special mention also was given Ralph Lackey, in charge of the ad book and talent, and David Gropman for a good job in handling arrangements.

Among distributors present were Si Redd, Redd Distributing Company; David S. Bond, Trimount Automatic Sales Corporation; Louis Blatt, Atlas Distributors; Edward Ravreby, Associated Amusements, Inc.; Arthur Daddis, Northwestern representative for AMI; Tom Morgan, of Capitol; Al Parker, of Allied Appliances, and Cecil Steen, of Storyville Records. Also represented were Mercury, Coral, Dot, London, Cadence, M-G-M, ABC-Paramount, Sun, Verve and Era.

A gala stage show ran nearly five hours and featured Marc Balero, the Cadillacs, Mona Carol, Rusty Draper, Bobbi Baxter, the G Clefs, George ("Rubber Legs") Holmes, Teddi King, Ronnie Martin, Dell Ray, Marcella and Winn, Pat O'Day, Eileen Rodgers, Don Rondo, Dick Roman, Georgie Shaw, Bobby Sherwood, the Splendors, the Three D's, Jerry Vale, Manny Williams, Bobby Winters and others.

## SENSATIONAL OFFERS

Wurlitzer Model 1800 . . . \$825.00	Rock-Ola 1432 . . . \$115.00
Wurlitzer Model 1700 . . . 650.00	Rock-Ola 1434 . . . 175.00
Wurlitzer Model 1400 (45 RPM) . . . 250.00	AMI D40 . . . 195.00
Wurlitzer Model 1250 . . . 125.00	Seeburg Model 100-A . . . 225.00

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SEEBURG 100-G . . . . .	\$695
A.M.I. E-120 . . . . .	465
A.M.I. MODEL C . . . . .	150
ROCK-OLA FIREBALL (120—45 RPM)	275

RECONDITIONED — REFINISHED LIKE NEW!  
Terms: 1/2 Dep., Bal. C.O.D.



A Quarter Century of Service.

## ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

## GOING BIG

in every type of location

Mutoscope's great

## LORD'S PRAYER VENDOR

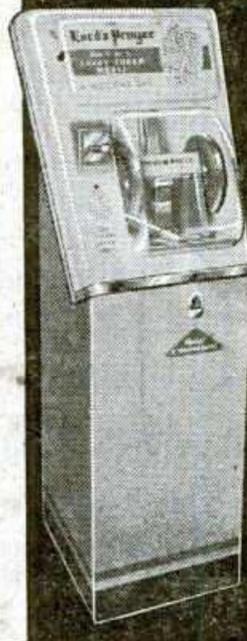
for the popular RELIGIOUS GOOD LUCK MEDAL

On Display In Our Showroom

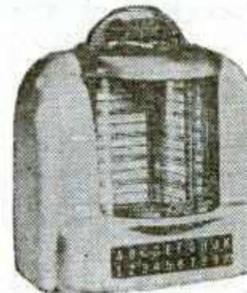
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## TARAN DISTRIBUTING, INC.

3401 N. W. 36th St. 90 Riverside Ave.  
Miami, Florida Jacksonville, Florida  
Phone: NEWton 5-2531 Phone: ELgin 6-1551



## MORE SHAFFER SPECIALS



Seeburg 3W1 (100) WALL-O-MATICS \$59.50

- Completely Reconditioned
- Chrome Covers
- New Buttons
- Write-Wire-Call

F 120	AMI	Write
E 120		\$425.00
E 80		325.00
D 80		299.00
D 40		195.00
M100-C	SEEBURG	\$545.00
M100-B		425.00
M100-A		225.00
Steppers	AMI	\$ 39.50

Write for Illustrated Catalog

## Shaffer MUSIC COMPANY

In the Coin Machine Business Over 25 Years

Columbus, Ohio Cincinnati, Ohio Indianapolis, Ind.  
849 N. High St. 1200 Walnut St. 1327 N. Capitol Ave.  
AXminster 4-4614 MAIn 1-6310 MEIrose 4-3571

when answering ads . . . Say You Saw It in The Billboard

**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 Set... .65  
Plastic Pea Bottles, Each... 1.25  
Oversize Cue Balls, Each... 2.00  
Triangle Racks, Each... 1.25

Refinished Like New  
**POOL TABLES** Reg. Size **\$125**  
Jumbo **\$175**  
Complete: NEW 4-HOLE PANEL; 4 New Cues; New 5 Red, 5 White Rotation Balls, numbered 1-10; Set of 1-10 Peas and Plastic Pea Bottle.

CHARLEY PIERI  
**Monarch Coin Machine, Inc.**  
Get Our List, New-Used Games, All Types  
2257 N. Lincoln, Chicago 14, Ill.  
Lincoln 9-3996-7

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

**Phil. Morris Wins Report, Ad Prizes**

NEW YORK — Philip Morris, Inc., last week was awarded two industry prizes, one for its financial report and the other for its radio advertising.

Recently the Financial World magazine cited the company for having the best annual report of the tobacco industry in 1956. John E. Cookman, PM vice-president, was presented an award.

The National Radio Advertising Clinic Award was given to PM for its Marlboro commercials, as being among the eight most effective of the year.

**CLOSING OUT BRAND NEW POOL GAMES**  
REGULAR AND KING SIZE  
**AT BELOW COST!!**  
(ANTI-WARP ADJUSTERS INCLUDED)

**POOL SUPPLIES**  
Cue Sticks... \$ 1.50  
Chalk, Gross... 2.50  
Plastic Cups, red, white, yellow... .50  
Plastic Bumpers, red or white... .50  
Pool Balls, set of 10, 2 1/2" Overhead Lights w/wrkt. 10.00  
Anti-Warp Adjusters, set of two... 8.95  
Billiard Rail Brush, doz. 4.00  
Cue Repair Kit... 4.95  
Write for complete list of parts.

Put New Life Into Your Old Pool Games With...  
**New ROTATION PLAYFIELDS**  
(Incl. triangle and oversize cue ball)  
FITS ALL REGULATION SIZE TABLES!!!  
Write.  
Rotation Balls 1 to 10... \$18.50 set

**MIDSTATE CO.**  
2369 Milwaukee Ave.  
Chicago 47, Ill.  
Dickens 2-3444

**NEW ENGLAND OPERATORS—LOOK!**  
**NEW BALLY BALLS-A-POPPIN'**  
**NEW BALLY BIG SHOW**  
**NEW ABC-CONGRESS BOWLERS**  
**NEW CHICAGO COIN CHAMPIONSHIP**

**SEND FOR BIG BRAND NEW EXPORT!! CATALOG!!**

<b>GUNS</b>		<b>WURLITZER 1400-1450... \$210</b>
UNITED BONUS	\$300	<b>BALLY BINGOS... 60 up</b>
UNITED CARNIVAL	200	<b>POOL TABLES... 50 up</b>
EXHIBIT TREASURE COVE	350	<b>LATE GUNS... 100 up</b>
EXHIBIT SPORTLAND	200	
EXHIBIT "500"	200	
EXHIBIT SHOOTING GALLERY	100	

20 SEEBURG V200... Like New  
5 AMI G20... Like New  
**WRITE—WIRE—PHONE**

**Redd DISTRIBUTING CO.**  
298 Lincoln St., Allston 34, Mass.  
Algonquin 4-4040  
Exclusive distributors for **WURLITZER—BALLY—EXHIBIT—CHICAGO COIN**  
WE WILL SHIP ANYWHERE

**Integrity • Efficiency • Quality • Dependability**

**4 EXCELLENT REASONS FOR DOING BUSINESS WITH INTERNATIONAL SCOTT CROSSE**

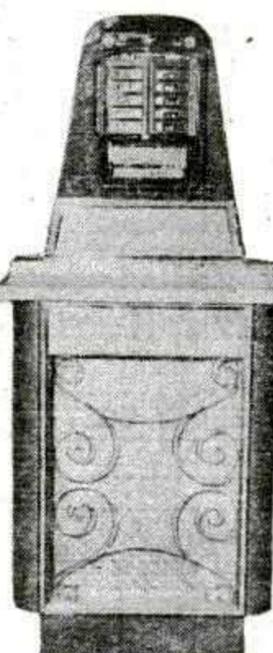
IMPORTERS • OPERATORS • EXPORTERS

Ask for our used equipment price list and catalogs of: Bally, Chicago Coin, Exhibit, Genco, Gottlieb, United and Williams. In Music: Rock-Ola, Seeburg, Wurlitzer & AMI.

