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Album Buyer: New Juke Box Patron?

Big Packaged Record Sales in 1956 Cause Ops to Eye Program Potential

By BOB DIETMEIER

CHICAGO—Booming sales in the packaged records business in 1956 are causing juke box operators to take a long look at the album-buying public to see how many potential juke box patrons it may contain.

Altho most juke box operators agree that the album-buying public includes relatively few regular juke box customers, an increasing number of operators believe album buyers might be converted into important juke box patrons in at least some locations.

In an effort to capture these new patrons, operators can be expected to experiment with programming more disks with motion-picture sound tracks, original-cast Broadway shows, mood music and background music, much of which is available both on extended-play records and 45 r.p.m. singles, some of which is available on EP's only.

Package Activity

A fact which has had much to do in spotlighting the pop album-buyer as potential market for juke box operators has been the tremendous activity in the album business during 1956.

Programming-conscious operators reason that since teen-age record buyers play on juke boxes records they buy, album-buyers might well do the same—if the juke box has the disks programmed they buy.

There are also factors which may account for increased operator buying of EP's in particular in coming months. Operators in some sections of the country have long used EP's as a useful medium in converting from nickel-a-tune to dime-a-tune play. These conversions are expected to increase during 1957.

Often operators cannot buy as 45 r.p.m. singles the show tunes and mood music they want. Faced with that fact, they must either do without the music or buy EP's in order to get it.

The 200-selection juke box is playing an important role in increased EP buying.

In previous surveys conducted

Urania Sets Book, Disk Tie

NEW YORK — A record-book package is being offered by Urania for the price of the record alone. The album, "Dreams of Paris," is a mood music disk with some familiar, as well as not-so-familiar tunes associated with the French capitol. Orchestra de Paris Moulin Rouge is featured. The price, book included, is \$3.98.

The book, "Paris," by Art Buchwald, is a natural tie-in. Buchwald is a newspaperman, whose syndicated column, "P. S. From Paris,"

(Continued on page 14)

WHAT CAN GUY DO WITH A 60G OIL PAINTING?

NEW YORK — Murray Sporn, general manager of the music publishing firm, American Music, has had a good year. Among the hits he has bagged were "Sixteen Tons" and "Glendora." A week ago, however, he found himself with an unexpected hit on which he expended no energy of his own. Turning over a begrimed painting given him some years ago by his father-in-law to an art gallery for restoration, he was informed that the painting was a genuine Gaspard Poussin.

This 17th century French painter is represented in the leading museums of the world, and Sporn's landscape, a prime example of Poussin's work, may be worth as much as \$60,000 or more. The Metropolitan Museum verified the authenticity of the painting, and Sporn is now a little chagrined when he recalls that not long ago he considered getting rid of the painting because it didn't go with the modern decor in his home.

Sporn also discovered that every silver lining has its cloud and that all that is framed in gold does not glitter. Sporn complained, "So what's the net gain? I got a painting and I lost my baby sitter. The kid won't sit around the apartment alone. She's sure that robbers are going to break in at any minute. Who needs the painting? I wish I had the baby sitter back."

He admits that the presence of the painting also makes him a little nervous now. Sporn doesn't know whether he wants to keep the painting, sell it or lend it to a museum. The problem is, it still doesn't go with his modern furniture.

(Continued on page 70)

British Commercial Video Takes Giant Step in First Year

Bears Some Similarities to U. S., Trounces BBC Program Coverage

By DENNIS McDONALD

LONDON—The English have taken to commercial television like grouse to a heath, according to a survey made by A. C. Nielsen Company, Ltd., at the end of the first year of operation of the Independent Television Authority. In fact, the ITA network in this two-channel country seems to be putting its rival, the British Broadcasting Corporation, to shame.

Begun a little over a year ago, the ITA was set up to operate the commercial network and to act, in effect, like the Federal Communications Commission in the United States in that it grants licenses. Here, however, the licenses go to contractors to provide programming—the licensees being similar to program packagers in the U. S. The record of these contractors—Associated-Rediffusion, Associated Television, Associated British Cinemas, Independent Television News and Granada—over the year has shown rapid growth.

Three Areas

During this first year of commercial TV, which covers three general areas—London, Birmingham and Manchester—TV homes thruout Great Britain have risen from 32.5 per cent to 40.4 per cent of the total households thruout the Isles. In the three specific ITA areas, TV ownership combined is 6 to 7 per cent higher. The additions of Birmingham in February and Manchester in May accounted for about 2,000,000 more homes getting commercial TV coverage. Of interest to advertisers, of course, is the fact that

these three areas already comprise the larger part of the national market in terms of purchasing power and sales.

Sets must be equipped to receive the ITA, as well as the BBC transmissions. Here, again, commercial TV has shown a sharp increase from 13 per cent of all TV homes in London a year ago to 43 per cent this fall. In Birmingham, the jump went from 27 per cent to 35 per cent, and in Manchester, from 27 per cent to 40 per cent.

Social Classes

From the Nielsen study on television in general, many other similarities and dissimilarities between the British and U. S. are apparent. In the ITA areas, social class and income of the family have less bearing on TV ownership than the size of the family. By social class, the lower and middle classes combined represent an average of 94 per cent of TV homes equipped to receive both ITA and BBC.

As far as income is concerned, an average of 87 per cent able to receive ITA and BBC transmissions earn less than \$42 a week and of that, most earn less than \$30.

Family Sizes

The great bulk (average of 83 per cent) of ITA-BBC homes has from two to five people, over half of which consist of two to three persons. The single households, or those with more than six people, are only slightly covered by the commercial operation.

As in America, the housewife dominates the television set. During July, for example, women constituted about 44 per cent of the ITA viewing audience after 6 p.m. Prior to that, from 4 to 6 p.m., about 31 per cent were women and 44 per cent were children.

The British are not the avid fans (Continued on page 6)

Brit. Borrows From U. S. TV

LONDON—The top 10 shows on commercial TV in Britain, as detailed by A. C. Nielsen Company, Ltd., bears marked similarities to American programming, some being actual U. S. shows. Found in the top 10 are "Drag-net," "I Love Lucy," "Douglas Fairbanks Present's," "Cavalcade of Sport," "\$64,000 Question" and "Robin Hood," all familiar to the U. S.

Also they have their quiz programs, "Spot the Tune," "Take Your Pick," "Double Your Money," and big variety shows, like "Sunday Night at the Palladium-Blackpool," similar to "Toast of the Town" in the U. S.

NEWS OF THE WEEK

Change in TV Audience Alters Type of Dramatic Fare . . .

Excitement and audience identification are the chief requirements of a new kind of dramatic show which is eclipsing the formerly popular mood pieces. Change in the nature of viewing audience has caused the shift. . . . Page 2

Bristol-Myers Buys Feature Films for Six TV Stations . . .

Bristol-Myers has bought full sponsorship of feature films on two more TV stations, making a total of six to date. It is further reported dickering with another six stations for sponsorship of top movies. . . . Page 8

Jazz Disk Buyers Exercise Most Taste; Others Swayed by Noise . . .

Today's record customer is swayed by hi-fi excitement, sensationalism and plain noise, according to Bernard Braddon, buyer for the big-volume Liberty Music Shops chain. Taste has virtually disappeared, he points out. . . . Page 14

Background Music Writers Seek Larger Share in ASCAP Melon . . .

Background music writers meet with representatives of the American Society of Composers, Authors and Publishers in an effort to secure a larger share in the Society's distribution. . . . Page 15

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BY POPULAR-APPEAL

New Slant on Hour Drama May Find Many Staff Shifts

NEW YORK—Hour-long dramas are in transition, say the pundits, from enlightenment to excitement. New subject matter, with appropriate new writing and directing approaches, will cause major personnel shifts among the top stanzas, such as the expected resignation of Worthington Minor as executive producer of "Kaiser Aluminum Hour."

Consensus among producers and ad agency men is that the TV viewer is no longer "of the middle class which bought sets earliest," but is now "of a mass audience from every economic level." Today's public, they claim, is less interested in "artsy-craftsy theater" and more interested in a combination of pure enjoyment and situation identification.

These men foresee fewer productions like "Antigone" and more thrillers like the "Climax" offerings. "Climax" which is probably TV's most successful hour-long dramatic series today, pioneered the new style in fiction, just as "Studio One" and Fred Coe broke ground for the introspective, Chekhov-like play.

New Authors

Tho the new style may not spawn new authors as well known as the old style's Paddy Chayefsky, Robert Alan Aurthur, Horton Foote and Tad Mosel, it is bringing to the fore new producer-directors and realignments. With the renewal by Westinghouse of "Studio One" for another 52 weeks came the division of producing chores by Gordon Duff, Felix Jackson and, late of "Alcoa Hour,"

Herbert Brodtkin. Where Minor, who has an NBC-TV contract, will go is an open question.

A broad base of mass appeal is the current top requirement for scripts, which must contain problems, moods and emotional reactions with which viewers can identify. A second requirement is stress on excitement. To satisfy these, producers will be buying "Climax" type of properties in which either the viewer climbs into the TV set and lives with the characters or the tension climbs out of the set and grips the viewer for chills and thrills.

Classics Out

It is widely conceded that the classics of the lively arts draw audiences too small to be commercially acceptable. So, like opera, ballet and art films, it looks as if

fragile drama and mood pieces have been struck from advertisers' lists. The praise and scorn of critics no longer influence the average sponsor or radio-TV veepee.

The spokesmen also point out that those writers, and many creative heads like Coe, have left TV for other pastures, clearing the scene for the new look. When the new Warner Bros.-ABC-TV hour drama debuts next fall, it will feature "a series of conflict stories set in a Mark Twain, Americana aura of audience empathy, created by fresh talents," according to network sources.

One clearcut signpost of the big change is the almost total use this fall of the happy ending, as opposed to previous years' reliance on downbeat finales with unresolved or tragic endings.

NAMES CALLED

New Lines Written In Winchell Fracas

NEW YORK—Another controversial chapter is being written to the Walter Winchell saga, with one retiring sponsor of his NBC-TV series denying poor ratings were the cause of its cancellation and the agency for the other sponsor who's bowing out letting it be known that the star's temperament was the chief cause.

Winchell, who has been blasting

all rating services in his syndicated column during the past month, laid the blame at the door of the rating experts for depriving him of otherwise-contented sponsors. He is reportedly conferring with lawyers on a suit against American Research Bureau, Trendex, The Pulse, A. C. Nielsen Company and Videodex.

With five weeks remaining before the demise of the variety stanza, NBC-TV is faced with a replacement problem for a time period which is being strongly contested by ABC-TV with "Crossroads" and CBS-TV with "Zane Grey Theater." Meanwhile, the William Morris Agency is seeking new sponsors and a possible new time slot for the Winchell show, while Old Gold and Toni are shopping for another show and will relinquish the 8:30-9 time period unless they come up with a strong replacement.

Met's top diva this year, Maria Callas, succumbed to Bing's pressure and refused to grace the spectacular, signing instead for dates on Sullivan's show. The Met gets an added surr. for these Sullivan appearances.

Hurok is making no secret of his anger, nor is Bing concealing his firm belief that the Met is entitled to compensation for having made these stars famous enough to command TV attention. Controversy was complicated last week by Bing's "suggestion" to tenor Richard Tucker, only Met star to have accepted Hurok's offer, that he withdraw from the NBC-TV show. At press time, Tucker was

(Continued on page 6)

12 TV SHOWS TO REP U. S.

NEW YORK—The government has finally gone on record that television is an art form contributing to our culture. Twelve TV shows will be chosen next year to represent the U. S. at the 1958 Brussels Exhibition, a festival of creative arts at which 60 nations will display samples of their plays, movies, paintings and music.

Howard Cullman, noted legit angel, has been named U. S. High Commissioner of the operation which will choose and present our entries and will head a committee to pick the 12 video programs.

Rating Problem On 'Giant Step'

NEW YORK — CBS-TV still seems to be having problems with its Wednesday 7:30-8 time period. General Mill's "Giant Step," the new kids audience-participation show now slotted there, received an 11.6 Trendex Wednesday (21). The first half of "Disneyland" got a 31.7 on ABC-TV, and the combination of Eddie Fisher and news on NBC, a 9.1.

Thursday's Thanksgiving professional football, however, did very well rating-wise, racking up a 15.4 average from 12:30-2:30 and a 48.3 share of the audience.

Carter Nears Half Buy of Nat Cole TV

NEW YORK—Carter Products is close to the purchase of alternate weeks of Nat (King) Cole in the Monday 7:30-7:45 time slot on NBC-TV.

Carter last week purchased six alternate Tuesday telecasts of the NBC news show, 7:45-8. American Can is the other sponsor of the Tuesday news show on the web. Reports are that Studebaker-Packard has canceled its sponsorship of Monday's 7:30-7:45 news stanza at the network.

CBS Nears Signing Of John Houseman

NEW YORK—CBS-TV reportedly is on the verge of signing John Houseman, noted legit and movie producer, to act as executive producer of "Seven Lively Arts," its most ambitious upcoming cultural effort slated for a Sunday afternoon slot next season.

The pacting of Houseman, currently the artistic director of the American Shakespearean Theater Festival at Stratford, Conn., is indicative of the importance of the show to the network and to Hubbell Robinson Jr., executive veepee whose brainchild it is. Houseman's most recent film effort is "Lust for Life," and he has also produced such important films as "Executive Suite" and "Bad and the Beautiful," which won an Academy Award.

Robert Herridge who is currently assigned to the project will produce the show, but reports to Houseman. Among the projects reportedly being considered is Paul

Gregory's First Drama Quartet doing "John Brown's Body," the W. W. Hudson classic "Green Mansions" and a show about Walt Whitman.

Houseman will continue to guide the destiny of the American Shakespearean Festival for the next several seasons.

Roberts as CBS' East Story Editor

NEW YORK—Ed Roberts has been appointed Eastern story editor for the CBS-TV Network Programs department. To assume this new post, Roberts resigned from Batten, Barton, Durstine & Osborn where he was script editor of the "Armstrong Circle Theater" from 1950-'54.

He is particularly known for his work in developing young writing talent.

Pepsi, Shulton 'Cinderella' To Cost 555G

NEW YORK—Pepsi-Cola and Shulton will co-sponsor Rodgers and Hammerstein's original TV musical "Cinderella." The hour-and-a-half show, which is one of the most expensive one-shots ever offered on TV, will cost the sponsors \$555,000 for time and talent.

It marks the re-emergence of Pepsi as a big-time TV sponsor which is following the pattern of explosion advertising so successful for Shulton last season. The spectacular will be presented March 31, somewhere between 7:30 and 9:30, pre-empting "Toast of the Town." It will star Julie Andrews of "My Fair Lady."

Pepsi's current TV advertising consists of syndicated film sponsored by its bottlers. At one time it bankrolled Faye Emerson on CBS-TV and also sponsored an anthology dramatic series. Kenyon & Eckhardt is the Pepsi agency.

Hoag Joins CBS As Account Exec

NEW YORK — Bob Hoag, formerly with Hoag-Blain, has joined the CBS-TV network network sales staff as an account executive.

He replaces Chuck Reeves, who has resigned to join Screen Gems, where he will function in national sales under John Mitchell. Hoag is a veteran broadcasting executive.

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MEETING CALLED

Met-Sullivan Contract Worries Web Execs

NEW YORK — Reports of an NBC-CBS top level conference have followed on the heels of the tradition-breaking contract between Ed Sullivan and the Metropolitan Opera Company. Network executives have expressed the fear that a dangerous precedent has been established in which a company can demand and receive money from a producer who wants to hire performers with tenuous connections to that company.

Rudolph Bing, general manager of the Met, is known to have blocked offers by Sol Hurok to several current stars of the Met season for appearances on his "Festival of Music" stanza of "Producers Showcase" December 10. Most of the singers, including the

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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

• Network Situation Comedies

OCTOBER RATINGS			AMONG WOMEN		
Rank	Show, Sponsor & Web	Rating	Rank	Show, Sponsor & Web	Women Per Set
1.	I Love Lucy Gen'l Foods, P&G (CBS)	54.4	1.	Private Secretary Amer. Tobacco (CBS)	1.14
2.	Phil Silvers R. J. Reynolds, Amana (CBS)	29.8	2.	I Love Lucy Gen'l Foods, P&G (CBS)	1.10
3.	December Bride Gen'l Foods (CBS)	28.2	3.	December Bride Gen'l Foods (CBS)	1.07
4.	Bob Cummings Colgate, R. J. Reynolds (CBS)	26.4	4.	Oh! Susanna Nestle (CBS)	1.06
5.	Father Knows Best Scott (NBC)	26.1	4.	Hey, Jeannie P&G (CBS)	1.06
6.	Life of Riley Gulf (NBC)	23.8	4.	The Brothers P&G, Sheaffer (CBS)	1.06
7.	Burns & Allen B. F. Goodrich, Carnation, Gen'l Mills (CBS)	22.5	7.	Burns & Allen B. F. Goodrich, Carnation, Gen'l Mills (CBS)	1.05
8.	Private Secretary American Tobacco (CBS)	20.2	8.	Hiram Holiday Gen'l Foods (NBC)	1.03
9.	Oh! Susanna Nestle (CBS)	18.8	9.	Father Knows Best Scott (NBC)	.99
10.	Ozzie & Harriet Eastman Kodak (ABC)	17.4	10.	Ozzie & Harriet Eastman Kodak (ABC)	.97

AMONG MEN			AMONG CHILDREN		
Rank	Show, Sponsor & Web	Men Per Set	Rank	Show, Sponsor & Web	Children Per Set
1.	Hiram Holiday Gen'l Foods (NBC)	.86	1.	Topper Gen'l Foods (NBC)	1.08
2.	Private Secretary Amer. Tobacco (CBS)	.83	2.	Oh! Susanna Nestle (CBS)	.97
3.	The Brothers P&G, Sheaffer (CBS)	.82	3.	Father Knows Best Scott (NBC)	.90
4.	Phil Silvers R. J. Reynolds, Amana (CBS)	.81	4.	Hey, Jeannie P&G (CBS)	.88
5.	Oh! Susanna Nestle (CBS)	.80	5.	Bob Cummings Colgate, R. J. Reynolds (CBS)	.82
6.	Hey, Jeannie P&G (CBS)	.76	6.	December Bride Gen'l Foods (CBS)	.77
6.	Stanley Toni, Amer. Tobacco (NBC)	.76	7.	I Love Lucy Gen'l Foods, P&G (CBS)	.76
8.	I Love Lucy Gen'l Foods, P&G (CBS)	.75	8.	Danny Thomas Armour, Kimberly-Clark (ABC)	.74
9.	Burns & Allen B. F. Goodrich, Carnation, Gen'l Mills (CBS)	.74	9.	Stanley Toni, Amer. Tobacco (NBC)	.73
9.	Bob Cummings Colgate, R. J. Reynolds (CBS)	.74	10.	Ozzie & Harriet Eastman Kodak (ABC)	.68
9.	Life of Riley Gulf (NBC)	.74	10.	Phil Silvers R. J. Reynolds, Amana (CBS)	.68

• Network Panel Quiz Shows

OCTOBER RATINGS			AMONG WOMEN		
Rank	Show Sponsor & Web	Rating	Rank	Show, Sponsor & Web	Women Per Set
1.	\$64,000 Question Revlon (CBS)	42.6	1.	What's My Line? J. Montener, Rem. Rand (CBS)	1.21
2.	What's My Line? J. Montener, Rem. Rand (CBS)	35.6	2.	Big Surprise Purex, Speidel (NBC)	1.20
3.	I've Got a Secret R. J. Reynolds (CBS)	35.4	3.	\$64,000 Challenge P. Lorillard, Revlon (CBS)	1.19
4.	You Bet Your Life De Soto (NBC)	34.3	4.	\$64,000 Question Revlon (CBS)	1.14
5.	\$64,000 Challenge P. Lorillard, Revlon (CBS)	32.6	4.	I've Got a Secret R. J. Reynolds (CBS)	1.14
6.	People Are Funny Toni, R. J. Reynolds (NBC)	24.2	6.	People Are Funny Toni, R. J. Reynolds (NBC)	1.12
6.	Do You Trust Your Wife? L&M, Frigidaire (CBS)	23.1	7.	High Finance Mennen (CBS)	1.11
8.	Big Surprise Purex, Speidel (NBC)	17.9	8.	Do You Trust Your Wife? L&M, Frigidaire (CBS)	1.10
9.	High Finance Mennen (CBS)	15.1	8.	You Bet Your Life De Soto (NBC)	1.10
10.	Twenty-One Pharmaceuticals (NBC)	13.9	10.	Name That Tune Whitehall, Amer. Home (CBS)	1.09

AMONG MEN			AMONG CHILDREN		
Rank	Show, Sponsor & Web	Men Per Set	Rank	Show, Sponsor & Web	Children Per Set
1.	\$64,000 Challenge P. Lorillard, Revlon (CBS)	.95	1.	Beat the Clock Pharma-Craft, H. Bishop (CBS)	.77
2.	What's My Line? J. Montener, Rem. Rand (CBS)	.91	2.	Treasure Hunt Mogen-David (ABC)	.76
3.	High Finance Mennen (CBS)	.90	3.	People Are Funny Toni, R. J. Reynolds (NBC)	.74
4.	\$64,000 Question Revlon (CBS)	.86	4.	Name That Tune Whitehall, Amer. Home (CBS)	.63
5.	You Bet Your Life De Soto (NBC)	.85	5.	I've Got a Secret R. J. Reynolds (CBS)	.54
6.	People Are Funny Toni, R. J. Reynolds (NBC)	.84	6.	Big Surprise Purex, Speidel (NBC)	.53
7.	Break the \$250,000 Bank Lanolin (NBC)	.82	6.	\$64,000 Question Revlon (CBS)	.53
8.	Big Surprise Purex, Speidel (NBC)	.79	8.	Do You Trust Your Wife? L&M, Frigidaire (CBS)	.52
8.	Beat the Clock Pharma-Craft, H. Bishop (CBS)	.79	9.	You Bet Your Life De Soto (NBC)	.51
8.	I've Got a Secret R. J. Reynolds (CBS)	.79	10.	Twenty-One Pharmaceuticals (NBC)	.29

Exec Says Clients With Bad Pix Could Have Begun Early

NEW YORK—Sponsors of network vidfilm series must make earlier commitments if they wish to get off the hook quickly in the event their properties do not click. This was the solution given by a top vidfilm producer to the current problem dogging network TV.

This season has seen a rash of network film series which sponsors reportedly are unhappy with but with which they must remain for a minimum of 26 weeks, and, in some cases, as long as 52 weeks. In that category are "The Brothers," "Noah's Ark," "Hey, Jeannie" and "Hiram Holliday," none of which has made the showing expected. Were these shows to have been

ordered in January of 1956 instead of much later in the year, their sponsors might have been in a position to evaluate, stop production and make whatever changes were deemed necessary, the film executive claimed. And in the case of series which were so obviously bad that no fixing was possible, a cancellation could have been made.

Many Bugs
This solution, however, has many bugs, other sources contend. First, sponsors are not always certain in January that they need a show when ratings of their current properties may be far from definitive. And, second, they are loath to commit themselves early in the

year when business conditions may change, and they may be faced with the necessity of cutting back their TV expenditures.

But the problem is a big one to the industry, and one which has the important agencies and sponsors pondering. Millions of dollars are involved, as well as the sales success of many important corporations which use network TV as their primary advertising effort.

Too Late
Tho the big sponsors who use film properties may not be able to move their commitments up to January, they may be able to buy earlier than they do now. They have become very aware of the problem, especially this season, when its ramifications are being felt so strikingly.

Another alternative, of course, is a swing back to live production. There is little speculation about that possibility in advertising circles, with film still the main hope to carry the programming ball.

When electronic video programming (that is-TV taped) comes into its own, however, the swing away from film may start to take place, except for those properties whose inherent nature does not allow the use of tape.

Hot 'Playhouse 90' Scripts Lure Stars

HOLLYWOOD—Much of the success of "Playhouse 90" (and it's giving NBC's "Lux Video Theater" its first solid opposition Thursday nights, even tho Lux is still slightly ahead on most ratings) is probably due to the roster of stars which "Playhouse" is luring to its fold and which has already grown into the most impressive of any live dramatic anthology.

CBS-TV's West Coast programming v.-p., Al Scalpone, while not claiming that it's done with mirrors, says that most of the stars come onto the show because of the power of the scripts, not what the network pays them, and that if they received their regular compensation, the show couldn't afford them.

The policy, according to Scalpone, is to go for the unusual or slightly off-beat script, taken from any medium. For instance, "Sincerely, Willis Wayne," "Forbidden Area" and "Eloise" are or were adapted from books. "Sizeman and Son" came from a New Yorker story. "Requiem for a Heavyweight" was originally a play.

One of the results has been to make "Playhouse" the best paying program in TV for writers, with the average script commanding better than \$7,500.

The show also goes in for a policy established first on "Climax!" where the aim is to use

a combination of several important names, rather than spend the same money for one outstanding star. On "Playhouse," "Requiem for a Heavyweight," featured Jack Palance, Ed and Keenan Wynn and Kim Hunter; "Sizeman and Son" used Eddie Cantor, Farley Granger, Peter Lorre and Mona Freeman; "Forbidden Area," Tab Hunter, Diana Lynn, Charlton Heston, Vincent Price, Victor Jory and Charles Bickford.

CHANGES

Coke to Spot, Talking New Fisher Pact

NEW YORK—Coca-Cola will accept spot TV, instead of network, with the cancellation of Eddie Fisher on February 22 in the 7:30-7:45 slot. Fisher is said to be negotiating another video pact with Coke in which he would also continue to represent the company for promotion purposes.

This contradicts a story in The Billboard's November 10 issue which said that Fisher refused to attend distributor meetings. William E. Robinson, the president of Coke, stated that Fisher "has been exceedingly co-operative in all his business relationships."

This decision to shift to spot might mean that Fisher will do a film show for the advertiser. Coke is going to spot because it has not convinced all its bottlers to convert to the family-sized bottle on which its future is staked. It intends to use commercials which stress the purchase of the family-sized bottle in some areas and use commercials which sell the small bottle in others.

Martin, Lewis Each to Star

NEW YORK — Dean Martin and Jerry Lewis will each star in 17 hour-long shows between January 1, 1957, and August 31, 1961, according to a new contract drawn by NBC-TV to settle the legal repercussions of the team's recent split.

York Pictures Corporation, which controls the entertainment services of both stars, withdrew its pending breach of contract suit against NBC.

Sponsors In, Out at ABC

NEW YORK — Miles Laboratories has bought alternate week sponsorship of "Broken Arrow" over ABC-TV thru Geoffrey Wade Advertising of Chicago. General Electric continues as alternate sponsor of the Tuesday 9-9:30 p.m. Western series, which has shown increasing rating strength against "Jane Wyman Fireside Theater" (CBS) and Herb Shriner (NBC).

In another ABC development, Mogen David Wine is seeking a co-sponsor to share "Treasure Hunt" Fridays, 9-9:30 p.m., starting January 1.

WAPA, San Juan, Hits Peak Billings, Expands

SAN JUAN, Puerto Rico—The purchase of videocon TV cameras and a record peak in billings have been reported here by WAPA-TV. With 102 per cent more business than in 1955, the station has installed complete kinescope facilities and begun construction of a fourth studio.

Crowell-Collier Nixes TV Start

NEW YORK—Crowell-Collier's plan to enter the broadcasting business on a grand scale fell thru last week. The publishing company canceled its purchase agreement with Consolidated TV and Radio Broadcasters headed by Harry Bitner. It was to have bought the latter's three TV stations and four radio stations. The TV stations are in Indianapolis, Minneapolis and Grand Rapids, Mich.

The reason given for C-C's change of mind was that "financing previously completed developed costs and terms which made it impractical for the company to prosecute further its application to the Federal Communications Commission."

The \$15,000,000 deal was being financed by Eliot Janeway and Associates, Webb & Knapp and the National Bank of Detroit.

Swift to Nix 'Uncle Coons'

NEW YORK—Swift is canceling "Uncle Johnny Coons" shortly. The show is now on NBC-TV Saturday morning, 11:30-12. "Cowboy Theater" which follows, 12-1 p.m., is to be shifted to the 11:30-12:30 slot, and a replacement may be found for the 12:30-1 period.

The web expects that "Cowboy Theater" will improve its ratings in the new hour where it will get the benefit of audience inheritance from "Fury," which precedes "Coons."

Prockter Readies State Dept. Series

NEW YORK—Bernie Prockter is preparing a series for CBS-TV in both half-hour and hour-length form, based on recently unclassified information from U. S. State Department files.

The producer is also at work on a New York City police department series.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

LOOK!

ZIV

NO. 1, NO. 2, NO. 3, N/A

IN TWO CONSECUTIVE

"HIGHWAY PATROL"
Starring **BRODERICK CRAWFORD**



NATIONALLY
NO. 1 **SYNDICATED PROGRAM**
PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

"The Man Called X"
Starring **BARRY SULLIVAN**



NATIONALLY
NO. 2 **SYNDICATED PROGRAM**
PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

"I LED 3 LIVES"
Starring **RICHARD CARLSON**



NATIONALLY
NO. 3 **SYNDICATED PROGRAM**
PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

SHOWS RATE

NATIONALLY!

PULSE* REPORTS!

*TELEPULSE MULTI-MARKET SURVEYS

AUG. 1956

22 MARKET AVERAGE

17.8

SEPT. 1956

22 MARKET AVERAGE

17.9

AUG. 1956

14 MARKET AVERAGE

16.8

SEPT. 1956

14 MARKET AVERAGE

17.8

AUG. 1956

21 MARKET AVERAGE

16.1

SEPT. 1956

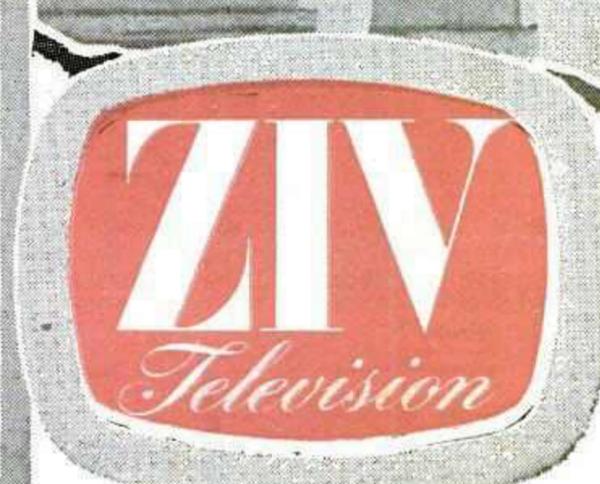
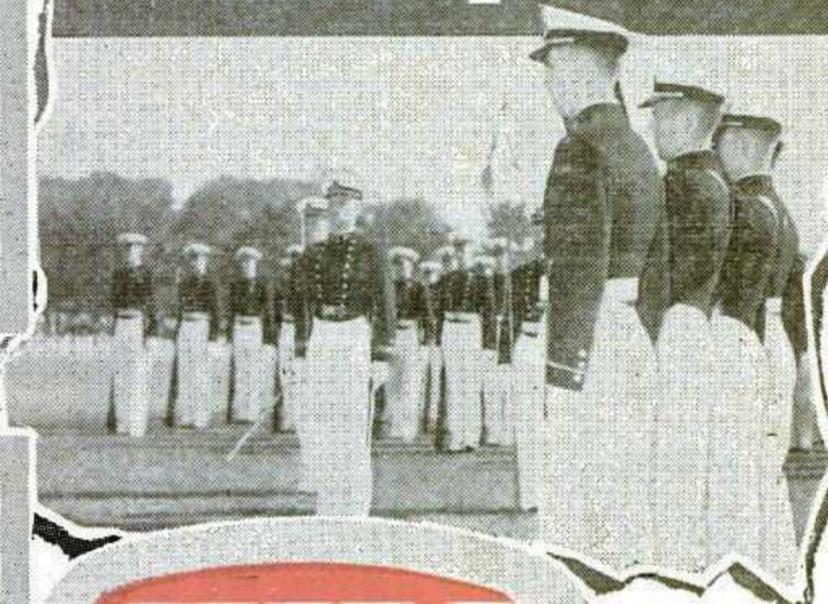
19 MARKET AVERAGE

17.3

NOW! READY!
ZIV'S NEXT BIG
RATING
WINNER!

"MEN OF
Annapolis

STARRING THE U.S. MIDSHIPMEN AND TOPFLIGHT HOLLYWOOD STARS



HURRY!

Write or phone today for a pulse quickening audition of our newest rating winner "MEN OF ANNAPOLIS"!

LOW-COST PIX

Coast Filmmakers Mull Production in Peru

HOLLYWOOD — Inexpensive film production in some far-off place which, to date, has always sounded good in theory but never worked in practice, is being boosted again by a group of Hollywood producers.

The problem in the past has always been that (a) either quality could not be achieved or (b) the savings in cost per se was offset by the additional time required. The present group, Kenneth Rawlings, Marshall Grant, Herb Strohck and Kenneth Herts, believes that these factors can be overcome in the new production paradise—Peru. Rawlings and Grant, producers of the "Mayor of the Town" TV series, have had a teleseries, "King of the Jungle," shooting in Peru for the past two years. For the past several months they've been on the spot in Lima themselves.

What cuts production to a fraction of domestic cost is the fact that labor is priced at practically nothing. Extras receive 10 cents a day. A set which would cost \$80,000 to build here can be constructed for \$600 in Peru. For practical purposes there are no unions.

Stage facilities and crews reportedly are adequate and, if needed, additional personnel can be flown in from Brazil. Some of the equipment has been transported from the U. S., and, if warranted, more could be brought down. Even English-speaking actors are purportedly available. Lab work, however, would still have to be done in this country.

Some of the prices being quoted are: \$40,000 for a full-length feature in color, \$4,900 for a half-

hour TV show, \$1,200 for an animated commercial and \$200 for a live action commercial. Additionally, of course, there aren't any residuals involved.

Some spots have been made in Lima for McCann-Erickson and Foote, Cone & Belding, both of which have offices there, but these were for the Spanish market, not the U. S. Rawlings is presently in New York contacting other agencies.