Exclusive dist. for Bally in E. Pa. and Rock-Ola in E. Pa., S. Jersey and Del.

**INTERNATIONAL SCOTT CROSSE COMPANY**  
SCOTT CROSSE COMPANY  
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.  
Rittenhouse 6-7712  
Branch: 819-821 Lackawanna Ave., Scranton, Pa.

**It's Here! "CONSOLETTTE" . . .**  
A Low-Cost, High-Fidelity Speaker . . . the Answer to Multiple Wallbox Costs!



"Consolette" will replace 4 to 8 wallboxes at a fraction of the cost. . . .

- Use with ANY make juke box
- ANYONE can install
- 60" high . . . 27" wide . . . 18" deep
- Remote control with volume control feature
- Wide selection of colors

**CLOSEOUT!**  
Any Reasonable Offer Accepted on These Bally Games  
**BEAUTY — CAIETY — HI-FI — PALM BEACH**

**WRITE FOR COMPLETE COST AND TECHNICAL INFORMATION**

**REX**  
COIN MACHINE DISTRIBUTING CORP.  
821 So. Salina St., Syracuse 3, N.Y.  
Phone: 2-8255

**COMING NEXT WEEK!**

**WILLIAMS 6-PLAYER "ROLL-A-BALL"**

PRICED LOW

**Worth Waiting for . . .**

**WILLIAMS Manufacturing Co.**  
4242 West Fillmore St.  
Chicago 24, Illinois

**NOW DELIVERING**

**CHICAGO COIN 6-Player SKEE BALL**  
**CHICAGO COIN CHAMPIONSHIP BOWLER**  
Write for Prices!

**CLOSE-OUT SPECIALS**

3 Wurlitzer (2-1500; 1-1550) Phonographs, Each	\$225.00
Seeburg M-100-A Phonograph	225.00
Evans Jubilee Phonograph (40 Selection)	75.00
Rock-Ola Tone-O-Lier Ceiling Speakers, Reg. \$59.50 (New, Original Cartons), Each	19.95
Rock-Ola 120 Selection Wall Boxes, Each	50.00
Chicago Coin Miami Shuffle (Floor Sample)	150.00
Chicago Coin Steam Shovels (New, Closeouts)	Write

**AUTHORIZED DISTRIBUTOR**  
A.B.T. Rifle Sport—Sales or Rental—Write for Details.

**J. ROSENFELD Co.**  
4701 WASHINGTON ST. LOUIS 8, MO.  
FOrest 7-6730

In our 25th YEAR! Authorized ROCK-OLA CHICAGO COIN Distributors

# GRANDE SPECIALS

- Williams Fun House—New.. Write
- Williams Regatta ..... \$175.00
- Gottlieb Stage Coach .... 175.00
- Gottlieb 4 Player
- Scoreboard ..... 295.00
- Gottlieb Shindig ..... 90.00
- Chicago Coin Twin Hockey .. Write
- Mutoscope Drivemobile
- Road Test ..... 350.00
- Williams Crane ..... Write
- Genco Sky Gunner ..... 65.00
- Amusement Jack Rabbit .. 65.00
- Keeney Bikini ..... 125.00
- Bally Mystic Marvel ..... 175.00

Grande Distributors, Inc.  
1525 Grand River Avenue Detroit 4, Michigan  
Phone Tyler 7-6213

## 'Tender' Leader on MOA Radio Show

NEW YORK—"Love Me Tender," with Elvis Presley on RCA-Victor, remained top selection on "National Juke Box," the ABC radio program prepared by the Music Operators of America.

Other popular juke box disks selected on Saturday's (17) program were "Singing the Blues," with Guy Mitchell on Columbia; "Green Door," with Jim Lowe on Dot; "Blueberry Hill," with Fats Domino on Imperial, and "Shenanigans," with Mary Bane on Ferris.

Selected as a disk with promise was "The Piano Tuner," with the Rover Boys on Ampar.

Appearing on the program were George A. Miller, MOA president; Sidney H. Levine, MOA counsel, and the following MOA directors: Martin C. Britz, Great Falls, Mont., and Lloyd J. Cramer, Ottumwa, Ia.

## Beech-Nut Income Ahead of 1955

NEW YORK—Consolidated net income of Beech-Nut Life Savers, Inc., and its subsidiaries is running substantially ahead of 1955, according to a report issued by the company last week.

Consolidated net income for the first nine months of this year is \$5,336, 654, equal to \$1.66 a share, compared with \$4,514,584, equal to \$1.41 a share for a like period a year ago.

The 1956 figure includes the pre-merger earnings of both companies and subsidiaries, while last year's figure is the consolidated income of both companies.

Mrs. Madeline Andrews, book-keeper for Angott Distributing Company, Wurlitzer distributors, busy supervising a major job of replacing the firm's extensive files. . . . Bill Angott, of the record department, son of the chief, Carl Angott, bought a new Ford convertible.

## Panoram Operators! FOR SALE

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

Phil Gould  
283 Market St. Newark 5, N. J.  
Market 2-4275

We wish to extend to our many friends throughout the industry a heartfelt wish that they may enjoy a most pleasant Holiday this Thanksgiving Day.

We hope that each of you will find it possible to spend the day with your Families and in so doing may the significance of the day become more meaningful as we re-count once again the many Blessings, with which, God, has seen fit to shower upon, this, our land.

UNIVERSITY Coin Machine Exchange  
858 No. High St. Columbus 8, OHIO  
Tel: AXminster 4-3529

## VALLEY ... FIRST in BUMPER POOL



... and still building the "Cadillac" of the Industry!

NO CLOSEOUTS! These tables in current production.

- TOURNAMENT BUMPER POOL
- JUMBO POOL
- RACK POOL

All Hard White Maple Construction

• Cured SLATE Replacement Tops . . . Quality Cue Sticks . . . PRICED RIGHT!

Write for Information  
**VALLEY MFG. CO.**

333 MORTON AVE., BAY CITY MICH. Twinbrook 5-8587



GIVE TO DAMON RUNYON CANCER FUND

## ATTENTION! ATTENTION!

- Mutoscope Post War
- Pholomatics ..... \$349.50 ea.
- Mutoscope Rock 'n' Roll ... 74.50
- Lane Carousel ..... 300.00
- Deco Carousel ..... 275.00
- Exhibit Big Bronco ..... 299.50
- United Venus Targette (deluxe) ..... 194.50
- Wurlitzer 1650—Twin Stopper—Wall Box .... 425.00 all
- Seeburg Model B ..... 425.00
- Wurlitzer Model 4000
- Star Speakers ..... 32.70
- Rock-Ola 1546-120 Sol. Wallbox, new ..... 85.00
- Wurlitzer 1250, 45 rpm ..... 150.00
- Exhibit Skill Score Pool .. 125.00
- Coca-Cola Bottle Vender, upright ..... 175.00
- Ex. Shooting Gallery ..... 99.50
- AMI Model B ..... 100.00

Clover & Cascade Alleys make an offer

1/2 deposit with order. Phone or Wire

**ODCO, Inc**  
1100-02 Broadway, Albany 4, N. Y.  
Telephone 5-0728

SAVE MORE MONEY—MAKE MORE MONEY  
Subscribe to The Billboard TO-AVI

BALLY

Exclusive Distributor For

ROCK-OLA

## IN-LINE PINBALL GAMES

- BALLY**
- ATLANTIC CITY ..... \$ 49.50
  - BEACH BEAUTY ..... 345.00
  - BIG SHOW ..... Write
  - BEACH CLUB ..... 49.50
  - BEAUTY ..... 49.50
  - BIG TIME ..... 225.00
  - BRIGHT SPOT ..... 75.00
  - DOUBLE HEADER ..... 845.00
  - GAYETY ..... 125.00
  - GAYTIME ..... 225.00
  - HI-FI ..... 60.00
  - MIAMI BEACH ..... 225.00
  - NITE CLUB ..... 450.00
  - PALM SPRINGS ..... 49.50
  - PARADE ..... 475.00
  - SURF CLUB ..... 40.00
  - VARIETY ..... 145.00
  - YACHT CLUB ..... 49.50

### UNITED

- CABANA ..... \$ 39.50
- HAWAII ..... 39.50
- TAHITI ..... 39.50



**Calderon**

## 5 BALLS

- ARMY-NAVY ..... \$ 49.50
- LAZY Q ..... 65.00
- NINE SISTERS ..... 49.50
- TWENTY GRAND ..... 35.00
- CROSS ROADS ..... 60.00
- OLYMPICS ..... 39.50
- DIAMOND LILL ..... 195.00
- ARABIAN NIGHTS ..... 135.00

## SHUFFLE GAMES

- BALLY ABC BOWLER ..... Write
- BALLY JET ..... \$175.00
- BALLY MAGIC BOWLER ..... 245.00
- KEENEY BONUS BOWLER .... 75.00

## ARCADE

- CHICAGO COIN HOCKEY .... Write
- MIAMI BEACH SHUFFLE ..... Write
- CHICAGO COIN STEAM SHOVEL Write

## POOL TABLES?

All Types—Electric Score or Regular—All Sizes.