ALL IN A YEAR

Brit. Commercial TV Takes Big Giant Step

Continued from page 1

of TV as the Americans are. The average viewing day is from between three to five hours, while in the U. S. the average is over six hours. In terms of viewing hours, the survey also reveals that the commercial network viewing is between two and three times as great as viewing of BBC. Weekend viewing is also consistently higher in Britain than weekday watching.

As in America, too, prime evening time runs from 7 p.m. to 10 p.m., with a drop-off by about a third after that time. The 9 to 10 p.m. time segment reaches the high point of the evening, and it is during this hour that the viewing of men and women is almost equal, tho the women predominate slightly.

This, perhaps, accounts for the high position some sponsors enjoy on commercial TV. By product class, in order, the top four are household commodities, beverages, food and toilet preparations. They account for more than 60 per cent of all the commercial time in the three areas.

Monthly viewing patterns follow fairly closely those in the U. S. The summer months are the slump period, and winter brings the viewing peak, with some fall-off during the holiday season.

British commercial TV is not regulated by time segments as rigidly as in the U. S. The sponsor's message is not regulated by the clock but by the number bought during a program day and is run whenever and wherever possible. The 30-second commercial constituted about 25 per cent of all commercials used during the year. The 15-second spot has increased gradually in London and shows the same upward trend in the other areas. The minute commercial has dipped somewhat over the year in

CBS' Stations Meet

NEW YORK—CBS-owned TV stations are holding their third annual station management meeting here this week. Emphasis on the agenda is on sales plans for next summer, promotion plans for feature film packages and public affairs programming.

Accas Named TvB V-P

NEW YORK — Gene Accas, director of operations at the Television Bureau of Advertising, was elected a vice-president of the operation. Accas co-ordinates the activities of the research and promotion departments of the Bureau.

Desilu's "Adventures of a Model," already said to be in the contention as a replacement for the replacement.

Meeting Called

Continued from page 2

still caught in the middle of the unresolved situation.

Other Fields

Web chiefs are concerned of a fast spread of this practice to include major movie companies, legit play producers, concert managers, owners of athletic teams and rival networks, all of whom can echo the Bing claim for their famous employees.

In the midst of public murmurs and private screams, ABC-TV is reportedly peddling sponsorship of a televised performance of the Met's upcoming revival of Offenbach's "La Perichole" for an April 21 (Sunday, 7:30 p.m.) spectacular. The date is one day after the Met closes for the season.

Birmingham and Manchester and has been reduced by about half in London.

The strides over the year from commercial TV now indicate a further expansion in the next 12 months, as the British more and more are adopting the American system.

KHJ-TV SAYS—

Movie Clients' Deals Better On Wk. Runs

LOS ANGELES—Sponsors of feature films can get a better deal with a "Million-Dollar Movie" pattern of repeated showings than it can with a single first run such as Colgate has on KTTV, it is argued by KHJ-TV, the General Teleradio station here.

A special American Research Bureau report for November gives KHJ's "Channel 9 Theater" a cumulative rating of 52.2 for November 6-12, believed to be an all-time high for a feature film in this market. During the rating period, "Colgate Theater" scored a 19.9 for its November 9 premiere of "Dr. Jekyll and M. Hyde."

KHJ points out that its eight advertisers sponsoring "Gunga Din" that week received six commercial minutes each for \$1,700, while Colgate spent \$15,000 for 12 commercial minutes. Since Colgate had about twice the audience per minute, it spent \$3,750, or more than double what KHJ's advertisers spent, to reach an identical number of viewers.

In addition, KHJ gives the nighttime sponsors six commercial minutes on "Million-Dollar Matinee," which screens the same films 26 weeks later in the 1-3 p.m. time period, as part of their contracts. KHJ also reports viewer "good will" praise for its policy of scheduling the commercials so that the feature film is interrupted only twice.

The one-shot may bring the station more money, admits KHJ, but the week-long format brings satisfied advertisers back for added revenue and increases the station's earnings in the long run. KHJ began its "Channel 9 Theater" in October, 1954. It is seen Sunday thru Friday, 9-11 p.m. The October Telepulse report for this area gave this show a new high of 55.3.

New TV Spot Campaigns—

Contracts Set in Every Region In Two Weeks Ending October 27

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

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

On Eastern Stations

American Tobacco thru Batten, Barton, Durstine & Osborn (Ann., ID)
Big Top Peanut Butter, Procter & Gamble thru Compton (Part.)
Bowie's Egg Nogg thru Sorensen (Ann.)
Christmas Club thru Brooke, Smith, French & Dorrance (Part.)
Citizens for Jacob Javits (Prog.)
Citizens for Robert Wagner (Prog.)
Comet Cleaner, Procter & Gamble thru Compton (Part.)
Energine, Phillips Div. of Sterling Drugs thru Thompson-Koch (Part.)
Gallo Wines thru Doyle, Dane & Bernbach (Ann.)
Gilmar Records thru Martin Gilbert (Ann.)
Gro-Pup Dog Food, Kellogg thru Leo Burnett (Ann.)
Hit Parade Cigarettes, American Tobacco thru Batten, Barton, Durstine & Osborn (ID)
King Leather thru Smith Taylor & Jenkins (Ann., Part.)
S. S. Kresge Co. thru MacManus, John & Adams (Prog.)
Lionel Trains thru Grey (Ann.)
Maybelline thru Gordon Best (Ann.)
Minute Maid Frozen Foods thru J. R. Pershall (Part.)

New York State Republican Committee thru Marschalk & Pratt (Prog.)
Northwestern Bell Telephone thru Batten, Barton, Durstine & Osborn (Ann.)
Parker Pens thru J. Walter Thompson (Ann.)
Philip Morris Cigarettes thru N. W. Ayer & Sons (Ann.)
Plymouth Cars thru N. W. Ayer & Sons (Ann.)
Pontiac Cars thru MacManus, John & Adams (Ann.)
Profile Bread, Continental Baking thru Ted Bates (Ann.)
Quaker Oats thru Wherry, Baker & Tilden (Part.)
Quality Goods Mfrs., Toys (Ann.)
Roloids, American Chicle thru Ted Bates (Ann.)
Sinclair Petroleum Products thru Morey, Humm & Johnstone (Ann.)
Speed Queen Washing Machine thru Geer-Murray (Ann.)
Tint-N-Set, Cosmetics Corp. thru Dunham & Jeffrey (Ann.)
Tiptette, Fabron thru Scheidler & Beck (Part.)

On Southern Stations

Adhesives and Coatings, Minnesota Mining thru MacManus, John & Adams (Ann.)
Big Top Peanut Butter, Procter & Gamble thru Compton (Ann.)
Creomulsion thru Wayne, Tucker (Ann.)
Crisco, Procter & Gamble thru Compton (Ann.)
Dodge Cars thru Grant (Ann.)
Ford Cars thru J. W. Walter Thompson (Ann., ID)
Hit Parade Cigarettes, American Tobacco thru Batten, Barton, Durstine & Osborn (Ann.)
Pontiac Cars thru MacManus, John & Adams (Ann.)
Peanut Butter, Procter & Gamble thru Compton (Ann.)

Quaker Oats thru Wherry Baker & Tilden (Ann.)
Readers' Digest thru J. W. Thompson (Ann., ID)
Reddi-Wip thru Ruhlrauff & Ryan (Ann.)
Secret Deodorant, Procter & Gamble thru Leo Burnett (Ann., Part.)
Studebaker Cars thru Benton & Bowles (Ann.)
Swift Cooking School thru McCann-Erickson (Ann.)
Taystee Bread, American Bakeries thru Tucker, Wayne & Co. (Ann.)
Utica Club Beer, West End Brewing thru Harry B. Cohen (Part.)
Zerone-Zerex, E. I. du Pont de Nemours thru Batten, Barton, Durstine & Osborn (Prog.)

On Midwestern Stations

American Tobacco thru Batten, Barton, Durstine & Osborn (Ann.)
Arrid, Carter thru SSC&B (Prog.)
Baker's Frozen Coconut, General Foods thru Young & Rubicam (Ann., Part.)
Bardahl thru Judd (Ann.)
Brylcreem, Harold F. Ritchie thru Atherton & Currier (ID)
Charmin thru Campbell-Mithun (ID)
Colonial Bread, Keig-Stevens Baking (Ann., Prog.)
Comet Cleaner, Procter & Gamble thru Compton (Ann., ID, Part.)
Culligan Soft Water Service thru Erwin Wasey (Ann.)
Defiwood, Convention of Wallpaper Dealers thru Ad Larson (Part.)
Flair, H. W. Gossard thru D'Arcy (Ann., Part., Prog.)
Flavored Straws thru Dowd-Redfield-Johnstone (Part.)
Gilmar Records thru Martin Gilbert (Ann.)
Goetz Beer thru Compton (ID)
Grant Salad Mixer Arthur Meyerhoff (Prog.)
Hit Parade Cigarettes, American Tobacco thru Batten, Barton, Durstine & Osborn (Ann., ID)
Hostess Cakes, Continental Baking thru Ted Bates (ID, Part.)
Kinney Shoes thru Scott (Part.)
Lionel Trains thru Grey (Ann.)
Maybelline thru Gordon Best (ID)
Morton Baked Goods thru Ted Bates (Ann., Part.)
Myzon Poultry Medicine thru Arthur Meyerhoff (Prog.)

Nestle's Instant Coffee thru McCann-Erickson (Ann.)
Northwestern Bell Telephone thru Batten, Barton, Durstine & Osborn (Ann., Part., ID)
Pabst Blue Ribbon Beer thru Leo Burnett (Ann.)
Peter Pan Peanut Butter, Derby Foods Products thru McCann-Erickson (Part.)
Petri Wines thru Young & Rubicam (ID)
Pine Sol, Milner Products thru Gordon Best (Ann., ID, Part.)
Pollident, Block Drug thru Grey (Part.)
Pontiac Cars thru MacManus, John & Adams (Ann., ID)
Pure Oil thru Headley-Reed (Ann., ID)
Red Star Flour, General Mills thru Knox Reeves (Part.)
Reddi-Wip thru Ruhlrauff & Ryan (Part.)
Remco Toys thru Webb (Part.)
Revere Camera thru Jones Frankel (Prog.)
Roloids, American Chicle thru Ted Bates (Ann.)
Scrabble, Selchow & Righter thru Norman, Craig & Kummell (Ann.)
Staff Bread, Continental thru Ted Bates (ID)
Studebaker Cars thru Benton & Bowles (Ann., ID)
Top Value Stamps thru Campbell Mithun (Ann.)
Wonder Bread, Continental Baking thru Ted Bates (ID, Part.)

On Southwestern Stations

Comet Cleaner, Procter & Gamble thru Compton (Ann.)
Creomulsion thru Wayne, Tucker (Ann., ID)
Flair, H. W. Gossard thru D'Arcy (Ann., Part., Prog.)

Gilmar Records thru Martin Gilbert (Ann.)
Philip Morris Cigarettes thru N. W. Ayer & Sons (ID)

On Rocky Mountain & West Coast Stations

Arrid, Carter thru SSC&B (Ann., Part.)
Bexel, McKesson & Robbins thru Ellington & Co. (Part.)
Bird's Eye Frozen Food, General Foods thru Young & Rubicam (ID)
Bissell Carpet Sweeper thru N. W. Ayer & Sons (Ann., Part.)
Brylcreem thru Atherton & Currier (Part.)
Jim Clinton Clothing thru M. Weinberg Dentyne, American Chicle thru Dancer, Fitzgerald & Sample (Ann.)
Gillette thru Maxon
Grant Salad Mixer thru Arthur Meyerhoff (Ann.)
Greyhound Bus Travel thru Beaumont & Hohman (Ann.)
Harold's Club thru Thomas C. Wilson (Prog.)
Tums, Mary Ellen Distributors thru Jewell (Part.)

Maybelline thru Gordon Best (Part.)
Oil Heat Institute of Washington thru Pacific National (ID)
Pacific Public Utilities Service thru Batten, Barton, Durstine & Osborn (Prog.)
Peak and Norway Anti-Freeze, Commercial Solvents thru Fuller, Smith & Ross (Ann., ID)
Pontiac Cars thru MacManus, John & Adams (Ann.)
Qwip, Avost thru Harrington-Richards (ID)
Readers' Digest thru J. Walter Thompson (Part.)
Roloids, American Chicle thru Ted Bates (Ann.)
Saturday Evening Post, Curtis Publishing thru Batten, Barton, Durstine & Osborn (ID)
Seven-Up thru J. Walter Thompson (ID, Part.)

David E. Partridge Elected as First President of BPA

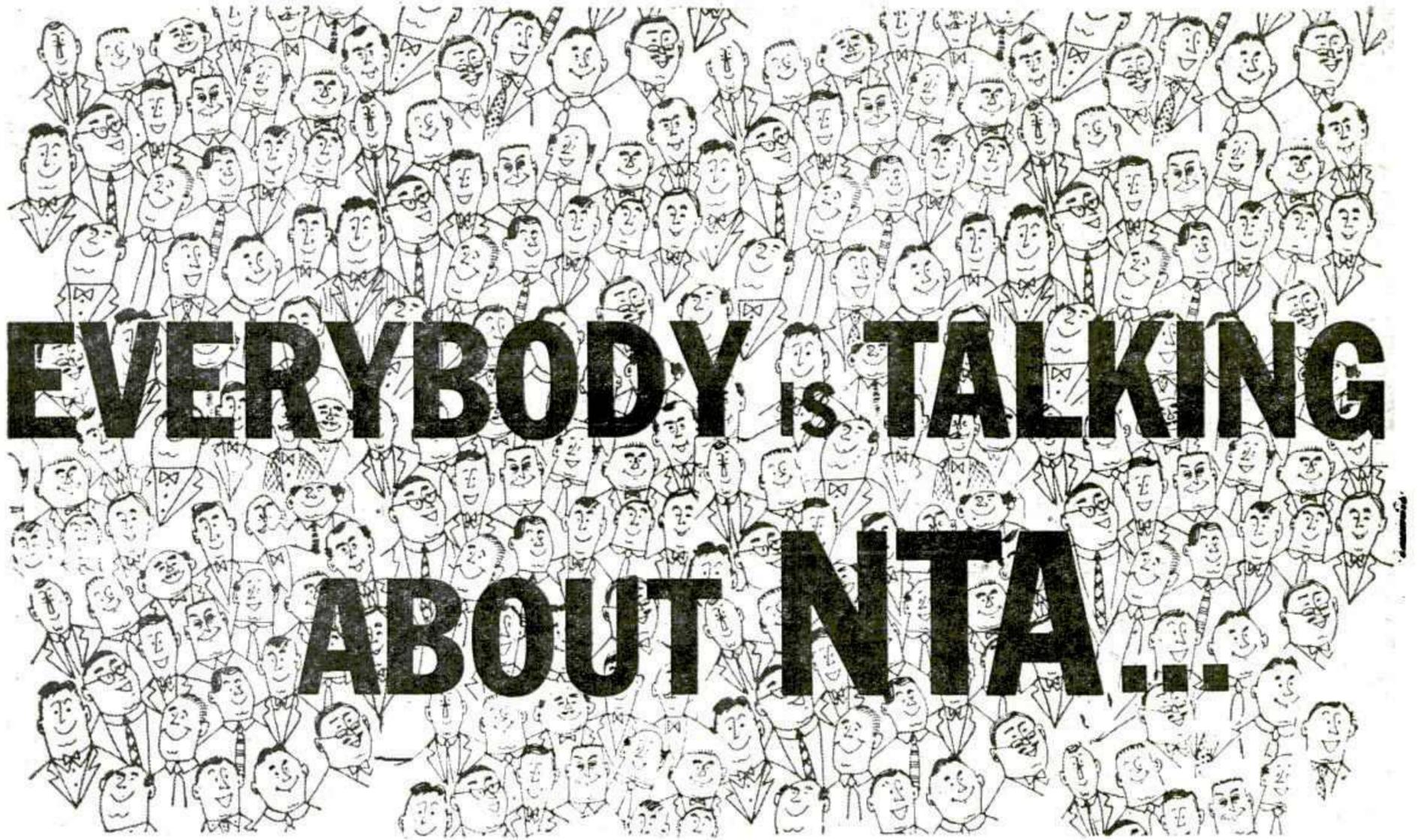
CHICAGO—Broadcasters' Promotion Association closed its organizing meeting Saturday (17) after electing David E. Partridge, sales promotion manager of Westinghouse Broadcasting Company, as its first president. The sizable gathering, which surprised even its organizers, when almost 350 showed up for the two-day meet, voted to hold another convention next October or November in Chicago.

Other officers chosen to nurse the new organization as Chuck Wilson, WGN-TV, Chicago, as first vice-president, and Montz Tjaden, KWTW, Oklahoma City, second vicepee. Board members with three-year terms are Bruce Wallace, WTMJ-TV, Milwaukee; Haywood Meeks, WMAL-TV, Washington; Roy C. Pederson, WDAY-TV, Fargo, N. D., and Samuel Elber, WERE, Cleveland.

Champions for Am. Tobacco

NEW YORK—On March 31, the American Tobacco Company will begin its sponsorship of the Marge and Gower Champion show in the 7:30-8 p.m. Sunday nighttime slot on CBS-TV, which it will share with Jack Benny. "Private Secretary," the Ann Sothern vehicle, has finished its long network run for the advertiser.