For information, please write

Distributing, Inc.  
450 Massachusetts Ave.  
Indianapolis, Indiana  
MEIrose 4-8468



Joe and Wally Say: Everyone Calls Us

"FIRST"

for FIRST-Class Equipment!



## SHUFFLE GAMES

### NEW Chicago Coin CHAMPIONSHIP United HANDICAP Bally ABC

- Chicago Coin MIAMI
- BOWLING TEAM ..... \$295
- \*HOLLYWOOD ..... 275
- \*THUNDERBOLT ..... 265
- \*PLAYTIME ..... 215
- FLASH ..... 195
- SUPER FRAME ..... 155
- CRISS CROSS TRGT. .... 125
- \*GOLD CUP ..... 115
- ADVANCE ..... 105
- TRIPLE SCORE ..... 85
- DOUBLE SCORE ..... 75
- \*NAME ..... 65

### UNITED

- \*Del. MARS ..... \$215
- ROYAL ..... 85
- \*STAR 10TH FRAME ..... 60
- SUPER 10TH FRAME ..... 60

### KEENEY

- \*DIAMOND ..... \$165
- B'KINI ..... 135
- PEACEMAKER ..... 85
- \*DOMINO ..... 65
- CARNIVAL ..... 55
- 10 PLAYER ..... 55

### GENCO

- \*MATCH POOL ..... 75

\*Indicates Match Play

## TARGET GUNS

### NEW

- Ex. JUNGLE HUNT
- United PIRATE GUN
- Gen. DAVY CROCKETT
- FIRST-Conditioned
- Genco STATE FAIR ..... \$415
- Un. DEL. CARNIVAL ..... 210
- Ex. SPORTRAND ..... 175
- Mutos. BEAR GUN ..... 145
- Mutos. SUPER BOMBER 145
- United JUNGLE GUN ..... 135
- Ex. SHOOTING GAL. .... 125
- UNDERSEA RAIDER ..... 125
- Ex. SPACE GUN ..... 95
- Ex. DALE GUN ..... 55



**LORD'S PRAYER VENDOR**

Best and Greatest Money-Maker In History! Sensational Grosses—Everywhere!

## EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN—EXHIBIT—INT. MUTOSCOPE



**GREATEST BOWLER IN HISTORY!**  
CHICAGO COIN CHAMPIONSHIP REGULATION BOWLER

ONLY REGULATION BOWLER WITH AUTHENTIC HANDICAP FEATURE!

FASTEST SCORING ACTION—NO WAITING! NEW PLAYER CONTROL "STRIKE SELECTOR"!

### "OWED" TO AN OPERATOR

Roses are red—(and collections are dead?)  
Violets are blue—(and so are you?)  
Sugar is sweet—and this is, too—  
RINGER BALL is the game for you!  
Exclusive EXHIBIT Dist. for Ill. & N. Ind.

## BRAND NEW LATEST MODEL! NEWEST FEATURES! STANDARD PLAYFIELD

- Size, 32"x48". In Deluxe Cabinet, 36"x60".
- ★ Made by Leading Manufacturer
- ★ Jumbo Plastic Light-Up Bumpers
- ★ 2 or 3-Hole Play
- ★ Levelmatic Adjusters
- ★ Finest Materials

only \$125 NEW!

FIRST-Conditioned POOL GAMES

Regular Models from \$65

## RACK POOL PANELS

All new, with Rack and over-size Cue Ball. Regular size. \$25

## ELECTRIC SCORING POOL GAMES

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!

## 4-HOLE BUMPERLESS RACK POOL PANELS

1 hole in each corner. Regular size, with Rack and over-size Cue \$29.50

## BINGO 5-BALLS

- NEW Bally BIG SHOW United BRAZIL BALLY
- DOUBLE HEADER ..... \$545
  - PARADE ..... 485
  - NIGHT CLUB ..... 435
  - BROADWAY ..... 365
  - MIAMI BEACH ..... 225
  - PALM BEACH ..... 75
  - CONY ISLAND ..... 65
  - SPOTLIGHT ..... 55
  - BRIGHT SPOT ..... 65
  - BRIGHT LIGHT ..... 65

## ARCADE

SPECIAL PRICE! Chicago Coin's STEAM SHOVEL Brand New!

- United STAR SLUGGER \$395
- Wms. DEL. FOUR
- BAGGER ..... 375
- Genco HI FLY ..... 395
- Wms. KING OF SWAT ..... 285
- Mutoscope K. O. CHAMP, Floor Sample ..... \$345
- C.C. TWIN HOCKEY 310
- Bally SPACE SHIP ..... 265
- Bally MOONRIDE ..... 250
- AIR FOOTBALL ..... 195
- Wms. 6-PL. ALL STAR
- BASEBALL ..... 175
- SEWALK ENGINEER ..... 165
- C.C. BASKET CHAMP ..... 145
- Wms. DEL. BASEBALL 135
- Cap. MIDGET MOVIES. 135
- Mutos. ROCK 'N' ROLL 115
- Evans BAT-A-SCORE ..... 105
- Bally BIG INNING ..... 95
- Chi Coin GOALIE ..... 95
- TELEQUIZ (w/Him) ..... 95
- Scien. BATTING PRAC. 75
- Amuse. BOYMERANG ..... 65

## 5-BALL GAMES

### NEW

- Golf. FAIR LADY
- Chi Coin CAPRI
- Chi Coin BLONDIE
- Wms. FUN HOUSE
- Bally BALLS-A-POPPIN' Wms. PERKY GOTTLIEB
- DERBY DAY ..... \$240
- FRONTIERSMAN ..... 225
- D. L. SLUGGIN' CHAMP 185
- WISHING WELL ..... 185
- 4-BELLES ..... 165
- DRAGONETTE ..... 165
- JOCKEY CLUB ..... 145
- MYSTIC MARVEL ..... 155
- GUY & DOLLS ..... 95
- FLYING HIGH ..... 85
- SKILL POOL ..... 75
- QUARTETTE ..... 75
- SPOT BOWLER ..... 59
- 4-PLAYER GAMES
- SCOREBOARD ..... \$310
- JUBILEE ..... 325
- SUPER JUMBO ..... 315
- 2-PLAYER
- DUETTE ..... \$215

**FIRST**

EXPORT BUYERS! Send for Price List and Literature. Cable: "FIRSTCOIN"—Chicago  
**COIN MACHINE EXCHANGE, INC.**  
Joe Kline & Wally Finke  
1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500



There is still time...

# Get the \$64 Answer TO GREATER INCOME



Davis guaranteed, reconditioned SEEBURG Wall-O-Matic 100 wall boxes are available at \$64.00 . . . Canadian and American operators, phone collect, wire or write for special volume prices.

Chrome-covers—100 selections—new selection buttons—new instruction plates and backed by Davis 6-Point Guarantee.

Cable Address: "DAVDIS." 1/3 deposit required. Private Western wire.

**Our Only Address in Europe:**  
**Holland-Belgie Europe**  
 403 Ave. Louise, Brussels  
 Phone 47.66.63  
 Cable Address: "Hobeleurop-Brussels"  
 All currencies accepted: Francs, pounds, sterling, guilders, lire, marks, etc.

**WORLD EXPORT**  
**WESTERN EXPORT**  
**Distributing Corp.**  
 Exclusive Seeburg Factory Distributor  
 738 Erie Boulevard East  
 Syracuse 3, N. Y., U.S.A., Ph. 75-1631

## MOA Confab

• Continued from page 99

—to play at a national convention of music operators," Miller declared.

He said that jockeys and record people have always attended the conventions in number and that their informal contacts with operators have always proved mutually beneficial. "Why not then incorporate the exchange of information into the general business meetings, as well, into organized discussion?" Miller said.

MOA's board will also consider plans for increasing the number of record label exhibitors. One of the ideas which will be decided upon is getting a greater number of small independent labels to show.

Taxes and legislation will again be a prominent part of the program. Panel discussions will dominate all business meetings with the number of speeches held to a minimum.

At the same time, Miller announced that almost all of the members of the executive board had bought life memberships in MOA.

## Phonograph Specials

**Wurlitzer Model 1800 \$825.00**

**Wurlitzer Model 1700 \$645.00**

Wurlitzer Distributor  
 PHONE: ATLANTIC 1-1745

**MUSIC DISTRIBUTING CO.**  
 2001 Fifth Ave., Pittsburgh, Pa.

**GIVE TO DAMON RUNYON CANCER FUND**

\*\*\* **ROYAL** \*\*\*  
 DISTRIBUTING, INC.

Big Time . . . \$215.00	Caravan . . . \$325.00
Gaytime . . . 165.00	Pixie . . . 195.00
Surf Club . . . 60.00	Star Dust . . . 250.00

Brazil . . . . . Write

**ROCK-OLA DISTRIBUTORS**

Ask For Ben Mackie or Harold Hoffman  
 3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

# Bally TRAFFIC POLICE BIKE

New COIN-OPERATED MOTORCYCLE-RIDE

BALLY BIKE gives youngsters a big dime's worth of fun. Bouncy up-and-down motion—with slight side-sway—creates illusion of exciting speed-chaser action. . . an illusion so attractive to boys and girls that BALLY BIKE is busy earning money every minute of the day.

**Simple Speed Control**  
 Foot-pedal permits driver to speed-up or slow-down at will, adding to excitement and fun of BALLY BIKE, insuring continuous repeat-ride earning-power.

**Fast Dime Play**  
 BALLY BIKE is a 2-seater. . . a hard-to-resist bargain for parents with 2 or more children. After the first ride, the natural desire to "take turns at the handle-bars" promotes plenty of repeat-ride action. . . and a fast flow of dimes into the cash box.

SPEEDOMETER actually registers speed, from 20 to 50 miles per hour.  
 SIREN muted to be audible only in immediate vicinity of ride.  
 ADJUSTABLE to riding-time of 45 seconds, 1 minute, 90 seconds or 3 minutes.  
 HAND-BRAKE, throttle-lever, gas-control handle add fun to ride.

**Bally MANUFACTURING COMPANY**  
 7640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**Earns up to \$95 a week**  
 IN ONLY 53 IN. BY 27 IN. FLOOR SPACE

**We have the Deal that Will Appeal!**  
**See a "Wheel" at WORLD WIDE!**

<b>BINGO GAMES</b> NITE CLUB . . . \$445 BROADWAY . . . 375 BEACH BEAUTY . . . 345 MIAMI BEACH . . . 225 GAYTIME . . . 185 GAYETY . . . 110 BIG TIME . . . 225 VARIETY . . . 125 PALM SPRINGS . . . 75 YACHT CLUB . . . 65 STARDUST . . . 285 STARLET . . . 225 TRIPLE PLAY . . . 175	<b>5-BALL GAMES</b> DERBY DAY . . . \$240 HARBOR LITES . . . 225 EASY ACES . . . 210 FRONTIERSMAN . . . 195 WISHING WELL . . . 185 SOUTHERN BELLE . . . 165 SWEET ADD-A-LINE . . . 165 LOVELY LUCY . . . 135 QUEEN OF HEARTS . . . 85 4-PL. SCOREBOARD . . . 305 2-PL. TOURNAMENT . . . 275 2-PL. DLX. DUETTE . . . 225 4-PL. JUBILEE . . . 325
--	--

**ARCADE**  
 Williams CRANE . . . . . WRITE  
 Chicago Coin STEAM SHOVEL . . . . . WRITE  
 Exhibit SHOOTING GALLERY . . . . . 125  
 Exhibit SIX SHOOTER . . . . . 65  
 Exhibit JET GUN . . . . . 65

<b>WANT TO BUY</b> HUNTER • BIG HORN GUNSMOKE	<b>All Types POOL TABLES</b> A-1 Condition! from \$50
--	---

Cable Address: "GAMES," Chicago  
 Terms: 1/2 Deposit, Balance Sight Draft.

**WORLD WIDE DISTRIBUTORS**  
 Chicago 47  
 2330 N. Western Ave. Phone: EVERglade 4-2300

Your American Red Cross Is Always There After Disaster Strikes

# COINMEN YOU KNOW

## Washington

By DELORES NEWCOMB

Kiddie rides will be a feature attraction at the new Laurel Shopping Center in nearby Laurel, Md. Ellen Lind, one of the promoters of the shopping center, says that while only a small number of rides will be installed initially, the amount will be increased as the demand grows.

Juke box business around town is good, according to Pioneer Novelty. He says that rock and roll tunes really help collections along.

Coffee sales are steadily increasing at Kwik Kafe now that cold weather is here, says manager James Bowen. Milk sales have held up surprisingly well and may stay close to the summer mark, he adds.

## NYACK SLATE TOPS GUARANTEED

TO BE THE FINEST TOPS MADE!

- The ONLY Top Proven Satisfactory
- OVER 7,000 Now In Use

DO NOT BE FOOLED BY CHEAP INFERIOR SLATE THAT  
CRACKS AND PITS IN A VERY SHORT WHILE.

ONLY THE FINEST SOLID 3/4"  
AMERICAN SLATE IS USED!

Your distributor will handle only guaranteed slate tops.  
See him today for low prices on NYACK SLATE TOPS.

A SLATE TOP MADE FOR EVERY GAME  
MADE TO YOUR SPECIFICATIONS

## Nyack Slate Co., Inc.

84 So. Franklin St., Nyack, New York

Tele: NYack 7-2464

## AMERICAN SHUFFLEBOARD

12 FT CUSHION  
MODEL ILLUSTRATED



the game that pays off...

while it pays for itself

with our SPECTACULAR  
NEW 20-payment plan

Own the latest, fully-equipped shuffleboard models! Install them in your choice locations! And gradually pay for this equipment as it brings in profits for you.

American Shuffleboard now makes it possible for you to purchase the best and most modern shuffleboards on a time payment basis. This extraordinary plan, available to all qualified operators throughout the United States, ideally fits time and payment terms to your particular needs.

American Shuffleboards bring you maximum returns... with minimum breakdown servicing. They're the pastime in clubs, taverns... wherever people gather for amusement. It's the legal game that's never out of date.

So don't delay! Start earning profits immediately.

Write today for full information on America's new finance plan.

American

UNION 5-6633

SHUFFLEBOARD COMPANY

210 PATERSON PLANK ROAD UNION CITY, NEW JERSEY



You SHOULD BE DOING  
BUSINESS WITH

## TRIMOUNT

America's foremost exporters of  
Reconditioned coin-operated  
equipment



- Trimount has New England's largest stock of used Phonographs, 5 Balls and Arcade Equipment
- All equipment is guaranteed mechanically and electrically perfect—all has been completely reconditioned
- Trimount has one of the country's largest parts departments with thousands of parts in stock for immediate delivery
- Trimount has a large Service Department completely staffed with highly trained technicians
- Export Shipping Department specially packs equipment to insure delivery in perfect condition

WRITE FOR NEW PARTS CATALOG, EXPORTS BROCHURE,  
CATALOG SHEET AND PRICE LIST  
Exclusive Gottlieb, Williams, Seeburg, Genco and  
International Mutoscope Distributors.

## TRIMOUNT

Remember  
IN NEW ENGLAND  
IT'S TRIMOUNT

10 WALTHAM STREET  
BOSTON 18, MASS

## PROVED FOR HEAVY EARNINGS!

Has New EASY-SERVICING Features...

Williams

## PERKY

5-Ball Game!



WILLIAMS IS  
First  
WITH  
PRINTED  
CIRCUITS  
in 5-Ball Games!

PLAYFIELD  
LOADED  
WITH  
FAST  
ACTION!

Making Numbers 1 to 5  
Scores Replay!

- 3 THUMPER BUMPERS
- 2 CYCLONIC KICKERS
- 2 FLIPPERS

WRITE-  
WIRE-PHONE-  
See YOUR  
Williams  
DISTRIBUTOR!