American Tobacco has bought six shows in the series, which is produced by Jack Benny. Two of these will be film and four live. The advertiser will then decide whether to renew for another cycle or buy another show, with



Never, never, never before...since the inception of television...has there been such praise, such prime ratings, such buzzing, as there is for NTA's great film programming.

Here are some of the comments received from stations all over the country:

KROC ROCHESTER, MINN.

"We have just completed the first in ten weeks of SELZNICK SPECTACULARS using the ten big Selznick features in the TNT package, and public reaction was so great that we haven't recovered yet... For the first time in three years of scheduling feature films we have been lauded by the press, critics and the public. And most important of all, we have sponsors who are so happy that they will be with us for a long time to come."

WKY-TV OKLAHOMA CITY, OKLA.

"... We are quite pleased with the job the features have done. In a recent program covered by an ARB area survey, the features clobbered "What's My Line" and Ed Sullivan..."

KFJZ-TV FT. WORTH, TEXAS

"... It was gratifying to learn that on the first showing of "Notorious," starring Ingrid Bergman, our station was either first or tied for first every quarter hour... Since we are in a four-station market competing with the basic schedules of the three networks, we feel that these ratings are nothing short of spectacular... The audience and sponsor reaction to top quality movie fare has been most gratifying."

WTVH PEORIA, ILL.

"... As far as results for sponsors are concerned, we have noted with satisfaction that sponsorship is increasing. One client, the Beard Motor Company of Peoria, was so impressed with ratings and results that the sponsor has now bought a spot a night for thirty consecutive nights."

KSLA-TV SHREVEPORT, LA.

"... Of the seven late night movies, the Friday, Saturday, Sunday and Tuesday shows were from the Selznick TNT package. We are extremely pleased that the late night movies during this rating period received the highest rating that we have had in Shreveport."

Flash!

They'll be talking longer and louder about the NEW BIG 20th Century-Fox Feature package ... on the way ... with such proven hits as:

- Gentlemen's Agreement
- The Razor's Edge
- The Snake Pit
- Miracle on 34th Street
- This Above All
- Laura

All the details are available from



If you want a proven, successful package of top feature films
CALL, WRITE, WIRE, TODAY for full details!
HAROLD GOLDMAN, V.P. Charge of Sales

NATIONAL TELEFILM ASSOCIATES, INC.

60 WEST 55TH STREET • NEW YORK 19, N. Y. • PLAZA 7-2100

Bristol-Myers Moves Ahead In Feature Sponsoring Trend

Spreads Deals Over 6 Markets, Hunting Good Movies in 6 More

NEW YORK — Bristol-Myers has moved to the forefront of the new trend in feature film sponsorship. It has made deals to sponsor movie programs in two more markets, Fort Worth and New Orleans, which brings its movie spread to six markets. It is reported to be dickering for such deals in still another six markets. Furthermore, the sponsor and its ad agency, Young & Rubicam, are understood to be interested in full sponsorship of movies on any major-market station that can come up with good pictures at the right price.

Bristol-Myers and Y&R are thinking of putting all these movie shows under one title.

The six movie shows Bristol-Myers has bought already will give it a taste of four different major libraries.

In Fort Worth, where it will be on KFJZ-TV, Friday, 8-10 p.m., beginning in January, it will sponsor top Warner Bros. films, which the stations bought from Associated Artists' Productions. In New Orleans, where it will be on WDSU-TV, Friday, 11:20 p.m., it will have the 20th Century-Fox package, which the stations bought from National Telefilm Associates. On the four Triangle stations (Philadelphia, Altoona, Pa.; Binghamton, N. Y., and New Haven Conn.) it will have primarily M-G-M product, with some RKO and 20th also.

Late Runs

On the Triangle stations Bristol-Myers is getting the Friday or Saturday late night runs. In Philadelphia, WFIL-TV is moving up its late night strip, "World's Best Movies," from 11:15 p.m. to 10:30 p.m. It will make this move first with its Friday night show, which debuts next Wednesday (7) with "Mrs. Miniver," and then move up the other nights in January.

The money Bristol-Myers is putting into feature film sponsorship is understood to be out of a new budget. It has not been cutting back on its TV spending on any other front in order to make these buys.

The method of picture selection used in Philadelphia is said to be

Desilu Sets Pilot for NTA

HOLLYWOOD — The first pilot to be produced by Desilu for NTA under their recent six-show agreement will be a mystery based on "Official Detective" magazine, story rights to which have been acquired.

Program will probably have a host-type format. Mort Briskin, presently helming "Sheriff of Cochise," will produce.

Desilu plans to produce four pilots in addition to those for NTA, making a total of 10.

Western Pix Shot in Eng.

LONDON—Probably the first Western series ever filmed here, "Tombstone," goes into production January 1 under the aegis of Hal Roach Jr. The half-hour frontier show is set in and around the city of Tombstone, legendary burial place of many noted outlaws.

No American distributor has been set yet, but two pilot films are currently being screened in New York and Hollywood.

typical of the method it and other national sponsors will be using in setting up these shows. WFIL analyzed its entire backlog of 1,800 pictures, breaking them into quality categories. It set a first-run per picture price on each category, said to range from \$500 to \$5,000 for a small group of Academy Award winners.

WFIL is reported to have had its analysis checked by some independent experts. The station presents its breakdown to the interested sponsor and lets it have its pick at the listed price. Bristol-Myer's selection is understood to have been mainly out of the \$3,000 category.

The WFIL program will follow up "Mrs. Miniver" with "Johnny

Eager," then "House on 92nd Street," "David Copperfield," "Thirty Seconds Over Tokyo," "Honky Tonk," "Ninotchka" and "They Were Expendable." All of these are M-G-M except "House on 92nd Street," which is 20th.

With the sponsor controlling his program content in this way, the first one to buy in a market obviously gets the best pickings.

While Bristol-Myers has been buying actively, Colgate-Palmolive, which more or less started the whole trend with its buy of Metro films on KTTV, Los Angeles, has been watching and dickering, but, as far as is known, has not yet concluded any other such deal. Colgate is still reported to

(Continued on page 12)

Strip Comedy Reruns Boon to Producers

HOLLYWOOD—The network policy of stripping reruns of comedy programs in daytime, instituted by NBC-TV with "I Married Joan" and by CBS-TV with "Our Miss Brooks," is proving a boon to tele-producers.

The new programming is resulting in much faster and bigger pay-offs of residual money to the makers of these films than would be possible thru syndication. At the same time, it's giving the nets, especially NBC, a highly effective form of daytime programming in the struggle for audiences. The 5-5:30 p.m. "Comedy Time" strip has cut deeply into ABC-TV's opposing "Mickey Mouse Club's" domination of the time period. And enough ratings of "Our Miss Brooks" have not been taken to show how well it is doing against the Tennessee Ernie daytime show on NBC.

The economics for the producer are startling. Taking for example one of the series being used, Alex Gottlieb's "Dear Phoebe," the best guarantee that was offered by any syndication company was \$10,000 per episode for the producer. This was after deducting 35 per cent for distribution and 10 per cent of the remaining 65 per cent as agency commission. In other words, the producer would receive 58.5 per cent of gross sales.

NBC, on the other hand, is paying \$10,000 per episode for the

first run alone, with options for a second run at \$5,000, a third at \$4,500 and so on down the line.

With the series being played off at a clip of five per week the producer nets \$9,000 per episode (\$1,000 goes for commission) almost immediately. Further, NBC has already picked up its option for the second run.

Additionally, since the program is being carried only by the basic

(Continued on page 13)

G-K Sets Regular Sked To Produce, Distrib

HOLLYWOOD—Plans are being made to put the Gross-Krasne production and distribution operation on a regular footing. A new vidfilm series is to be decided upon in January and made available in June.

The current G-K series, the "O. Henry Playhouse," has been sold in 65 markets, with total contracts nearing the \$1,000,000 mark. The firm is apparently finding it economically feasible to distribute the show successfully with a sales staff of six.

According to Phil Krasne, whatever drawbacks such an operation

SHEENA'S P. A. PAYS SPONSORS

NEW YORK — There's nothing like a personal appearance to help sales, says ABC Film Syndication. Irish McCalla, star of its "Sheena, Queen of the Jungle" series, made a two-day stop in Columbus, O., which was successful enough to convince David Davies Meat Packing to buy the show for Cleveland.

Prior to the November 1-2 p.m., Miss McCalla's visit to Little Rock doubled the show's American Research Bureau rating from 17.0 to 34.1 within a month, prompting sponsor renewal. In Dallas, Dodge dealer Morris Robinson reported that a Sheena visit sold more cars in two days than any previous two-day period in the firm's his-

McCadden Adds Pilot to Sked

HOLLYWOOD — McCadden Productions this week added another pilot to its production sked, signing director Leo McCarey for a yet unnamed show based on an idea by McCarey himself.

McCadden is already shooting the Marie Wilson pilot for CBS-TV, and will roll on another new program, "The Delightful Imposter," in January. Thirteen segments of "Crisis," which Al Simon is producing for NBC, will be completed early next year, tho the show as yet has no air date.

In the meantime the Burns and Allen show, which is already being aired in Canada and England, was sold for the Australian market as well.

PRODUCERS' OPTIMISM

The Products Fail, British Still Hope for U. S. Market

By LEIGH VANCE

LONDON—Before commercial TV opened here just over a year ago, it was felt that the only way to operate the scheme at a profit was to put all the major series on film for resale in the U. S. But, in fact, no single series designed primarily for that purpose has yet been sold in America. Douglas Fairbanks, the Danziger Brothers and Hannah Weinstein's organizations were in full swing here before the new TV market blossomed, and their sales to British contractors were only incidental to their prime target, the U. S.

Of the other numerous series planned and screened on this side, practically none have gained a major American booking. One strong reason given by American interests is that, altho budgets can be markedly lower here, the resulting material is rarely equal in production value to its Hollywood or New York counterpart.

Cost Rises

British producers feel that is not always an exact picture. Even costs have risen here sharply in the last 18 months, owing to the drain of experienced crews into commercial TV studios. Whereas two or three years back a reasonable half-hour

show could be shot for as low as \$9,500, the minimum figure now would be at least \$12,500. For anything with any real class, producers would have to budget at least \$18,000 and to that has to be added increased traveling costs and general time lag because of the distances involved.

Ignoring for the moment films which simply do not rate from the technical or story point of view, British producers say privately that the greatest failing of their product is that it is foreign made.

Sharp Criticism

They claim this causes an in-

(Continued on page 13)

HITS 21

Metro Sells Movies to WTAR-TV

NORFOLK—WTAR-TV, here, last week became the 21st station to buy the M-G-M library of feature films. Metro's last previous TV deal was with WSB-TV, Atlanta.

The deal here in Norfolk is understood to be the smallest in terms of gross dollar value that Metro has made so far. It has made deals covering smaller markets than Norfolk (such as Altoona, Pa.), but those were part of multi-market deals.

Whether or not Metro ever intends to offer library deals to the hinterlands remains to be seen. At the outset it was expected that Metro would break its library into limited-size packages before attempting any sales in the really small markets.

In three of the markets in which it has sold its 725-feature library, Metro has also bought a 25 per cent interest in the station. That was done in Los Angeles, Denver and Minneapolis.

ABC-TV to Use Warner Bros. Studio Facilities

HOLLYWOOD — ABC-TV, making an effort to put all its independent producers under one roof, has negotiated an agreement with Warner Bros. for the use of facilities at the studio.

The agreement is non-exclusive on both sides, and the producers, most of which are now quartered at Desilu, will not be forced to move if they do not want to. Warner's, however, is going ahead with the construction of new offices, cutting and projection rooms.

For ABC the concentration of its telefilm production at one studio will, primarily, ease the liaison problem which now exists. Warner's, with a huge lot operating at only a fraction of its capacity, needs more production just to pay the overhead costs.

The agreement also entails additional Warner Bros. production for ABC-TV. The studio will film a pilot of "Colt 45," a new hour-long Western (The Billboard, November 10), a half-hour adventure show, probably "Amazon Trader," and a mystery. Another Western, a half-hour series based on the exploits of "Billy the Kid" and starring Dennis Hopper, is on the studio sked as well.

'Lilli Palmer' Gets 3 New Desilu Pilots

NEW YORK — National Telefilm Associates has thrown three Desilu pilots of the past season into its "Lilli Palmer Theater," dramatic anthology. This brings the total number of films in the series to 36.

The three Desilu films are "Country Doctor, with Charles Coburn; "Just Off Broadway," with Peggy Ruan, and "The Silver Frame."

NTA had a sales option on "Doctor" two years ago. Its acquisition of the three films now followed the firming of NTA's new deal with Desilu, by which the latter will make six new pilots for sale by NTA.

The Lilli Palmer show was produced in England by Towers of London.

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 Comedy Shows

SEPTEMBER RATINGS

Rank	Show & Distrib.	Avg. Rating
1.	Life of Riley (NBC)	19.2
2.	Great Gildersleeve (NBC)	10.1
3.	Amos 'n' Andy (CBS)	9.4
4.	My Little Margie (Official)	8.1
5.	Susie (TPA)	6.7
6.	Abbott and Costello (MCA)	5.8
7.	Ray Milland (MCA)	4.9
7.	Stu Erwin Show (Official)	4.9
9.	Laurel and Hardy (Governor)	4.3
10.	My Hero (Official)	4.1

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Life of Riley (NBC)	77
1.	Ray Milland (MCA)	77
1.	Great Gildersleeve (NBC)	77
4.	My Hero (Official)	76
4.	My Little Margie (Official)	76
6.	Stu Erwin Show (Official)	74
7.	Amos 'n' Andy (CBS)	70
8.	Susie (TPA)	61
9.	Beulah (Flamingo)	59
10.	Laurel and Hardy (Governor)	40

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	My Little Margie (Official)	89
2.	Ray Milland (MCA)	86
3.	My Hero (Official)	84
4.	The Ruggles (Corradine)	83
5.	Amos 'n' Andy (CBS)	81
5.	Beulah (Flamingo)	81
7.	Great Gildersleeve (NBC)	80
7.	Stu Erwin Show (Official)	80
9.	Susie (TPA)	79
10.	Life of Riley (NBC)	76

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Abbott and Costello (MCA)	95
2.	Laurel and Hardy (Governor)	90
3.	Amos 'n' Andy (CBS)	34
4.	Great Gildersleeve (NBC)	30
5.	The Ruggles (Corradine)	27
6.	My Little Margie (Official)	24
6.	Life of Riley (NBC)	24
8.	Beulah (Flamingo)	19
9.	Susie (TPA)	18
10.	Stu Erwin Show (Official)	16

• Syndicated Film Mystery Shows

SEPTEMBER RATINGS

Rank	Show & Distrib.	Avg. Rating
1.	Highway Patrol (Ziv)	14.1
2.	Badge 714 (NBC)	12.0
3.	Code Three (ABC)	11.6
4.	Crosscurrent (Official)	10.6
5.	Man Behind the Badge (MCA)	10.3
6.	Mr. District Attorney (Ziv)	9.4
7.	San Francisco Beat (CBS)	9.1
8.	City Detective (MCA)	8.4
9.	Racket Squad (ABC)	7.6
10.	Ellery Queen (TPA)	7.2

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Highway Patrol (Ziv)	88
2.	Ellery Queen (TPA)	84
2.	San Francisco Beat (CBS)	84
4.	The Whistler (CBS)	82
5.	Inspector Mark Saber (Thompson)	81
5.	Lone Wolf (MCA)	81
5.	Mr. and Mrs. North (Schubert)	81
5.	Public Defender (Interstate)	81
5.	Racket Squad (ABC)	81
10.	Boston Blackie (Ziv)	80
10.	Cross Current (Official)	80
10.	Dr. Fu Manchu (Hollywood TV)	80
10.	Man Behind the Badge (MCA)	80
10.	Mr. District Attorney (Ziv)	80
10.	Sherlock Holmes (Guild)	80

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Ellery Queen (TPA)	89
1.	Mr. and Mrs. North (Schubert)	89
1.	Public Defender (Interstate)	89
4.	Cross Current (Official)	88
5.	Mr. District Attorney (Ziv)	87
5.	The Whistler (CBS)	87
7.	City Detective (MCA)	85
8.	Highway Patrol (Ziv)	84
8.	Inspector Mark Saber (Thompson)	84
10.	New Orleans Police Department (NTA)	82
10.	Racket Squad (ABC)	82
10.	San Francisco Beat (CBS)	82

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Badge 714 (NBC)	60
2.	Captured (NBC)	44
3.	Highway Patrol (Ziv)	40
4.	Pendulum (Thompson)	33
5.	Man Behind the Badge (MCA)	31
6.	Boston Blackie (Ziv)	30
7.	Crosscurrent (Official)	25
8.	San Francisco Beat (CBS)	24
9.	Lone Wolf (MCA)	23
9.	Mr. and Mrs. North (Schubert)	23
9.	Sherlock Holmes (Guild)	23

REVOLVING DOORS

By CHARLOTTE SUMMERS

Theodore F. Koop, director of CBS news and public affairs in Washington, was elected the new president of the Radio-TV News Director's Association... Charles H. Smith, former director of research for WCCO-TV, Minneapolis-St. Paul, has been named special research consultant for the J. H. Whitney & Company broadcasting stations... David E. Patridge, advertising and sales promotion manager of the Westinghouse Broadcasting Company, was elected first president of the Broadcasters' Promotion Association at its first annual seminar in Chicago last week.