Williams is  
First  
with National  
Slug Rejectors  
in 5-Ball Games!

Scoring Features:

- ★ 3 "Special" when lit Targets
- ★ 1 "Special" when lit Skill Hole
- ★ 1 "Super Special" when lit Skill Hole

Twin Chutes  
at slight  
extra cost.



CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

Your American Red Cross Is Always There After Disaster Strikes

# FABULOUS!

## GENCO'S

# OFFICIAL SKILL BALL

EXCLUSIVELY EMPIRE'S

IN

ILLINOIS • WISCONSIN • NORTHERN INDIANA

## ORDER NOW!!

1/2 Deposit, Balance Sight Draft or C.O.D.

**Empire** COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600



YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

### Hebel Preps New Game Tilt Switch

ADDISON, Ill.—A new impact disconnect device, more commonly recognized as the switch which causes pin games to register "tilt" if shaken too much, has been introduced by the Fred Hebel Corporation, Addison, Ill.

The device consists of a relay, resistor, condenser and rectifier mounted on a plate and wired with a male plug and female receptacle for easy inclusion in the 110-volt circuit. Size is 3 inches by 4 inches by 2 1/4 inches, and is priced at \$8.50, f.o.b. Addison.

### AMI School

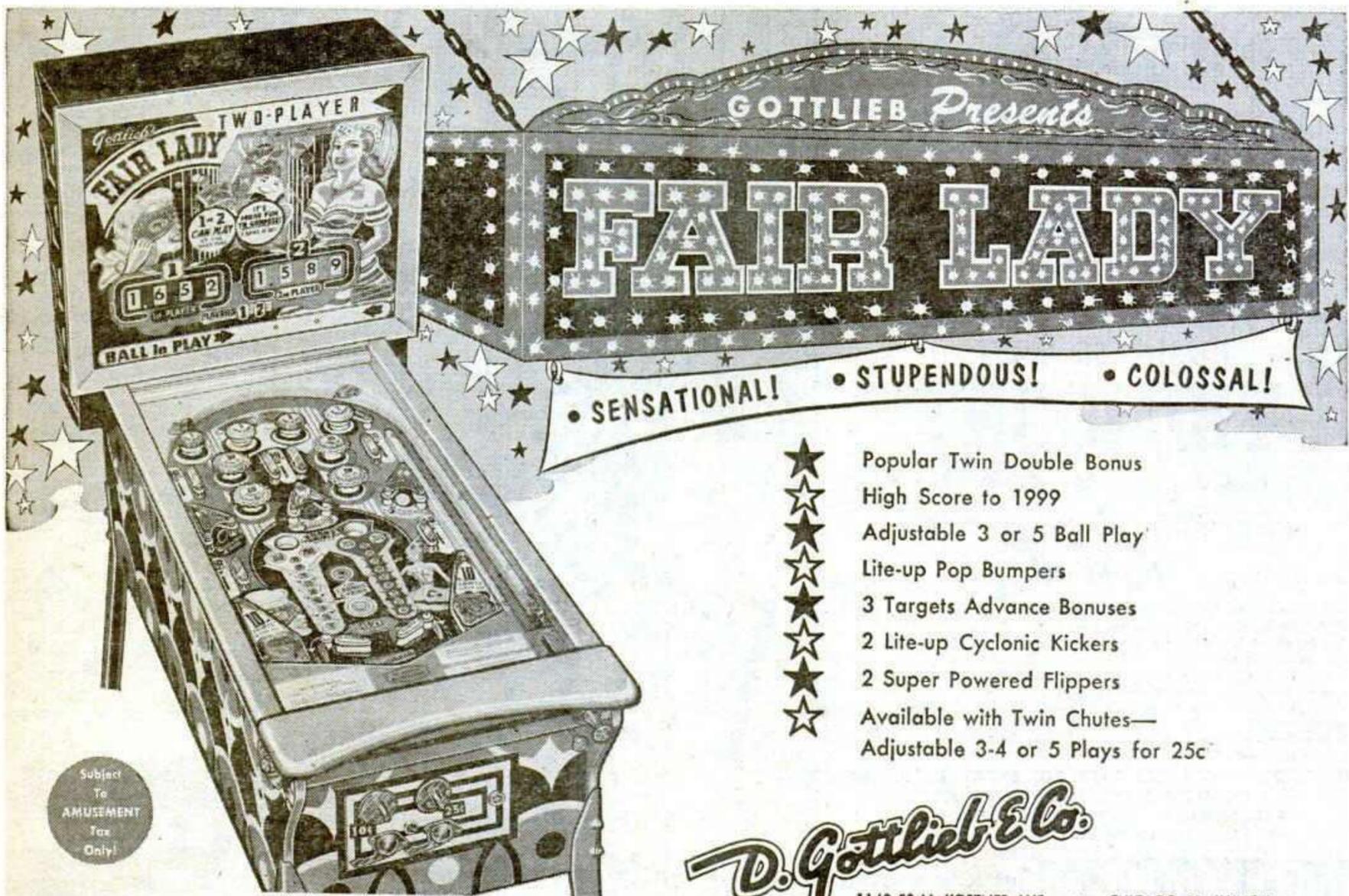
• Continued from page 99

S. M. Pascal Co., West Kildoman, Winnipeg, Canada; L. R. Kieffer, Central Music & Games, Wausau, Wis.

John F. Newman, Central Music & Games, Schofield, Wis.; John W. Reed, B. J. Novelty Co., Covington, Ky.; Harry G. Hosack, Banner Specialties Co., Pittsburgh; William Wong, United Engineering Agencies, Ltd., Jamaica, B. W. I.; Patrick Brick, Roanoke Vending Co., Richmond, Va.; Ed Sedo, Winnipeg Coin Machine Co., Winnipeg, Canada; Al Cashion, Southern Automatic Music Co., Louisville.

Ray Galante, Dunis Distributing Co., Seattle; Junior Peters, Southern Automatic Music Company, Cincinnati; John D. Caldwell, Dixie Coin Machine Company, New Orleans; Leo Morse, Miller-Newark, Detroit.

C. L. Bitting, director of AMI's school, announced that additional classes were being formed for the remainder of 1956 and 1957 for operators and servicemen interested in getting instruction on the firm's 200-selection phonograph.



**Gottlieb Presents FAIR LADY**

• SENSATIONAL! • STUPENDOUS! • COLOSSAL!

- ★ Popular Twin Double Bonus
- ★ High Score to 1999
- ★ Adjustable 3 or 5 Ball Play
- ★ Lite-up Pop Bumpers
- ★ 3 Targets Advance Bonuses
- ★ 2 Lite-up Cyclonic Kickers
- ★ 2 Super Powered Flippers
- ★ Available with Twin Chutes—
- ★ Adjustable 3-4 or 5 Plays for 25c

**D. Gottlieb & Co.**

1140-50 N. KOSTNER AVE. • CHICAGO 51, ILLINOIS

Subject To AMUSEMENT Tax Only!

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

## BUY THE BEST... WE DO!

# SKEE BALL

REG. U. S. PAT. OFF.

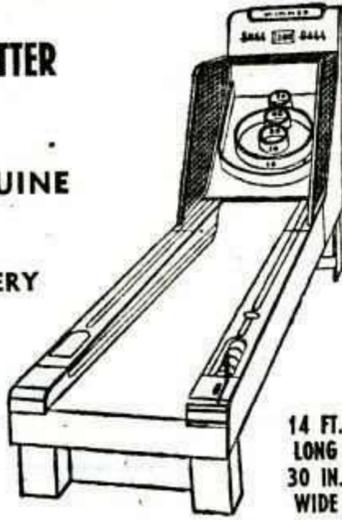
**NOTHING CAN BE BETTER  
THAN THE BEST**

**BUY ONLY THE GENUINE  
SKEE BALL**

**TIME-TESTED IN EVERY  
TYPE OF LOCATION**

**100% Mechanical  
No Bugs—No Trouble**

**SOLD ONLY BY**



14 FT.  
LONG  
30 IN.  
WIDE

**PHILADELPHIA TOBOGGAN CO.**  
130 E. DUVAL ST. PHILADELPHIA 44, PA.

**GIVE TO DAMON RUNYON CANCER FUND**

## Shuffleboard Is Backdrop for Feature Film

UNION CITY, N. J.—A table of the American Shuffleboard Company here will serve as a backdrop for about half the action in the forthcoming United Artists film, "Crossup."

Currently being shot in New York, the film stars George Montgomery and Geraldine Brooks. The picture opens with two of the principals playing a game on a tavern shuffleboard. The tavern, with the shuffleboard in the background, is the scene of most of the feature film.

Carl Spinatelli, American Shuffleboard advertising manager, said that United Artists has requested the loan of the coin game for the filming.

### FOR SALE

1 1955 INTERNATIONAL  
MUTOSCOPE PHOTOMATIC  
Will sell or trade. What have you?  
McCRORY MUSIC COMPANY

119 Flood St. Montgomery, Ala.  
Phone: 3-0381

### No. 1 Grade BUMPER POOL CUES, 48"

\$36.00 Value. . . . SPECIAL PRICE. . . . \$28.50 per doz.

Solid mahogany butts; white points with tips. You can't buy better cues.

### No. 2 Grade BUMPER POOL CUES, 48"

\$27.00 Value. . . . SPECIAL PRICE. . . . \$24.50 per doz.

4-prong, walnut-stained butts. This is a real saving for top-quality cues. Don't foul yourself up with cheap cues . . . ours will last twice as long.

For a small investment you can have new pool tables. You'll increase your take tremendously, too.

### RACK POOL PLAYFIELDS

Immediate Delivery

- NO. 1—REGULAR SIZE—32"x48", 2 hole, bumpers besides holes. Holes away from cushion for rebound play. Includes ball rack . . . . \$25.95
- NO. 2—BUMPERLESS PLAYFIELDS, 2 hole, away from cushion. Includes ball rack and 2 1/4" cue ball . . . . . 25.95
- NO. 1 STYLE OR NO. 2 STYLE IN KING SIZE—32"x66" . . . . . \$9.50  
(Holes close to cushion if specified)

### REGULAR BUMPER POOL LINED 2 OR 3 HOLE PLAYFIELDS. . . . \$22.95

### GENUINE ROTATION POOL BALL SETS

- REGULAR ROTATION POOL BALL SETS, Nos. 1-10, Incl. 2 1/2" . . . Per set \$18.50
- ARAMITH ROTATION POOL BALL SETS, Nos. 1-10, Incl. 2 1/2" . . . Per set \$19.75

- Rule cards and instruction sheets packed with each set.
- DELUXE CUE BALLS, 2 1/4" . . . . . Each \$2.50
- REGULAR CUE BALLS, 2 1/4" . . . . . Each \$1.95
- 2 1/2" 10-BALL RACKS . . . . . Each \$1.95
- KELLY POOL BOTTLES . . . . . Each \$1.50
- TALLY BALL SETS (Peas), Nos. 1-10, Incl. . . . . Per set .65

For Top Quality Bumper Pool Supplies—Every Item You Need  
Write for Our Special Price List for Bumper Pool Supplies.

We are as near to you as your telephone or mail box  
TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

## MARVEL Billiard Supply Company

1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MOntreal 6-8855

*Back In Production By Overwhelming Demand!!*

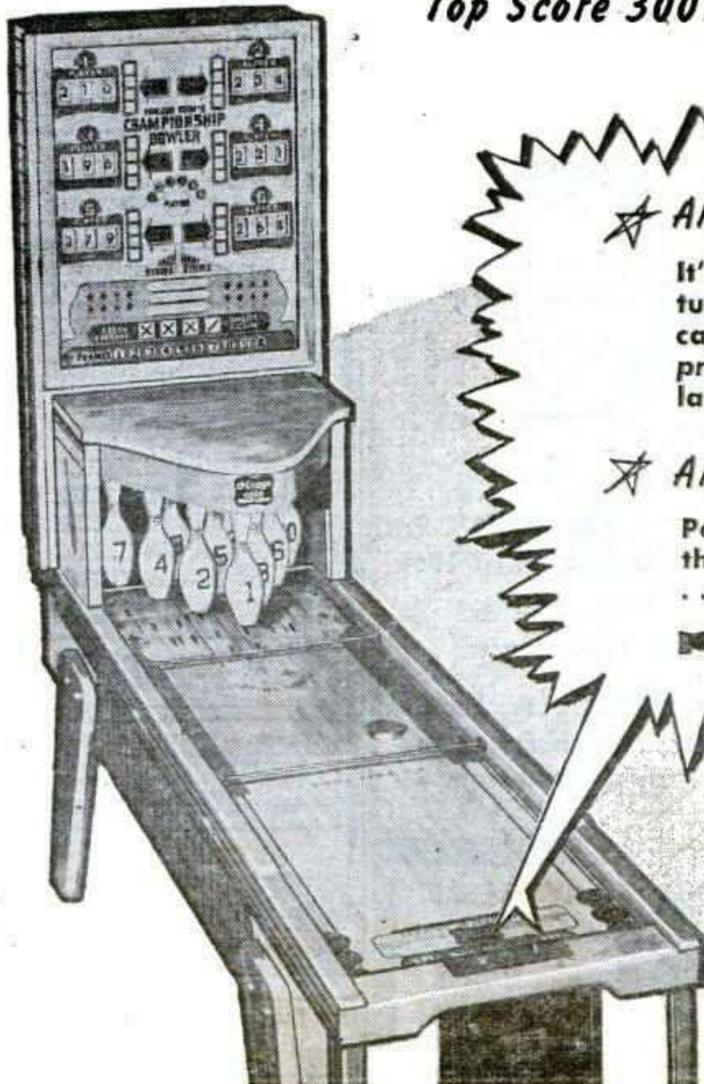
**chicago coin's GIANT PROFIT MAKER**

# CHAMPIONSHIP

**REGULATION BOWLER . . .**

*Scores According To ABC Rules . . .*

*Top Score 300!!*



### ★ Amazing New Player Control "Scoring Handicapper!"

It's the only regulation bowler with an authentic handicap feature . . . each player before shooting the first frame may handicap his score same as in real league bowling! (This feature promotes the setting up of individual location leagues to stimulate exciting play!)

### ★ Amazing New Player Control "Strike Selector!"

Permits player to set game for Easy or Hard strikes simply by the flip of a switch. (Makes good scorers out of poor players . . . better scorers out of good players)

Available In Both Regular and Super Models!

- ★ New High Speed Scoring!  
No Waiting Between Shots!
- ★ 1 to 6 Can Play!
- ★ Jumbo Pins . . . Giant Puck!
- ★ Equipped With National  
Slug Rejector!



1725 West Diversey Blvd., Chicago 14, Ill.

**PURVEYOR'S SPECIALS**

**BRAND NEW**



**SPECIAL PRICE \$125**

2 or 3-hole play, Jumbo Light-Up Bumpers and Non-Warp Play Fields. Latest models. Newest features.

Slate Tops for Regulation Size Pool Tables with Cloth and Plastic Bumpers. Finest Quality ..\$75

BOWLERS	GUNS
<b>KEENEY</b>	Genco State Fair.. Write
Speedlines .....\$275.00	Genco Wild West..\$295.00
American ..... 225.00	United Deluxe
Century ..... 195.00	Carnival ..... 210.00
Diamonds ..... 160.00	Exhibit Sportland . 175.00
Carnival ..... 85.00	Seeburg Bear Gun. 145.00
Ten Player ..... 70.00	Mutos. Super Bomber ..... 145.00
<b>UNITED</b>	Mutos. Sky Fighter 135.00
Targette .....\$145.00	Ex. Shoot'g Gallery 125.00
<b>GENCO</b>	Under Sea Raider . 125.00
Match Pool .....\$ 80.00	Ex. Space Gun .... 95.00
	C.C. Pistol Pete ... 75.00
	Ex. Dale Gun ..... 65.00

**Mich. UMO Adopts**

Continued from page 99

scholarship fund. The methods and amounts of awards will be controlled by the committee.

Support was enlisted for the program by the argument of Edward L. Carlson, Carlson Music Company, UMO president, that the cost would be only 2½ cents a week, but that it would add up to a very worth-while amount.

Small pointed out that one very definite objective is to find a means of letting the public know that the organization and its members are working for the youth program, as well as to arouse the interest participation of location owners by their having stickers on machines indicating publicly their own participation.

**Keeney Intros**

Continued from page 107

into six-numbered segments, rotates, stopping on one of the numbers. Whatever number is lit up indicates the number of stations the player's car advances on the oval track.