Robert O'Brien, ABC staffer, is with the United States Olympic team in Melbourne, Australia, as part of the 11-member kayak team.

... Rory Calhoun has signed with Screen Gems to star in its new musical TV series, "Here Comes the Showboat," which goes into production on December 10... Ralph Jones has moved from KTLA, Los Angeles, to the Holly-

wood sales staff of Weed & Company... Bob Pagan, KTLA, Hollywood, publicity staffer, married Barbara Fitzgerald on November 23.

Ronnie Leif, researcher for MCA-TV Film Syndication, has joined the outfit's New York sales force. Mike Meyers has been brought into MCA-TV's research department.

Cascade to Do 48 Spots in 3 Weeks

HOLLYWOOD — One of the heaviest skeds any producer has had in the history of TV commercials has been set by Cascade Productions for the next three weeks. Firm will film 48 spots for eight different advertisers.

Sponsors are Max Factor (Doyle, Dane & Bernbach), Armour (Tatham-Laird), Falstaff Beer and L&M Cigarettes (Dancer, Fitzgerald, Sample), Arrid and Rise (SSC&B), and Purex and Sunkist Lemons (Foote, Cone & Belding).

Hollywood Pix Cost Mulled by Broadcasters' Promotion Assn.

By BERNIE ASBELL

CHICAGO—How much should a station be willing to pay for the glittering Hollywood film features now available? That became the pivotal question in a seminar on "How to Promote Feature Film" at the initial convention of the Broadcasters' Promotion Association (BPA), which closed Saturday (17). The cost of the film, the participants noted, might control the question of when to slot it in the program log and the time slot dictates the kind of promotion effort.

Joe Baisch, general manager, WREX-TV, Rockford, Ill., who led the seminar, warned against getting overly excited about the new availabilities to the point of paying too much for them. The station which does so, he said, is going to find itself under excessive pressure to schedule these features too early in the evening, possibly forcing cancellation of good network output, so the station can recoup its big-ticket investment. On the other hand, a spot check by The Billboard of stations participating in the convention, indicated a tendency to schedule the big-ticket films in late-hour time slots originally set up for the antique variety of pictures, thus perhaps losing out on a bigger audience potential.

The ideal starting time, in Baisch's opinion, is 10 p.m., as soon as most of the network feed goes off, and not later than 10:30. This is the time slot around which a big battle is building up among three Chicago stations seeking to build mass audiences with recent feature film as the ammunition.

Cost Formula

Interviewed after the panel discussion, Baisch offered a formula for gauging reasonable cost of a new film package, which a manager might apply flexibly according to his local situation.

When considering a package, Baisch figured, a manager should first subtract the "junk," those deadwood films with no big audience potential. The remaining number of promising audience pullers should be divided into the total cost of the film package. Thus he

has a working cost per feature. He should aim at recouping two-thirds of this working cost on his first showing and one-third on his second. As a rule, however, the program cost to the sponsor of that first showing should be less than the cost of time-plus-production billed by the station. Thus if two-thirds of the cost per program to the station is less than time-plus-production, the manager is on safe ground, according to Baisch. If his program cost is more, the pressure to over-promote and schedule too early will bear down on both manager and sponsor.

He added that stations shouldn't aim at a profit from resale of film to the sponsor, but should be content with the time sale. If the station is lucky, it might be able to schedule a third showing of the cream-of-the-crop pictures and thus add some gravy income.

While early audience checks in the Chicago market have shown that there are lush ratings to be won by features spotted early enough to accommodate the average family schedule, in other cities the slotting seems to run much later, either because stations are overlooking the audience-building possibilities or because they prefer to use film as a tool in building up hard-to-sell time. In Cleveland, for example, KYW-TV kicks off its film following "Tonight" at 12:30 a.m., while its competitors, WEWS and WJW-TV, hold theirs until 11:15 and 11:25 respectively. In South Bend, Ind., WSBT-TV schedules its 20th Century-Fox repertoire as late as 10:50 on Fridays, 10:45 Saturdays and 10:40 Sundays. Its competition, WNDU-TV, brings on film at 10:50 seven nights a week. So on either station, a viewer must stay up well past midnight to find out whodunit.

In Bay City, Mich., WNEM-TV doesn't throw on its film until 12:30 a.m. and WTMJ-TV, Milwaukee, at midnight.

Comfort in "Tonight"

NBC affiliates, of course, expressed their comfort in the audience pull of "Tonight." Of the others questioned, however, none indicated that they had given much

thought to scheduling films earlier for a big viewer pull, or, for that matter, as effective opposition against their NBC competitors showing "Tonight."

Baisch's notion is that stations will soon discover this potential pulling power and some may go so far as to schedule films in Class A time, even if it means blocking out good network shows. This, he said, will be especially tempting to the manager who has overpaid for his film. In a market with three stations or more, in Baisch's view, this would be "healthy competition." But in the one or two-station market, giving priority to film in prime time would hurt the long-range in-

(Continued on page 13)

NTA Expects Doubled Time With Kid Show

NEW YORK—The NTA Film Network expects to double its program time in January with the addition of an hour and a half kiddie show. The planning of the program still seems to be in the early stages. The format will apparently be along the lines of the Ford Foundation's "Omnibus." At least a spokesman for NTA said they are looking for an emcee who is like Alistair Cooke. No deal has been set yet with any studio to shoot the new show. Ely Landau, president of NTA, returned last Wednesday (21) from a 10-day trip to Hollywood.

The NTA Network has meanwhile begun to feed its affiliates some pictures out of the 20th Century-Fox library, but they are generally considered to be lesser productions. It is understood that NTA is saving the cream of the 20th product for a national sponsor.

It looks pretty certain now that National Telefilm Associates, half owner of the NTA Network, will put 130 pictures from the 20th backlog into distribution in January.

VITAPIX NEAR

'Blondie' May Get Nestle and Shaver

NEW YORK—Vitapix may finally have a sponsor for "Blondie." Nestle, having withdrawn its half sponsorship of "Oh, Susanna," CBS-TV, Saturday, 9-9:30 p.m., is reported on the verge of signing for half sponsorship of "Blondie" on 30 Vitapix stations. Vitapix and Hal Roach Studios, producer of "Blondie," are also reported to have two other advertisers interested in the show to co-bankroll the property.

Since production of the pilot of "Blondie," Vitapix has been plagued with near misses. It had Wesson Oil and Sunkist all signed up before the end of the summer. But their alternate-week pattern left a number of openings which Vitapix was not able to sell and which the stations refused to carry. With the break down of that deal, Wesson and Sunkist went to network.

Following that Vitapix lined up a deal with Warner-Lambert. But just as the deal was about to be confirmed, Warner switched agencies, from Kenyon & Eckhardt to

Sullivan, Stauffer, Colwell & Bayles.

Nestle's interest in the Vitapix deal seems to be based on a desire to bulwark its network advertising with spot in certain cities where extra concentration is needed.



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AFL in Drive To Nix Foreign Pix Production

HOLLYWOOD—In a renewed drive on "runaway" production to foreign countries the AFL Film Council is launching a nationwide campaign against American pictures being produced abroad with Communist union members on the crews.

It's not expected that this campaign against film made in countries where the unions are Communist-dominated will have too much effect on European TV production.

This is primarily located in England, where unions are relatively taint-free. Italy and France, where the Communists are strongest, have not had any regular American TV production for the past year, although Sheldon Reynolds is prepping a new series in Paris, and several programs shot segments in Europe last summer.

TOP RATING IN CINCINNATI!



the **ELLERY QUEEN** series starring **HUGH MARLOWE**

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PULSE LOCAL RATINGS FOR OCTOBER

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

BUFFALO
3 TV STATIONS—347,300 TV HOMES
Population—1,212,400 (14th in U.S.)
Buying Income—\$1,978,712,000 (14th)
Retail Sales—\$1,449,717,000 (14th)
Food Sales—\$346,398,000 (13th)
Drug Sales—\$40,931,000 (16th)
Automotive—\$263,038,000 (15th)
Above figures include following counties: Erie, Niagara

- TOP NETWORK SHOWS**
1. I Love Lucy, WBEN, M.44.4
 2. Ed Sullivan, WBEN, Su.40.8
 3. \$64,000 Challenge, WBEN, Su.39.4
 4. Climax, Misc., WBEN, Th.39.0
 5. \$64,000 Question, WBEN, T.38.7
 6. Alfred Hitchcock, WBEN, Su.36.2
 7. G. E. Theater, WBEN, Su.34.7
 8. Lawrence Welk, Misc., WGR, S.34.0
 9. Jackie Gleason, WBEN, S.33.7
 10. What's My Line? WBEN, Su.32.5

- TOP MULTI-WEEKLY SHOWS**
1. News, Weather (11 p.m.), WBEN, M.-F.14.0
 2. Mickey Mouse Club, WGR, M.-F.13.9
 3. Guiding Light, WBEN, M.-F.12.5
 4. Sports (11:15 p.m.), WBEN, M.-F.11.6
 5. Search for Tomorrow, WBEN, M.-F.11.4
 6. Art Linkletter, WGR, M.-F.10.7
 7. Love of Life, WBEN, M.-F.10.5
 8. CBS News, WBEN, M.-F.10.3
 9. News, Weather (11 p.m.), WGR, M.-F.10.2
 10. Arthur Godfrey, WBEN, M.-Th.10.1

- TOP FEATURE FILMS**
- Once Weekly
1. Saturday Playhouse, WBEN, S.-11:30-12:00 midnight 9.0
 2. Molson's Golden Ale Theater, WBEN, F.-11:30-12:00 mid. 7.5
 3. Crystal Curtain Time, WBEN, W.-11:30-12:00 midnight 7.2
 4. Film Feature, WBEN, Su.-1:45-2:45 p.m. 6.5
 5. RCA Theater, WBUP, S.-11:00-12:00 midnight 6.3
- Multi-Weekly
1. 11:30 Theater, WBEN, T., Th., Su.-11:30-12:00 mid. 8.7
 2. Midday Matinee, WGR, T.-F.-1:00-2:00 p.m. 5.5
 3. Million \$ Movie, WBUP, M.-F., Su.-5:30-12:00 midnight .. 4.5
 4. Million \$ Matinee, WBUP, M.-F.-1:00-2:30 p.m. 2.7
 5. Early Bird Theater, WBUP, M.-F.-9:00-10:00 p.m. 1.9

- TOP SYNDICATED FILMS**
1. Man Called X (Ziv), WBEN, M.-9:3022.7
 2. Dr. Christian (Ziv), WGR, S.-10:3018.4
 3. Captain Midnight (Screen Gems), WGR, S.-9:00 a.m.16.0
 4. Cisco Kid (Ziv), WBEN, Th.-7:0015.2
 5. Highway Patrol (Ziv), WGR, T.-10:3014.8
 6. Annie Oakley (CBS), WBEN, T.-7:0013.4
 7. City Detective (MCA), WGR, Th.-10:0013.2
 8. Buffalo Bill Jr. (CBS), WGR, S.-9:30 a.m.13.0
 9. Studio 57 (MCA), WBEN, M.-7:0012.4
 10. Star and the Story (Official), WGR, Th.-10:3012.0
 11. Wild Bill Hickok (Flamingo), WGR, F.-6:0011.5
 12. Dr. Hudson's Secret Journal (MCA), WGR, F.-10:3011.5
 13. Rosemary Clooney (MCA), WGR, S.-7:0011.4
 14. Kit Carson (MCA), WBEN, S.-11:00 a.m.11.0
 15. Celebrity Playhouse (Screen Gems), WGR, Su.-10:3010.7
 16. tSky King (Nabisco), WGR, T.-6:0010.5
 17. Championship Bowling (Schwimmer), WBEN, S.-2:3010.4

COLUMBUS, O.
3 TV STATIONS—163,400 TV HOMES
Population—585,300 (35th in U.S.)
Buying Income—\$349,253,000 (29th)
Retail Sales—\$761,591,000 (33d)
Food Sales—\$164,157,000 (33d)
Drug Sales—\$25,718,000 (30th)
Automotive—\$140,830,000 (33d)
Above figures include following counties: Franklin

- TOP NETWORK SHOWS**
1. I Love Lucy, WBNS, M.36.9
 2. Ed Sullivan, WBNS, Su.36.0
 3. Climax, Misc., WBNS, Th.33.4
 4. \$64,000 Question, WBNS, T.32.7
 5. Godfrey's Talent Scouts, WBNS, M.31.7
 6. Herb Shriner, WBNS, T.31.2
 6. Person to Person, WBNS, F.31.2
 8. Lassie, WBNS, Su.30.9
 9. What's My Line? WBNS, Su.30.7
 10. Jackie Gleason, WBNS, S.30.4

- TOP MULTI-WEEKLY SHOWS**
1. Chet Long (10 p.m.), WBNS, M.-F.19.5
 2. Mickey Mouse Club, WTVN, M.-F.18.0
 3. Western Roundup, Misc., WBNS, M.-F.14.3
 4. CBS News, WBNS, M.-F.14.0
 5. Florascope, Misc., (6:45 p.m.), WBNS, M., T., Th., F.11.8
 6. Early Home Theater, WTVN, M.-F.11.7
 6. News, Weather (6:30 p.m.), WBNS, M., T., Th., F.11.7
 8. Arthur Godfrey, WBNS, M.-Th.11.2
 9. Little Rascals, Misc., WBNS, M.-F.10.7
 10. Guiding Light, WBNS, M.-F.10.4
 10. My Little Margie, WBNS, M.-F.10.4

- TOP FEATURE FILMS**
- Once Weekly
1. Million \$ Theater, WTVN, Su.-10:00-11:30 p.m.12.8
 2. Autumn Playhouse, WTVN, S.-11:00-12:00 midnight 9.9
 3. First Night Theater, WLW-C, S.-11:00-12:00 midnight 8.2
 4. First Run Theater, WLW-C, Su.-1:30-3:00 p.m. 4.9
 5. Bluebird Theater, WLW-C, Su.-12:30-1:30 p.m. 4.7
- Multi-Weekly
1. Early Home Theater, WTVN, M.-F.-9:30-11:00 p.m.11.7
 2. Armchair Theater, WBNS, M.-F.-10:45-12:00 midnight 9.5
 3. Midday Movie, WTVN, M.-F.-12:30-2:00 p.m. 7.9
 4. Home Theater, WTVN, M.-F., Su.-11:20-12:00 midnight . 6.6
 5. Ladies' Home Theater, WTVN, M.-F.-10:00-11:15 a.m. 6.1

- TOP SYNDICATED FILMS**
1. Highway Patrol (Ziv), WBNS, T.-9:3030.2
 2. Man Called X (Ziv), F.-8:3027.0
 3. Crunch and Des (NBC), T.-7:3022.7
 4. Death Valley Days (Pacific Borax), WBNS, Su.-8:3021.2
 5. Buffalo Bill Jr. (CBS), WTVN, F.-6:0018.3
 6. I Led Three Lives (Ziv), WLW-C, F.-8:0017.2
 7. Judge Roy Bean (Screencraft), WTVN, Su.-5:0017.0
 8. Sheena, Queen of the Jungle (ABC), WTVN, Th.-6:0015.5
 9. Annie Oakley (CBS), WBNS, S.-6:0015.2
 9. Superman (Flamingo), WBNS, W.-6:0015.2
 11. Captain Midnight (Screen Gems), WTVN, T.-6:0015.0
 12. Soldiers of Fortune (MCA), WBNS, S.-6:3014.5
 13. Public Defender (Interstate), WBNS, M.-10:1514.2
 14. Wild Bill Hickok (Flamingo), WBNS, T.-6:0014.0
 15. Hopalong Cassidy (NBC), WTVN, M.-6:0013.2
 16. Jungle Jim (Screen Gems), WBNS, M.-6:0013.0

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

- TOP NETWORK SHOWS**
1. \$64,000 Question, WJBK, T.34.5
 2. Lawrence Welk, Misc., WXYZ, S.31.5
 3. Ed Sullivan, WJBK, Su.31.3
 4. I Love Lucy, WJBK, M.30.2
 5. George Gobel, WWJ, S.28.2
 6. This Is Your Life, WWJ, W.27.2
 7. Jackie Gleason, WJBK, S.26.9
 8. Your Hit Parade, Misc., WWJ, S.26.2
 9. Perry Como, WWJ, S.25.4
 10. \$64,000 Challenge, WJBK, Su.24.5

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WXYZ, M.-F.20.6
 2. Million \$ Movie, CKYW, M.-F.12.4
 3. Jumbo Theater, WXYZ, M., W.11.7
 4. News (11:00 p.m.), WJBK, M.-F.10.0
 5. Guiding Light, WJBK, M.-F. 9.3
 6. Arthur Godfrey, WJBK, M.Th. 9.2
 7. Search for Tomorrow, WJBK, M.-F. 9.1
 8. Love of Life, WJBK, M.-F. 8.8
 8. Strike It Rich, WJBK, M.-F. 8.8
 10. Kukla, Fran & Ollie, WXYZ, M., W.-F. 8.5
 10. Valiant Lady, WJBK, M.-F. 8.5