Each player has the same number of chances to reach Los Angeles, with the first one to arrive being the winner.

**Monopoly Feature**

The journey is complicated by a feature somewhat similar to the old Monopoly game board. If a player's car lands on certain stations in the track he may either be instructed to go back or forward any number of stations. His car is automatically advanced or sent back to the indicated station.

In addition to playing against each other, the players can play against the game itself. This is done by a handicap wheel that is numbered from 1 to 10 on the scoreboard. When the first player starts, one of the numbers light up. If any of the players reaches his destination within the number of chances shown on the wheel, he has beaten the game, and a star lights up on the scoreboard.

Cross Country is housed in a bleached wood cabinet, measuring approximately 28 inches wide by 56 inches high, and a depth of 18 inches.

Paul Huebsch, of Keeney, stated that samples have been sent to distributors and that full bulk shipments started last week.

**SHUFFLEBOARD SCOREBOARDS**

Reconditioned Like New

Wall Type .....\$ 65

Overhead Model 95

Electric Scoring POOL TABLE

Keeney Arcade. \$125

Chi Coin Automatic Pool ... 115

Chi Coin Hoopstagan Pool .... 115

**SUPPLIES**

Cue Sticks. Ea. ...\$2.50

Chalk. Gr. .... 3.50

Cement ..... .20

Cue Clamps. Ea. . .25

Plastic Cups, red or white. Ea. ...\$ .50

Coin Chutes. Ea. 10.80

Set of 10 2½" Pool Balls ... 12.00

Playfield Cloth . \$ 9.50

Set of 8 Pucks .. 12.00

Shuffle Game Wax 3.50

Shuffle Board Score Pads, 1,000 .. 7.50

**BINGOS**

Broadway ..\$350.00

Beach Beauty .. 310.00

Miami Beach ... 195.00

Big Time .. 225.00

Gay Time .. 190.00

Variety ... 125.00

Palm Springs 75.00



4322-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

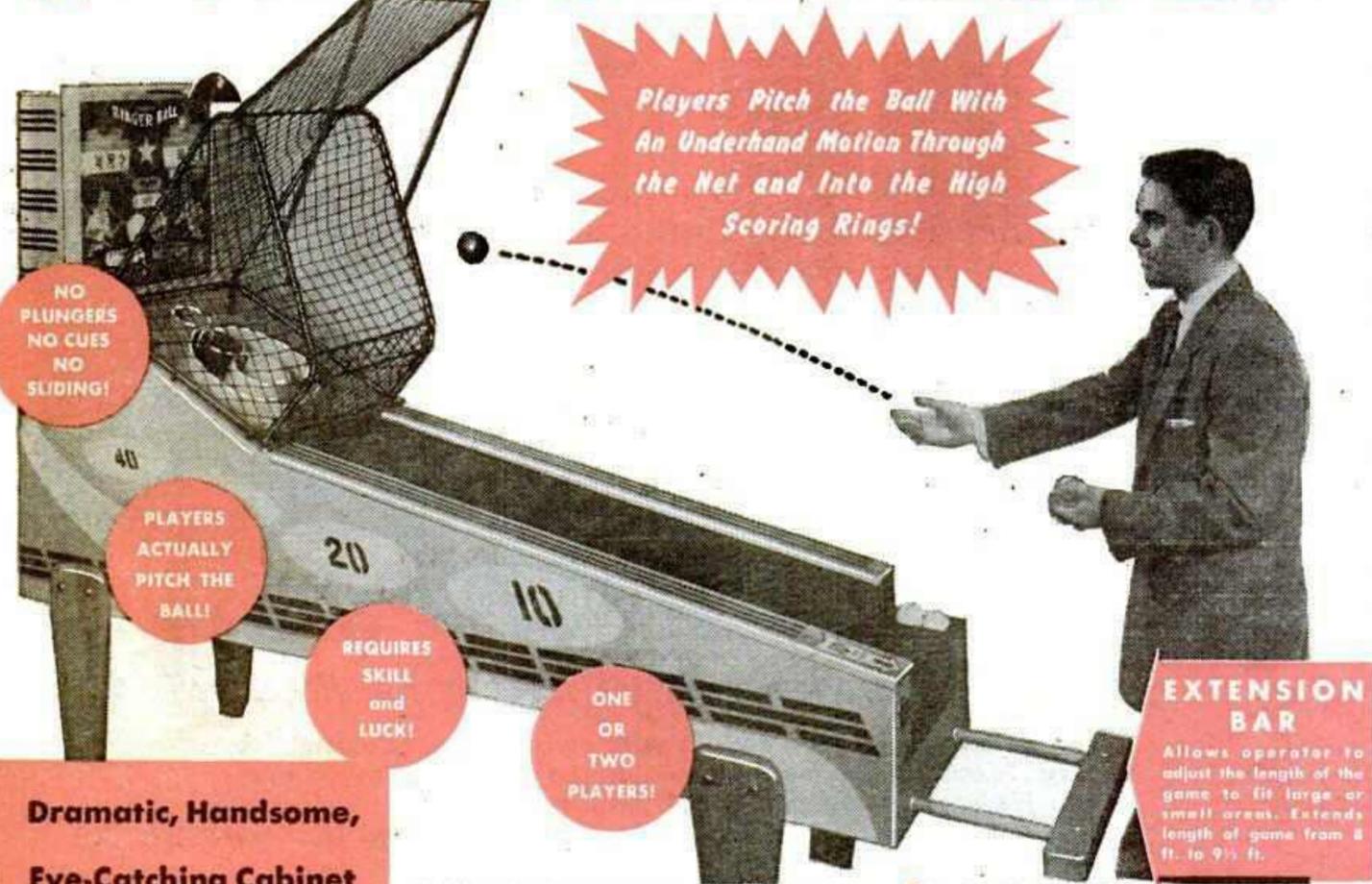
JUNIPER 8-1814

Your American Red Cross Is Always There After Disaster Strikes

**YOU WANTED SOMETHING NEW! YOU NEEDED SOMETHING NEW! EXHIBIT GIVES YOU AN ENTIRELY NEW CONCEPT IN ACTION GAMES!**

**EXHIBIT'S ORIGINAL, 2-PLAYER**

**RINGER BALL**



*Players Pitch the Ball With An Underhand Motion Through the Net and Into the High Scoring Rings!*

**NO PLUNGERS NO CUES NO SLIDING!**

**PLAYERS ACTUALLY PITCH THE BALL!**

**REQUIRES SKILL and LUCK!**

**ONE OR TWO PLAYERS!**

**EXTENSION BAR**  
Allows operator to adjust the length of the game to fit large or small areas. Extends length of game from 8 ft. to 9½ ft.

**Dramatic, Handsome, Eye-Catching Cabinet Attracts the Players. Once They Play It— They'll Keep Coming Back Again and Again!**

- ★ **PLAYERS GET 2 SHOTS PER FRAME ... 10 FRAMES PER GAME!**
- ★ **FIFTH FRAME DOUBLES SCORE— 10th FRAME TRIPLES SCORE ... giving losing player chances to catch up or win!**
- ★ **FIRST BALL OF EVERY FRAME COUNTS 100 POINTS WHEN IT GOES IN THE TOP RING! SECOND BALL COUNTS 50 POINTS IN TOP RING!**

- ★ **SCORES TOTAL UP AUTOMATICALLY!**
- ★ **REQUIRES ACTIVE PARTICIPATION OF ONE OR TWO PLAYERS AT 10c PER PLAYER!**
- ★ **REQUIRES SKILL AND LUCK!**
- ★ **CABINET MEASURES 8 Ft. Long, 26" Wide, 6 Ft. 2" High. Extension Bar extends playing field from 8 feet to 9½ feet.**

<b>AMI</b>	
2 E-120. Each.....	\$425.00
1 Model C .....	100.00
<b>WURLITZER</b>	
1500 .....	\$300.00
4 SMOKESHOP CIGARETTE MACHINES	
Model 53. Each.....	\$75.00
<b>GOTTLIEB</b>	
1 Arabian Nights Pinball.	\$100.00
<b>WILLIAMS</b>	
1 Star Pool Pinball.....	\$100.00
1 Dragonette Pinball ....	125.00
<b>UNITED</b>	
1 Havana .....	\$50.00
1 Super Shuffle Alley.....	30.00
<b>BALLY</b>	
1 Dude Ranch .....	\$60.00
<b>SEEBURG</b>	
1 Gun..Shoot the Bear ..	\$100.00
<b>CHICAGO COIN</b>	
6 Player Deluxe.....	\$40.00
1 Double Score Bowler....	35.00
<b>SOUTHERN MUSIC CO.</b>	
101 S. Burn Avenue, Winchester, Ky.	
Phone 1486	