- TOP FEATURE FILMS**
- Once Weekly
1. Strange Stories, WXYZ, Su.-11:00-12:00 midnight 7.1
 2. Western Theater, WJBK, S.-12:30-1:30 p.m. 7.0
 3. Cowboy Theater, WWJ, S.-11:00-12:00 p.m. 6.9
 4. Sunday Matinee, CKLW, Su.-3:00-4:00 p.m. 6.0
 5. Action Theater, WXYZ, Su.-10:30-12:00 p.m. 5.5
- Multi-Weekly
1. Million \$ Movie, CKLW, M.-F., Su.-4:00-9:00 p.m.11.9
 2. Motion Picture Academy, CKLW, Th., Su.-8:00-10:00 p.m. 7.0
 3. Family Theater, CKLW, M.-F.-6:00-7:00 p.m. 7.0
 4. Nightwatch Theater, WJBK, M.-Su.-11:30-12:00 midnight.... 6.3
 5. Charm Theater, WXYZ, M.-W.-1:00-2:00 p.m. 5.0

- TOP SYNDICATED FILMS**
1. Highway Patrol (Ziv), WJBK, T.-9:3025.2
 2. Studio 57 (MCA), WWJ, W.-9:3017.9
 3. I Led Three Lives (Ziv), WJBK, F.-9:3016.2
 4. Waterfront (MCA), WWJ, M.-9:3015.2
 5. I Search for Adventure (Bag-nall), CKLW, F.-9:0015.0
 6. Annie Oakley (CBS), WJBK, M.-10:0014.4
 7. Annie Oakley (CBS), WXYZ, Su.-5:3013.9
 8. Badge 714 (NBC), WWJ, Su.-10:0013.7
 8. Amos 'n' Andy (CBS), WWJ, W.-10:0013.7
 10. Man Called X (Ziv), WJBK, T.-10:0013.5
 11. Ellery Queen (TPA), WJBK, W.-10:0013.4
 12. Federal Men (MCA), WWJ, T.-9:3012.7
 12. Rosemary Clooney (MCA), WWJ, T.-10:0012.7
 14. Top Play of '56 (Screen Gems), WJBK, S.-10:0012.5
 15. Mr. District Attorney (Ziv), WJBK, W.-10:3012.2
 16. Superman (Flamingo), WXYZ, T.-6:0012.0

LOS ANGELES
7 TV STATIONS—1,744,000 TV HOMES
Population—5,666,200 (3d in U.S.)
Buying Income—\$11,272,051,000 (3d)
Retail Sales—\$8,036,302,000 (3d)
Food Sales—\$1,842,322,000 (2d)
Drug Sales—\$254,796,000 (3d)
Automotive—\$1,595,823,000 (2d)
Above market statistics are for Los Angeles and Long Beach and include the following counties: Los Angeles, Orange

- TOP NETWORK SHOWS**
1. Ed Sullivan, KNXT, Su.33.7
 2. Phil Silvers, KNXT, T.31.4
 3. \$64,000 Question, KNXT, T.29.8
 4. Climax, Misc., KNXT, Th.28.3
 5. Disneyland, KABC, W.28.2
 6. Alfred Hitchcock, KNXT, Su.27.7
 7. Do You Trust Your Wife? KNXT, T.27.0
 8. Groucho Marx, KRCA, Th.26.7
 9. G.E. Theater, KNXT, Su.26.0
 10. I Love Lucy, KNXT, M.25.5

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, KABC, M.-F.11.4
 2. 10:15 Theater, KTTV, M.-W. 9.9
 3. Queen for a Day, KRCA, M.-F. 9.0
 4. News—George Putman (11 p.m.), KTTV, M.-F. 8.3
 5. News—George Putman (6:45 p.m.), KTTV, M.-F. 8.2
 6. Waterfront, KTTV, W.-F. 8.1
 7. Channel 9 Movie Theater, Misc., KHJ, M.-F. 7.6
 8. Life With Elizabeth, KTTV, T.-F. 7.0
 9. Art Linkletter, KNXT, M.-F. 6.8
 10. Cartoon Carousel, KTLA, M.-F. 6.7
 10. Eddie Fisher, KRCA, W., F. 6.7
 10. News Caravan, KRCA, M.-F. 6.7

- TOP FEATURE FILMS**
- Once Weekly
1. Three Hour Theater, KTTV, Su.-6:00-9:00 p.m.5.7
 2. Sunday Afternoon Show, KNXT, Su.-2:00-3:00 p.m. 5.0
 3. Movie of the Week, KCOP, T.-8:30-10:00 p.m. 4.9
 4. First Run Theater, KHJ, S.-6:00-7:00 p.m. 4.5
 5. First Run Playhouse, KHJ, S.-7:00-8:30 p.m. 4.3
- Multi-Weekly
1. 10:15 Theater, KTTV, M.-W.-10:15-12:00 midnight 9.9
 2. Jacksons Theater, KTTV, M.-Th.-11:45-12:00 midnight 7.1
 3. Channel 9 Movie Theater, KHJ, M.-F., Su.-9:00-11:00 p.m. 6.8
 4. Early Show, KNXT, M.-F.-4:30-6:00 p.m. 5.2
 5. Big Hit Movies, KNXT, M.-Su.-11:00-12:00 midnight ... 4.6

- TOP SYNDICATED FILMS**
1. Life of Riley (NBC), KTTV, M.-F.16.0
 2. Dr. Hudson's Secret Journal (MCA), KTTV, Su.-9:0014.2
 3. Highway Patrol (Ziv), KTTV, Th.-7:0013.2
 4. Science Fiction Theater (Ziv), KTTV, M.-8:0012.2
 4. Badge 714 (NBC), KTTV, S.-7:3012.2
 6. Dr. Christian (Ziv), KTTV, M.-7:3011.8
 7. Stage 7 (TPA), KTTV, Th.-7:3011.4
 8. Highway Patrol (Ziv), KTTV, M.-9:0011.3
 9. Public Defender (Interstate), KTTV, W.-7:0010.5
 10. Amos 'n' Andy (CBS), KNXT, Su.-10:3010.4
 11. Code 3 (ABC), KTTV, M.-9:3010.2
 12. San Francisco Beat (CBS), KTTV, S.-9:30 9.5
 13. Mr. District Attorney (Ziv), KTTV, S.-9:00 9.2
 14. Charles Boyer (Official), KHJ, W.-7:30 8.7

Decline in Sets Prompts Rating Drop in N. Y.

NEW YORK—WPIX, here, has questioned the validity of a recent article (The Billboard, November 17) pointing out that syndicated film ratings in this market are generally down from last April. It is not fair to make any such comparison of April and October ratings, says WPIX, because sets in use in October is far below what it is in

the spring, in many periods about 10 per cent below.

Syndicated programming here is actually doing better this season than last, asserts WPIX, Comparing October, 1955, with October, 1956, WPIX finds that the average of its syndicated evening shows is up 13 per cent by American Research Bureau, up 5 per cent by the Nielsen Station Index. Also, the Nielsen averages sets-in-use is down 5 per cent compared with a year ago, which leads the station to conclude that the share of audience pulled by its syndicated programs must have increased.

Between 6 and 11 p.m. across the board, WPIX now has 47 syndicated programs, of which about 10 are first run. In October, 1955, it had 38 syndicated shows in the evening periods, of which about half a dozen were first run.

SHOOTING

DeMet Plans 'All-Star Golf' Film Series

CHICAGO — Shooting began Wednesday (19) on a new sports series produced by Pete DeMet, the auto sponsor turned TV producer, who pioneered the telecasting of bowling competition. This one is to be called "All-Star Golf." It will be shot on location in Phoenix and Tucson, Ariz., in five country clubs, and a \$78,000 prize

bundle has attracted the talents of Cary Middlecoff, Sam Snead, Julius Boros, Gene Sarazen, Jack Burke Jr., Gene Littler and other big-time golf names.

Each match will be condensed into an hour of film, but include the highlights of a full 18-hole head-to-head match. The series is scheduled for release in early 1957, with 26 stanzas available then.

Syndicated distribution will be handled by the Walter Schwimmer Company, which is also participating in production.

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

COMMERCIAL CUES

HAPPY FELLAS SMOKE CIGARS

As a TV commercial first, the General Cigar Company has hired the leading players of the Broadway hit "The Most Happy Fella" to do its White Owl commercials. Robert Weede, Art Lund, Mona Paulee, Jo Sullivan, Susan Johnson and Shorty Long will sing the sales message, which is a parody on the show's title song, in a 60-second film. The commercial in several versions will be seen on "National Bowling Champions." Special lyrics were written by Young & Rubicam, the agency for General Cigar.

PERFUME, AUTOS AND BEER

Playhouse Pictures has signed Bobby Troup, noted jazz singer and musicians, to do the singing voice for the 1957 De Soto animated blurbs to be used on the Groucho Marx show. Meanwhile, the firm is also doing animation for Arpege and My Sin, both Lavin perfumes. In the beer department are a Schlitz series, entitled Schlitzerland, and three more 20-second spots for Falstaff Beer, using Eddie Mayehoff on the voice. He did the first 10 one-minute blurbs on the series.

ID'S

Cascade Pictures, Hollywood, is lining up production for 1957. Barney Carr, president, was in New York recently for confabs. Meanwhile, part of the 1956 wind-up consists of some live action and animation blurbs for Max Factor and Armour. . . . Film-Art Service has added a slide-film department to its operation. . . . John Melton has been appointed an account exec in the Los Angeles office of John Blair & Company, station rep. . . . McCadden Productions is in the midst of 10 live action spots for B. F. Goodrich to be used on the Burns and Allen show. George and Gracie Burns will appear in three of them, and Harry Von Zell will appear in each of the 10. The deadline for the blurbs is Monday 26 at the Goodrich dealer meeting in Akron, O.

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)	Commercials Producer
FOODS AND BEVERAGES				
Food Ingredients				
Robin Hood Flour Mills, Chocolate Cake Mix, Young & Rubicam	1	(60)	FA	Transfilm
General Foods Corp., Jip-Topper, Young & Rubicam	1	(10)	SA	Ray Patin
Canned and Packaged Goods				
General Mills, Wheaties, Knox Reeves (Mickey Mouse, Lone Ranger)	1	(60)	IA	Mercury-Intern'l.
Wheaties, Knox Reeves	3	(60)	IA	Mercury-Intern'l.
Krey Packing, Krey Canned Meats, W. J. Klein	1	(50)	LA, SE (C)	Walter J. Klein
Savarese & Cochrane, Superfine Canned Goods, W. J. Klein	1	(60)	LA (C)	Walter J. Klein
Campbell Soup, Leo Burnett	1	(60)	LA	Fred Niles
General Foods Corp., Jello Instant Pudding, Young and Rubicam	1	(60)	FA	Ray Patin
Little Crow Milling, Coco-Wheats Cereal, Roger & Smith	1	(60)	FA	Academy
Chunky Chocolate Corp., Chunky Candy, Grey Advg. (Foreign Legionnaire)	2	(60)	LA, SE	Transfilm
Frozen Foods				
Pet Milk, Pet Ritz Frozen Pies, Gardner	—		NA	Sarra
Food Beverages				
J. A. Folger & Co., Folger's Coffee, Cunningham & Walsh	—		NA	Sarra
The Seven-Up Co., Seven-Up, J. W. Thompson	—		NA	Sarra
Canada Dry, Ginger Ale, Club Soda, etc., J. M. Mathes	3	(60)	LA	Hartley
Roberson's Big Beverages, Soft Drinks, W. J. Klein (Highway Patrol)	2	(10)	ID (C)	Walter J. Klein
The Borden Co., Borden's Milk, Dutch Choc. Drink, Ice Cream, Benton & Bowles (Fury)	7	(60), 1 (30)	LA, SA	Transfilm
Canada Dry, Lime-Soda Mix, Ginger Ale, etc., J. M. Mathes	3	(60)	LA	Hartley
Alcoholic Beverages				
Hudephol Brewing, Hudephol Beer, Stockton, West Burkhardt	5	(60)	FA, LA	Ray Patin
Terre Haute Brewing, Champagne Velvet Beer, Branch Advg.	3	(40)	IA	Academy Film
E&B Brewery, Beer, Simons-Michelson	3	(60)	FA	Kling
Pabst, Beer, Leo Burnett	1	(60)	LA	Fred Niles
P. Ballantine & Sons, Ballantine Beer, Wm. Esty (Highway Patrol, Baseball)	4	(60), 7 (60)	IA, SA	Transfilm
Lone Star Beer, Beer, Glenn	1	(08)	ID	Keitz & Herndon
Other Foods				
Ralston Purina, Purina Chick Startena, Gardner	—		NA	Sarra
Jesse Jones Sausage Co., Meat Products, Walter J. Klein	1	(60)	LA, M, SM, SE (C)	Walter J. Klein
M. A. Gedney, Pickles, Dressings, Sauer Kraut, Ray C. Jenkins	7	(60)	LA	Reid H. Ray
Quality, Dairy Products, Campbell-Mithum	8	(45), 8 (15)	FA	Keitz & Herndon
M.B. Bar Brand, Barbeque	1	(40)	SA (C)	Keitz & Herndon

Mull Pix Costs

Continued from page 9

terests of the station by blocking out television's life-line: the impact of live entertainment.

In publicizing his film programming, Baisch said, the manager should look upon film as a supple-

ment to television programming, not the dominant part of it. If he goes overboard on promotion—possibly under the pressure of overpayment for the film—he may divert the audience's attention away from other quality, high-pulling shows on his program log. Integration in the station's over-all promotion should be the key, Baisch concluded, not domination.

British Hopeful

Continued from page 8

stinctive hyper-critical reaction among sponsors and net execs when viewing the pilot or even finished product. Because the series is made overseas, they seem to be more sharply on the lookout for scenes they fancy will offend or confuse the American viewer. Whereas, if they applied the same careful scrutiny to most home-made series, they would find equal opportunity to fault them.

For example, on one British-made production supposedly set in New York, sponsor reaction was that the accents of the English actors portraying Americans were excellent—all except for one man. This actor, they claimed, would never convince American audiences. And yet he happened to be the only native-born American in the cast and incidentally quite well known on Broadway.

Idiots Out

In another case a film contained the phrase, "You Idiot!" The American sponsors wanted that scene reshot to exclude the noun. They claimed that many American homes must contain actual idiots, and they did not wish to offend any potential customers!

The feeling here is that many British films are rejected because they are viewed by execs who are too anxious to forestall any possible future criticism, which leads them into making the kind of remarks just quoted. Even the established American producers working here say that if series made in the States had to jump the same critical hoop as foreign-made films, American TV screens would be mostly dark.

Those Sold

Right now there are only four British productions sold to network sponsors in the U. S. These are Saphire Films' three swashbucklers sold thru Official Films and the Danziger Brothers' "Vise" sold directly to Sterling Drug.

A few other fully produced series, having failed to land national sponsors, have wound up in syndication. Such is the case with the "Lilli Palmer Theater," "Sailor of Fortune," "Aggie" and the "Errol Flynn Theater." None of these so far has even managed to interest major regional clients, and so has been offered directly to local stations.

The rest of the production done here in the past year has failed to find any business at all so far. Among these properties are "The Adventures of the Big Man," "Bulldog Drummond," "Captain Kid" and "King Arthur."

Optimistic

But despite this, British producers feel that there is still a market for their wares in America. One thing they have learned is essential for a successful Anglo-American operation is the presence of an American executive with really up to date knowledge of what is wanted by the nets.

When a unit contains such a man, the feeling here is that both sides should accept his final word.

And if the series fails to pull with American audiences, he should be the only one put up against a wall and not the whole conception of Anglo-American TV film series.

DAMON RUNYAN THEATRE

ANOTHER TOP RATED SYNDICATION SERIES

FROM

SCREEN GEMS

Vets to Sponsor 'Hidden Treasure'

NEW YORK—An entirely new type of sponsor—a charitable organization—will be using spot TV when the Disabled American Veterans, Inc., presents "Hidden Treasure" in some 30 or more major markets sometime during the week of February 9 to 15. Thirteen-hour vidfilm shows in the series will be presented once monthly thru January of 1958.

The DAV, however, is using the program in a unique manner—that is to raise money for its various charitable services. This it will do thru the medium of a contest integrated in the show and for which viewers will have to pay \$1 to participate. They will have a chance to win prizes totaling \$55,000, the top prize being \$25,000, the second prize \$5,000 and eight awards running to \$1,000. There will also be 810 other prizes.

The initial budget for the first show and prizes runs around \$250,000. Of this \$60,000 will be spent for production and about \$100,000 for promotion of the project which will spend heavily for newspaper space.

Visual Clues

Production is being handled by William Tell Productions, headed by William T. Clemons, the originator of the idea. The musical show, featuring such talent as Judy Johnston, Russell Arms and Richard Hayes, will also contain visual clues called "Songrams." These can be checked against the entry blanks, of which a minimum of 20,000,000 will be printed each month, giving an idea of the hoped for magnitude of the contest.

It is expected that should the DAV get a return of between 1/2 and 1 per cent on its entry blanks, the entire cost of the monthly show

will be recouped. And expectations are that the return will be much larger based on similar contests in newspapers which have brought returns as high as 16 per cent. The DAV hopes to increase its prize money after the first show, if it clicks, to attract even larger numbers of participants. It will process all the entry blanks. The executive producer of the series is Karl Gericks.

Koblener to NTA Net

NEW YORK—Bill Koblener has joined the NTA Film Network as a sales executive. For the past year he has been with ABC-TV and before that he was national sales manager of the Du Mont network.

Comedy Reruns

Continued from page 8

net, it leaves some 200 markets in which it can still be sold for syndication later.

So far only comedy shows have found this type of niche, but even so, there are six web reruns which have been taken off the syndication market as a result.

Opinion generally is divided as to whether this has been generally beneficial or detrimental to the syndication picture. Some stations feel that it is depriving them of valuable product. Others think it is partially as a result of this that there has been a demand for new series, and that more first-run shows will be available for independent outlets.



among the talents which distinguish a Hal Roach film ad is expert

INSERT PHOTOGRAPHY

The star of the show is your product. And effective insert photography keeps your product — its name, its image, its uses and benefits — in the spotlight of your film message. Hal Roach Studios have developed special processes to heighten the dramatic values of insert photography. Ingenious techniques afford you 3-dimensional stop-motion effects with striking animation impact . . . provide critical focus work, tempo, pacing and precise sound track synchronization at great time and money savings. Expert camera crews coordinate artwork, titling, optical effects and stagecraft to make your photographic inserts a powerful selling force in a smoothly integrated product presentation.

EFFECTIVE COMMERCIALS ARE MANY MEN!
This is No. 5 of a Series

HAL ROACH STUDIOS

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TEXAS 0-3361 • VERMONT 9-2311
729 Seventh Ave., New York City
Circle 5-4135

HAL ROACH, JR.
Owner-President and Executive Producer
S. S. VAN KEUREN
Vice-Pres. & Gen'l Mgr.
CECIL UNDERWOOD
Mng. Dir., Comm. Div.

Today's Disk Buyer Rates Decibel Volume Over Music

Taste Revolution Spotlights Hi-Fi Excitement Preference

By BILL SIMON

NEW YORK—There are more of him, and he's buying more records today than he ever did before, but the taste of today's average record buyer is something that could make Beethoven, Bach and the other great masters turn over in their graves.

According to Bernard Braddon, the disk buyer for the big-volume Liberty Music Shops chain here, his customers are buying decibels, not music. "They want hi-fi excitement, sensationalism and plain noise," Braddon told The Billboard. "Chamber music is dead, and even Toscanini is dropping off in sales." Toscanini's decline is attributed to the comparatively poor quality of sound on more recent issues, which have been gleaned from old broadcast tapes. On the other hand, sales of train records, band records and even recordings of motor car races are selling at a fantastic clip. And "look what happens when you put a real cannon shot into the '1812 Overture!'"

Generally speaking, the adjudged "immortal" performances by some of the great artists of past years must be sold on low-priced labels, such as Camden or Entre. Only on the basis of price can they compete.

M-G-M Puts 8 New Acts on The Roster

NEW YORK—Shirley Yamaguchi, Japanese pic click, leads the current parade of new artists into the M-G-M Records fold. First disk for the actress will be "August Moon," theme from the flick version of "Teahouse of the August Moon." Disk will carry both English and Japanese lyrics.

Other pacts include conductor-arranger D'Artega, vocalist Ted Norman, the singing group known as the Four Spices, novelty team Al and Dick, and the Berry Kids, a rock and roll group. In the country field, the diskery has added Thelma Blackmon and Smiley and Kitty to the roster.

FIVE FOOT TWO, EYES OF BLUE

NEW YORK—Monte Bruce, prexy of Tetra Records, is trying something new to plug four freshly issued disks—and chances are that the innovation will be warmly received. He is sending a top New York model on the road, instead of the usual male professional plugger, starting this week to promote these new platters: "So Good," by the Playboys; "Guitar Rock," by Bill Flagg and his Rockabillys; "Road to Romance," by the Neons, and "Evening Shadows Falling," by the Seniors. The chick is blonde and five foot two, and the other statistics are not at hand, she is reported to be traveling unaccompanied, so that deejays and distributors will have a chance to learn more without interference. The only sad note is that she is visiting trade papers and deejays in New York last.

In the flood of new album releases every week, the flashy sound, flashy cover or flashy publicity that attend certain releases determine sales volume. No matter how great its quality, an item that is no longer promoted dies quickly. In this respect, the classical field now closely resembles the pop field. Braddon pointed out that he has been ordering on an average of 130 new LP titles each week. He also pointed out that, as a result, he orders in less depth than formerly. "With so many more titles to sell,

we sell less of each title than formerly."

A remarkable exception to this, however, is Columbia's "My Fair Lady" set, which undoubtedly will become the chain's all-time best seller. Liberty carries as many as 10,000 copies in stock at one time.

In one field, however, content still counts. That, says Braddon, is in jazz, and here tastes actually appear to be broadening. The true jazz buyer, however, is not to be confused with the "noise" buyer. (Continued on page 17)

Rizek Auction Nets Better Than 74G

Bulk of Disks and Audio Equipment Ordered for Resale Goes Under Hammer

By REN GREVATT

NEW BRUNSWICK, N. J.—Disks in unopened cartons and various types of audio equipment with a total appraised value of \$63,757 were sold at auction here last week. All of the material was originally the property of deposed financial monarch, James Rizek, who had ordered the equipment for resale to various large-scale disk and audio dealers. Total bidding at the sale amounted to more than \$74,000.

In several hearings on petitions for involuntary bankruptcy brought against him in nearby Trenton by a number of his creditors, Rizek, under questioning, has admitted vast dealings in records and related equipment with record dealers. Material sold at the auction here represented the last bulk amount of goods collected by Rizek for resale, prior to the collapse of his empire of paper corporations last September. One prominent dealer is known to have commented at the time, that had the break in the case taken place 24 hours later, he would have had all the goods.

At that time, however, the goods were impounded and held at a

New York warehouse from which they were later shipped here for the auction.

The first bidding involved a bulk group of 5,038 single disks and 337 albums for which an \$8,400 bid by Eichler Record Company of New York was accepted. Ernest Rizek, brother of James Rizek, and a 10 per cent shareholder and (Continued on page 17)

FREEDOM KEYNOTE

Tiomkin Berates Musical Snobbism

NEW YORK—"Some like Bach, some like Benny Goodman and some like rock and roll . . . these are all good for certain moods, and they are all aspects of American music." Thus spoke Dimitri Tiomkin, noted screen composer, who last week flew into New York for a visit.

"The composer of "High Noon,"

FATS & MARTY CORONATIONS

NEW YORK—Fats Domino and Marty Robbins, top cats in their fields, won honors for recent diskings last week. For "Blueberry Hill," Domino won The Billboard triple crown award in the rhythm and blues category, while the same prize was extended to Robbins in the country field for his record of "Singing the Blues."

The honors are extended an artist for any disk which makes all three charts (retail, juke box and disk jockey) in a given category in any single week. This is Robbins' first Triple Crown, while Domino has chalked up three, all this year.

Cadence-King Distrib Tie-In

NEW YORK—Cadence Records has made a deal with King Records whereby the former label will henceforth be distributed in Houston and New Orleans by King branches in those cities. Cadence heretofore was distributed in Houston by United and in New Orleans by Roberson.

The deal was set by Cadence's sales chief, Bob Kornheiser, and King exec, Jack Kelley. If the arrangement works out there is a possibility King will take over Cadence in some other areas. King has its own distribution outlets now in about 30 cities.

BELLE PARIS

Book-Disk Sales Tie-In By Urania

• Continued from page 1

has a wide audience. His 189-page book, published by Lion Books, Inc., in pocket-book format, got raves.

Dealers who order "Dreams of Paris" will have the records and books shipped to them separately. Urania is devising a special counter display rack to accommodate both. The diskery is shooting for a December 3 shipping date to distributors. They reason that the disk-book package will probably have a good sale during the Christmas season.

Dave Rothfeld, the firm's sales head, points out that the tie-in is strictly designed to make the record package appealing rather than to promote book sales. Urania, says Rothfeld, has absorbed the cost of the books to make the deal possible.

"Dreams of Paris" is the first in a series of similarly titled mood-music disks.

Coral Cashes In on Welk's Disk Parlays

NEW YORK—Coral Records has adopted yet another strategy of cashing in on the tremendous popularity and sales appeal of Lawrence Welk. This time it's the practice of parlaying artists from the label's stable who are strong in their own right with Welk on a single disk.

Dorothy Collins cut "Baby's First Christmas" and "Christmas Comes But Once a Year" with Welk, while the McGuire Sisters recently sliced a pair of sides, "Weary Blues" and "In the Alps" with the maestro. In the last year or so, the Lancers have had several couplings with Welk, and Johnny Desmond also recently appeared in a co-billing spot with the orkster on a disk. This week Don Cornell saw his first Welk-backed disk released, while Teresa Brewer has several unreleased sides with Welk ready for early release.

Planning calls for later release of a Welk LP which will include a number of these single sides.

Record Rack Forum Skedded

HOLLYWOOD—Record Rack Service, Coast rack jobber headed by Eddie Mason and Larry Shushan, will hold its first annual record merchandising forum December 6 for representatives of supermarket and drug chains, as well as record manufacturers and distributors.

Program will feature a motion picture showing how records are made, a discussion by Dave Fenwick, of the Elwood J. Robinson ad agency on "Records and Advertising," and talks by Irwin Tarr, RCA Victor; Sonny Burke, Decca; Paul Weston, Columbia, and a Capitol Records representative.

Event is the first of its kind to be held by a rack jobber to further acquaint its clients with the record industry. A question and answer period will follow the talks of record merchandising, in addition to a demonstration of high fidelity and (Continued on page 17)

PERSONAL APPEARANCE GOLD

Diskeries Put Heat on TV Race for Platter Plugs

By JUNE BUNDY

NEW YORK—Record manufacturers are stepping up their efforts to grab off TV plugs for new disks, and as a result more than 60 platter plugs will be aired over various network video shows during the next two weeks.

Practically all of the major labels—and many of the indies—have assigned one man to concentrate on increasing and/or co-ordinating the appearances of artists on the big network TV programs here. Bernie Miller is the man at RCA Victor; Dick Linke at Columbia; Joe Mathews, Capitol; Martin Salkin, Decca-Coral; Sal Handwerker, M-G-M; Kenny Myers, Mercury; Bob Kornheiser, Cadence; Si Paul,

ABC-Paramount; Henry Onorati, Dot.

Altho the big variety shows are always anxious to sign an artist who has a best selling record up in the Top 10, it's not always easy to kick off a new release on a top-notch video program. Consequently, the label execs work hardest at this angle, competition being particularly fierce when two companies are fighting for TV exposure on the same tune.

Last Friday (23) for instance, Jaye P. Morgan and Eddie Arnold were booked on Walter Winchell's NBC-TV show at the last minute so as to introduce their new RCA Victor waxing of "Mutual Admiration Society" on TV first. Mean-

while, Teresa Brewer, who cut the same tune for Coral, was moved up a week (to Nov. 25) on Ed Sullivan's CLS TV show. The canary also sang "Mutual Admiration Society" along with her recently re-released platter "Conna Get Along Without You Now."

Increased competition for the plum guest shots (the Winchell, Ed Sullivan, Steve Allen, Perry Como, Dinah Shore and Bob Hope shows) is viewed with approval by some TV producers, since it often enables them to save on budget. Altho big name recording artists ordinarily command large fees for guest shots, many are willing to settle for considerably less—even (Continued on page 17)

SPA Cautions Cleffers on Cap. Pacting

Form Claimed to Limit Earnings; Cap. Says Not

NEW YORK—Songwriters Protective Association has advised its writer member that they should give careful consideration in the future before they sign a release form required by Capitol Records of songwriters. According to SPA, the form has the effect of transferring a writer's rights to a manuscript to the record company and limiting the total of a writer's potential remuneration to \$100.

In the letter, SPA claims it has attempted for months to persuade the diskery to change the form or at least make it inapplicable to members of SPA, so that they would feel free to deal with Capitol without jeopardizing their rights. The letter added that the SPA believes Capitol intends to deal fairly with writers who submit material, such a written commitment might prove detrimental to their interests.

Meanwhile, on the Coast, Bob Carp of Capitol's legal staff said that the form was devised some years ago to protect the record

(Continued on page 18)

Columbia to Plug Special 'Nativity' LP

NEW YORK — Columbia Records is rushing out a special Masterworks album for the Christmas market, and is blueprinting an extremely potent promotion campaign. Package is Norman Vincent Peale's "The Coming of the King," the story of the Nativity Narration is by David Wayne, with music by Don Gillis. Ralph Hunter and the Gothic Choir, with Ashley Miller at the organ, are in the talent line-up.

Album ties in with Peale's book of the same title, published by Prentice-Hall. The book, which received rave reviews, is being sent by Columbia to district managers and distributors.

Promotion ties in with National Children's Book Week. Publisher Prentice-Hall has already serviced stores with four-color streamers, etc., and Columbia is furnishing eased albums for record and book tie-in displays. Peale will plug the book and album on NBC-TV's "Today," December 3; on NBC-TV's "The Home Show," December 11; on NBC-TV's "Wide, Wide World," December 23; on CBS-TV's "Good Morning," December 6, and on various other programs.

BUY BRITISH!

British Top U. S. Hits With Covers

LONDON—British record artists are finally coming into their own in England's pop disk market. Whereas, formerly a hit U. S. record could take the sales lead here and keep it, the trend now is for cover waxings of U. S. hits by British artists to move up into top position.

For instance, Jim Lowe's original Dot platter, "Green Door"—a best-seller here—was recently cov-

ORK GETS LIVE ACCOMPANIM'T

BEAUMONT, Tex. — It'll be a cold day in July before the San Antonio Symphony Orchestra plays Paul White's "Mosquito Dance" again.

The orchestra performed the piece here and was making with the mosquito noise at the Beaumont City Auditorium. In the midst of the buzzin' music, a horde of mosquitos descended on the orchestra.

Finally Victor Alessandro, the conductor, gave up. It was Helmer Schmidt, property man, and his spray gun to the rescue.

At last, with a wary eye on the sky and a little less emphasis on the buzzin' the orchestra completed the arrangement.

NEWS REVIEW

Modernaires Draw Cheers At Grove

HOLLYWOOD—It's criminal, in some respects, that the busy working schedule the Modernaires have prevents them from traveling to other parts of the country where audiences other than Los Angeles can enjoy one of the better vocal groups in the business. Doubling at the Ambassador Hotel's Coconut Grove and the daily Bob Crosby television show, the Mod's still rate as one of the top nitery acts around.

Their turn is highly polished and, fortunately, isn't restricted to the mere chanting of 32 bars and a walk-off, as are many of their contemporaries. There's comedy via Allan Copeland's impressions, a wov of special material in "I

(Continued on page 16)

Finkelstein Hypos Copyright Reforms

ASCAP Legal Pundit Sounds Warning on Protection of American Works Abroad

NEW YORK—An analysis of the Copyright Act, with special emphasis on the need for reform in many areas of copyright, has been published by Herman Finkelstein, ASCAP legal topper. Tome is titled "The Copyright Law—A Reappraisal." Finkelstein notes that since the last revision—that of 1909—a half century has elapsed, during which time there has been a complete revolution in the arts of mass communication. With the recognition of motion pictures in 1912—before the era of sound films—and the belated grant of record-

ing and performing rights to authors of non-dramatic works in 1952, the copyright laws have remained static. Finkelstein notes that progress has been made on the international level by the adherence of the United States to the Buenos Aires Convention in 1914 and the Universal Copyright Convention in 1954. Touching an area explored in the case of Shapiro Bernstein Vs. Miracle Records, Finkelstein states that "in a day when many musical compositions are recorded on phonograph records or on tape before they are published, authors run the risk of losing all rights."

Finkelstein sounds a warning note with regard to protection of American works abroad. With the adoption of the Universal Copyright Convention, "foreign courts may limit the period of protection which American works enjoy abroad to that which they enjoy at home." Finkelstein points out that whereas the United States has

(Continued on page 16)

ASCAP to Revise Performance Credits of Background Music

SCA Urges Action, Pointing to BMI Inroads, Lack of Society Film Pact

NEW YORK—Torn by dissension from within its ranks, the American Society of Composers, Authors & Publishers can be expected to revise the performance credit value of background music works within the next six months, as the result of a series of closed-door conferences held recently between members of the Screen Composers' Association and the Writers' Classification Committee of the Society.

The subject was one of many brought up at stormy sessions of both the writers' and publishers' classification committees held here

during the last two weeks. An SCA delegation, headed by writer Robert Emmett Dolan, discussed the problem with ASCAP execs during the recent West Coast meetings last October, and subsequently met with ASCAP toppers here November 19. Dolan was attended by Leonard Zissu and Abe Marcus, SCA attorneys.

The SCA request for re-evaluation of the value of background music was based on the theory that the present system of credit was discriminately small and inadequate when compared to the

value placed on such music by foreign societies.

It was pointed out that ASCAP faces its biggest threat from BMI in the background music field, because of the inroads being made by the latter organization in attracting writers engaged in the television film field. At one time, screen composers championed for a segregation of funds, i.e., separate funds from motion pictures, radio, TV, etc. The subject of segregation of funds was not discussed at the meetings, it was learned. It is known that the background writers feel it is more feasible to seek a reform within the present over-all distribution system.