PARTS AND SUPPLIES	
Independent Locks, each .....	\$ .70
Illinois Locks, each .....	.85
Duo Locks, each .....	1.25
Ace Locks, each .....	Write
Nat. Slug Rejector, #602, sample ..	2.95
Closeout lot of 100 at \$1.50 each	
Motors for all games .....	Write
Tubes, all types and numbers, 50% off list	
Front Plastic, Shuffle Alley, each	3.95
#4 Miniature Bulbs, per 100 ....	4.75
#46 Bulbs, per 100 .....	5.75
#47 Bulbs, per 100 .....	5.75
#50 Bulbs, per 100 .....	5.50
#51 Bulbs, per 100 .....	5.25
#55 Bulbs, per 100 .....	5.25
#63 Bulbs, per 100 .....	5.75
#81 Bulbs, per 100 .....	6.75
#1489 Gun Lamp, each .....	.65
7C7, per dozen.....	1.50
7½ Watt, per dozen.....	\$1.50 per case 14.50
Under \$10.00 order: cash with order.	
Over \$10.00, 1/3 Deposit, Bal. C.O.D.	
Step units, coils, switches, relays, tools and dies, etc., for mfg. your own parts and machines ... Write.	
SEE US ... MEET US ... DISCUSS YOUR NEEDS	
BOOTH 140, N.A.A.P.P.B. SHOW	
CHICAGO, HOTEL SHERMAN,	
Nov. 26, 27, 28	
Newest and latest games on display.	
See our ad on page 73	

**THE EXHIBIT SUPPLY COMPANY**

Established 1901

4218 W. LAKE ST. CHICAGO 24, ILLINOIS Phone: VA 6-3100

**AVAILABLE FOR IMMEDIATE DELIVERY!**



All the news of your industry every week in The Billboard...



**GOING BIG**  
in every type of location

Mutoscope's great  
**LORD'S PRAYER**  
VENDOR  
for the popular  
RELIGIOUS GOOD LUCK MEDAL

On Display  
In Our Showroom  
IMMEDIATE DELIVERY—ORDER TODAY  
**FRIEDMAN AMUSEMENT CO.**

441 Edgewood Ave., S. E.    2009 Main Street  
Atlanta, Georgia            Columbia, S. C.  
Phone: Jackson 4-7511      Phone: 6-4913

**Lima Music Sells Out to Twin City**

LITTLE ROCK, Ark. — Mrs. John Lima, owner of Lima Music Company at North Little Rock, sold out last week to Cecil Hill and Harold Dunaway, owners of Twin City Music Company.

Reported sale price in amusement circles was \$35,000. The sale included between 65 and 70 pieces of equipment, mostly juke boxes and games.

Lima Music was the oldest coin machine business in the Little Rock area. John Lima, who died last year, was one of the pioneers in the music business in Arkansas. Since his death Mrs. Lima and the two employees have been running the route.

Mrs. Lima worked out retirement plans prior to the sale and will no longer be active.

*It warms our heart to receive unsolicited letters such as this that just arrived from one of our customers:*

"We received your shipment of five machines in excellent condition. We found the equipment in the most perfect condition of any machines we have ever ordered from any company."

That's the sort of thing that makes our job easier, and it is the reason we thoroughly recondition our equipment, scrape and lacquer the rails, install new instruction cards, clean them inside and out, ready for location the minute you get them and offer them at prices that are hard to beat.

Double Header . . . . .	\$525.00	Gay Time . . . . .	\$175.00
Nife Club . . . . .	425.00	Gayety . . . . .	90.00
Broadway . . . . .	350.00	Surf Club . . . . .	65.00

**H. M. BRANSON DISTRIBUTING COMPANY**

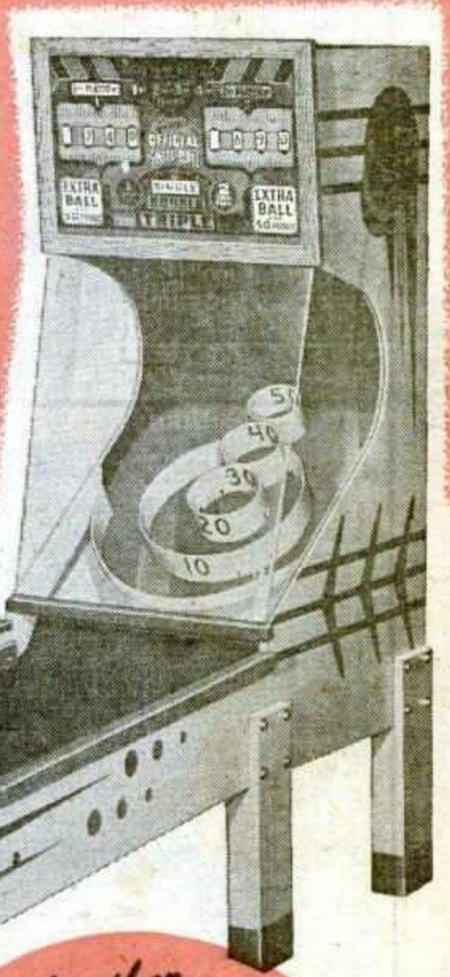
811 EAST BROADWAY Phone: WAbash 1343 LOUISVILLE 4, KENTUCKY  
EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

**GENCO'S EXCITING**



The GAME  
Operators Everywhere  
Have Been Clamoring For!

1 OR 2  
PLAYER  
GAME



All the Thrilling Player Appeal of that All-Time Favorite—now BETTER THAN EVER with Genco's New, Exclusive Features!

- NEW EXTRA BALL FEATURE!**
- NEW LIFETIME PLASTIC CUPS!**  
Easy to clean . . . never wear out
- NEW PLEXIGLASS "SHOWCASE" FRONT!**  
Unbreakable . . . protects with no visual obstruction
- NEW 2-PIECE DE LUXE CABINET!**  
Easy to move, easy to service

- 3 BALLS PER FRAME (plus extra ball feature)  
4 Frames per Game
- SINGLE, DOUBLE, TRIPLE SCORING  
—scores in the thousands!
- 45 SECONDS PLAYING TIME . . .  
Regular or Match Play

Sized to Fit  
Any Location

Another  
**GENCO FIRST!**  
**It's** SOUNDPROOF  
COLORFUL  
EVERLASTING

SEE IT  
on the playfield!

GET "ON THE BALL" with "OFFICIAL SKILL BALL"!

—SEE YOUR GENCO DISTRIBUTOR TODAY!

**GENCO** MFG. & SALES CO.

2621 N. Ashland Avenue

Chicago 14, Illinois

Going over B-I-G with the "SMALL FRY"

Genco's Exclusive

**"DAVY CROCKETT"**

MOVING TARGET RIFLE GALLERY STILL IN PRODUCTION.

# Bally® BIG SHOW



**EXCITING NEW  
TRIPLE-DECK  
ADVANCING SCORES**

Separate advancing-scores for each of 3 different color-lines—red, yellow, green—building up, up, up to really exciting man-size scores! AND PLAYER SCORES SEPARATELY IN EACH OF 3 COLORS! No wonder BIG SHOW is getting biggest cash-box applause in pin-ball history! Get your share! Get Bally BIG SHOW on location today!

Magic Squares  
Spot Numbers  
Corner Scores  
Ballyhole  
Extra Balls



## BALLS-A-POPPIN' new type novelty game by Bally®

WITH RIOTOUSLY EXCITING

### WILD BALLS SCORE-BOOSTER FEATURE

FUN FOR  
**1**  
PLAYER  
MORE  
FUN FOR  
**2**  
PLAYERS

NOW AT YOUR *Bally* DISTRIBUTOR  
DELUXE ABC-BOWLER • DELUXE CONGRESS BOWLER  
BALLY MANUFACTURING COMPANY, CHICAGO

for best deals on biggest money-makers \$ \$ \$ \$ \$  
\$ \$ \$ \$ \$ SEE YOUR *Bally* DISTRIBUTOR