The failure of ASCAP to negoti-
(Continued on page 16)

Record Musicians' Court Suit Vs. AFM

\$8½ Mil Action Charges Diversion of Funds, Breaching of Fiduciary Duties

By JOEL FRIEDMAN

HOLLYWOOD — The temporary truce between the American Federation of Musicians and the so-called rebellious faction among Coast recording musicians was shattered last week when an \$8,587,900 damage suit charging the AFM with "breach of its fiduciary obligations" and "diversion of funds" was filed in Los Angeles Superior Court last week (21).

The action, a forerunner of at least one other suit to be filed in behalf of studio musicians, named the AFM, the International Execu-

tive Board, the Music Performance Trust Fund and Samuel R. Rosenbaum as trustee of the fund, the principal defendants. A total of 84 recording and transcription companies including Capitol, Columbia, Decca, RCA Victor, Mercury, Dot and others were also named, this latter group as "neutral defendants."

Complaint, filed by attorney Harold A. Fendler and Daniel A. Weber, lists 91 Coast musicians as the plaintiffs, among them deposed Vice-President Cecil Read and former board member Uan Rasey, in addition to a host of top jazz musicians.

Action specifically charges that a collective bargaining agreement was negotiated for the plaintiffs by the AFM in January, 1954, which provided for wage increase payments of 10 per cent beginning January 1, 1954, and of 21 per cent commencing January 1, 1956, but that in "breach of its fiduciary obligations," the Federation arranged for all of the wage increase payments to be paid directly to Samuel R. Rosenbaum as trustee of the Music Performance Trust Fund.

No Benefit From Fund
Complaint alleges the musicians to have received no substantial benefit from the trust fund, and that James C. Petrillo, president
(Continued on page 16)

ASCAP Last Qtr. Checks Out Dec. 20

NEW YORK—Publisher members of ASCAP were notified last week (14) that distribution checks for the last quarter of 1956 will go out around December 20. In order to do so, however, performance fund credits will be computed on the same basis they were for the second and third quarters of this year, subject to a recomputation and adjustment in April, 1957, when final figures for the fourth quarter will be tabulated. This will not affect the distribution of the society's seniority and availability funds.

ASCAP is presently studying a proposal to have performance statements accompany only the April and October publisher distributions in the future. Further details are expected in this matter some time next month.

Wallichs Maps Plans to Expand Disk Outlets

HOLLYWOOD — The possibility of a national network of retail disk outlets loomed last week, with Clyde Wallichs, owner-operator of Music City mapping plans for the expansion expected to get under way shortly.

Wallichs last week revealed the signing of a long-term lease in the Lakewood Shopping Center here for the second store in the proposed Music City chain. Other outlets are planned in the Covina and San Fernando Valley areas in Southern California and in San Francisco, Chicago and New York. Financial arrangements for the program are now being discussed.

No definite timetable has been set for the opening of other stores. Wallichs averred that the Lakewood unit will duplicate the famed Hollywood Music City operation and will stress self-service selling. The retention of suggested list prices will be followed in the Lakewood store as it has at Music City. Projected new unit will comprise a total of 12,000 square feet, with one-third of the store to be devoted to records, one-third to television and high fidelity equipment, and the balance to sheet music, musical instruments and accessories.

Selectivity Is Dot '57 Slogan

NEW YORK—Dot Records in 1957 will issue between 50 and 60 albums, with emphasis on mass market appeal and catalog value. Dot's chief, Randy Wood, and Henry Onorati, vice-president in charge of packages, have sounded out dealers across the country and have come to the conclusion that the present high rate of album production may well be excessive; that more selectivity is called for.

Dot in 1957 will produce virtually all of its albums. The door will not be shut to foreign tapes, obviously, in view of the label's overseas affiliations—but material from overseas will be very carefully screened.

Between April and the end of 1956, a period of seven months, Dot will have released 46 packages.

Am-Par-Mennen Album Hook-Up

NEW YORK—ABC-Paramount and Mennen Baby Products are readying a special tie-up promotion on the label's "Music for Ex-"
(Continued on page 16)

CHI. DISK DEALERS EYE POLK ENTRY INTO BIZ

CHICAGO—Retailers watched with apprehension last week a major new entry in the record discounting race. This time it's Polk Brothers, a mammoth four-store operation which has become the city's biggest volume dealer in the high price-tag fields of major appliances, furniture and carpeting.

While the chain feigns shock whenever it's called a "discount house," it has built an enormous operation with a slogan of "a king-size trade-in." Heretofore, Polk Brothers has operated almost exclusively in the big-ticket field.

Overseeing the four departments is Bob Weintraub, former distributor salesman for Angel Records.

Price Policy Clouded

If the store's price policy is clearly set in the minds of the sellers, it's not being so clearly stated to the customers yet. A spokesman said, at first, a "straight list price policy" will be observed. In response to the questioner's surprise, the spokesman corrected himself. A customer buying three LP's or more will get 20 per cent off on the whole sale.

Because of the strategic city-wide location of the Polk stores, the first general alarm is being sounded among neighborhood dealers here in some time. About two years ago, downtown dealers were alerted by the opening of the Discount Record Shop in an off-loop location. On State Street spokesman, while admitting there was strong concern initially, claimed that department store sales at straight list have not suffered, but in fact have increased this year.

Indie Retailers Meet

An informal gathering of independent retailers, it was learned, was to get together in a downtown restaurant Tuesday night (27) and it's expected the Polk problem will get a good going-over.

Polk Brothers sales are based on

British Top U. S.

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ing music magazines aptly document this trend. The Record Mirror's "British Top 10" list spots Vaughan's "Green Door" as No. 6, while Lowe is No. 10. Young's "More" platter is No. 5; Como's No. 17. The same mag's current "Best Sellers by British Artists" chart lists Young, No. 1; Vaughan, No. 2, and Glenn Mason's Parlophone waxing of "Green Door" No. 10. The Lowe tune has also been cut by the Ray Ellington Quartet, Columbia; the Maple Leaf Four, Oriole; the Tanner Sisters, and Francis Day and Hunter.

"The Melody Maker" chart currently places Vaughan No. 7 and Lowe, 17; Young, 5 and Como, 14. The New Musical Express's best-seller list has Young in fourth place and Como, 18; while Vaughan moved up from No. 20 to 9, only one point behind Lowe, who was six places higher than Vaughan in the previous issue.

Guest shots, on British TV, London nitery and theater appearances, and a variety of local promotional gimmicks, are generally credited with helping the English record artists win out over their U. S. competition. Vaughan, for instance, garnered considerable publicity when he volunteered to donate all the royalties on his "Green Door" disk to a local boy's club charity.

Feeling here is that in view of the inroads U. S. artists have made on the British charts during the past few years, it's high time English artists made such a strong bid for top sales honors. Even today, the charts here are dominated by American names, with eight out of the Record Mirror's "Top 10" disks and 20 out the "top 30 best-sellers" on The New Musical Express chart sliced by U. S. artists.

a complete self-service operation. No sales help is provided, so salaried overhead is limited to a "record cashier," who is authorized to instrument the price policy, such as it is. The record department will be mentioned just a couple of times lightly in the chain's heavy TV advertising schedule. The theory appears to be the flattening of overhead costs to almost nothing, depending instead on the already heavy traffic in the stores.

This is a switch on the frequent pattern of drumming up record traffic to convert customers to big-ticket buyers. A Polk spokesman said the store is selling phonos so heavily, they figured it a waste to send customers elsewhere for their records. One reliable guess is that the combined stores unload up to 200 instruments with turntables daily.

Lamas Gives New Twist to Exploitation

NEW YORK — Lamas Music, publishing affiliate of RKO Unique Records, is employing a new twist to the traditional touring promotion man in stepping up its push on the score for the Eddie Fisher-Debbie Reynolds "Bundle of Joy" score.

According to the firm's topper, Marty Machat, new promotion men have been hired in seven top markets to push exposure of the score material. Switch is that the men live in and accordingly know the top exposure outlets in their specific cities.

The firm also will shortly open an exploitation campaign on two other new properties, including the score of the Jane Powell, Kaye Ballard flick, "The Girl Most Likely," and the last work of the late Victor Young, titled the "Blue and Grey Suite," which constitutes the score of the forthcoming RKO Civil War epic, "Run of the Arrow."

In line with the expansion of the pubbery's operations, it will move with its diskery counterpart, Unique Records, on the first of the year to new headquarters on the 19th floor of 1440 Broadway, for years headquarters for the Mutual Network and station WOR

Am-Par-Mennen

• Continued from page 15

pectant Mothers" album by Sid Feller's Orchestra.

The LP cover will be prominently featured in Mennen's new marketing program, which spotlights a "Lady in Waiting" theme, including page ads in Life, and other national mags. Mennen is making a special mailing of the LP to deejays, women's page editors, and fem TV commentators.

At the same time, the LP will be spotted with special tie-up window and counter display material by dealers and department stores.

Modernaires

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Can't Carry a Tune," the musical reminiscences of "Juke Box Saturday Night" and just enough pop tunes to make for a good evening's entertainment.

It's obvious that the Modernaires are a well-rehearsed act, with plenty of imaginative effort in it to make the Grove audience stand up and cheer.

Comic Harvey Stone precedes, with the Orrin Tucker orchestra backstopping. Joel Friedman.

CORRECTION

NEW YORK — It was erroneously stated in The Billboard last week that the Celler Committee, anti-trust hearings were "moving into their publishing phase."

The reference should have been to the Songwriters of America's \$150,000,000 suit against Broadcast Music, Inc. and the networks.

Zephyr to Add Pop Material To Catalog

HOLLYWOOD — Zephyr Records, indie label headed by meat-packing heir Georgie Hormel, will not restrict its future output to jazz material, but expects to substantially add to its catalog with popular LP's and singles.

Hormel declared the company is primarily bidding for the pop market and does not want to be typed as a jazz label. First step in this direction, said Hormel, is the release of a Veloz and Yolanda package titled "Latin Rhythms for Dancing," with additional pop band and mood music albums slated for the future.

Firm currently has Ruth Olay, Rosalie, April Ames, Rick Marlow and Hormel himself on its talent roster, and recently added singer Gloria Wood. Hormel expects to name a new national sales manager sometime next month, he disclosed, to replace the recently resigned Bud Freeman.

Cabrera Sues Tico & Kahl

NEW YORK — Action seeking an injunction was filed in Federal Court here last week by clefter Felix Cabrera against Tico Recording Company, Inc., Kahl Music Corporation and Ricardo Tico. Suit seeks damages sustained for the alleged infringement of the plaintiff's tune, "La Cheriona-Merengue," written by the plaintiff prior to 1955.

Suit claims the defendants, beginning in January, 1956, without consent recorded the tune and sold records.

ASCAP Performance Credits

• Continued from page 15

ate a contract with motion picture producers was brought up at the meetings as further evidence of the inadequate compensation of background writers. It was the contention of SCA that ASCAP owns much of the background music rights only by virtue of the studio-publisher link within the Society. With the television film field engaging more writers than ever before, ASCAP's hold in the field of background music is seriously jeopardized.

A number of music publishers, chiefly those with Hollywood studio connections, are expected to support the SCA demand for re-examination and upward revision. The present performance system is based on a 1 per cent credit, with some feeling the revision should be adjusted to equal the credit given a pop song.

Gilbert's Opinion

L. Wolfie Gilbert, Coast chairman of ASCAP and a member of the board, voiced the opinion in Hollywood last week that "the time has come that ASCAP, in order to avoid chicanery, must have the right to evaluate a performance." Gilbert declared he is wholly in accord with the system of mechanization, but pointed

Record Musicians' Court Suit

• Continued from page 15

of the Federation, "at all times acted in hostility to them and their best interests." Musicians charge they have not received any wage increase since 1946, altho general wage increases have been granted in other industries throught the United States.

Record companies named in the action "intended and desired to have the wage increase payments paid directly to the musicians," but were compelled to sign the 1954 Phonograph Record Labor and Trust Agreements which required them to make these payments to the trust fund, the complaint stated.

Lawsuit charges that \$1,737,900 in wage increase payments have been diverted to the trust fund, and that since January, 1954, royalty payments aggregated \$6,750,000. Before the end of the existing agreement in December, 1958, this fund will total \$12,500,000.

"These royalty payments are alleged by the plaintiffs to constitute money which belongs to the plaintiffs because it arises from the plaintiffs' services, and if the Federation had exercised loyalty and good faith in its collective bargaining agreements, the recording companies would have agreed to pay amounts equivalent to such royalty payments to the plaintiffs as increased wages."

IEB Charged

Action charges the International Executive Board "abdicated to Petrillo their collective bargaining responsibilities," and that they were "actuated by the selfish aim and purpose of perpetuating themselves in office and of maintaining their hold and control over the affairs of the Federation."

Suit asks that all moneys presently in the hands of Samuel R. Rosenbaum as trustee of the MPTF be impounded and declared held in trust by him for the 6,000 musicians who rendered services in producing the phonograph records in question.

An injunction, restraining the recording companies from making any further wage increase or royalty payments to trust fund was also sought for, as well as damages in excess of eight million dollars. The provisions of the 1954 Phonograph Labor and Trust Agreements relating to wage increases were also asked to be declared invalid.

The lawsuit is the culmination of a series of battles between Petrillo and a majority of the mem-

bership of Coast Local 47, begun in February of last year. Formal protests by Coast members led by Cecil Read; an appeal to the Federation and the IEB, resolutions presented to the 1956 AFM convention; the subsequent stormy trials and deposition of Local 47 President John te Groen, and Secretary Maury Paul and the recent trial and suspension of Read; have all preceded the present court action.

Read himself took the AFM into court recently and won an injunction which prevented the Federation from taking away his "right to work," a victory most unusual in AFM history.

Harold Fendler, attorney for the plaintiffs, told The Billboard that another action in behalf of motion picture studio musicians and the widows of same, will be filed against the AFM "within 10 days." Latter action ostensibly will deal with the alleged diversion of residual payments to the trust fund, of fees due musicians when motion pictures have been sold for television exhibition.

Liberty Volume Up 200% Over '55, Says Ames

HOLLYWOOD — Liberty Records have increased their volume by 200 per cent over a like period of last year according to National Sales Manager Jack Ames, with the company expecting even larger grosses due to its recently strengthened international distribution and the addition of several new distributors in the United States.

Firm recently negotiated a new pact with English Decca, calling for world-wide distribution of Liberty.

Firm is scheduling a minimum of 80 LP releases during 1957, said Ames, "and in addition to our LP output, we will double our release of singles." The newly organized classical division will also release its first album by the Paganini String Quartet under the direction of Henri Temianka next month.

"With our own studio facilities equipped with the first transistorized recording equipment, and with the building of our big band department, including Jerry Gray, Hank Mancini, Pete King and Claude Gordon, we foresee 1957 to be the biggest year for Liberty yet," said Ames.

Firm will continue its policy of developing new recording artists as it did with Julie London and the Patience and Prudence team.

Plus Records Offers Suit Settlement

NEW YORK — Plus Records and the firm's prexy, Samuel Kaufman, recently named in an infringement suit by nine music publishers, headed by Shapiro-Bernstein, entered a general denial of the charges last week. At the same time, however, an offer of judgment and a request for dismissal of the suit was made.

In the offer of judgment, defendants claimed that 53,000 LP records were made carrying the alleged infringements. They said sales had not exceeded 30,000 and since popularity of the disks has now died out, they will be unable to sell the balance of 25,000. The defendants offered to settle at the rate of four cents for each of the 30,000 sold and to deliver the balance for destruction.

Heat on Race for Platter Plugs

Continued from page 14

scale—in order to gain TV exposure for their new disks at the right time.

Booking Confusion

However, confusion has resulted from too many bookers working on the same artist, with a warbler sometimes promised to two different shows for the same date. In a move to eliminate such problems, Bernie Miller, RCA Victor's pop artist promotion chief, recently sent out printed "What Show Are You On?" forms to all of the label's artists.

The form (sent out on a weekly basis) lists all of the important TV shows, those utilizing record names as guests, and asks the artist to fill in the dates he is booked for, or negotiating to be booked for, on the programs.

Thus Miller hopes to co-ordinate his own efforts with the artists' agents and avoid any double-booking embarrassment. It also supplies him with a check-list of

guest shots so that RCA Victor's field force can be alerted to tie in platter promotion on an artist's latest record with his forthcoming TV appearances.

A flock of record artists have appeared on TV within the last couple of weeks and even more are slated to do guest shots during the next few days, many of them doing two or more.

Steve Allen's Sunday night show spotlighted Dot's Jim Lowe with "Green Door" last Sunday (25), with Am-Par's George Hamilton VI on the previous week. Glory's Vince Martin plugs "Cindy, Oh, Cindy" on Allen's show December 1, followed by the Hi Los, December 9, and Columbia's the Collins Kids, December 23.

Line-up for the Winchell show includes Columbia's Jill Corey, November 30, and Frank Sinatra, Peggy Lee and Frankie Lyman and the Teen-Agers scheduled for December 7. Sinatra is also booked for Sullivan's show on December 2, thereby assuring his new Capitol platter "Jealous Lover" a hefty send-off. Also on the December 2 Sullivan show will be Johnny Ray and Rosemary Clooney.

Sullivan is credited with giving Bing Crosby's Capitol disk "True Love" a big lift when he recently bet the crooner on the air—that the disk would sell a million and asked his listeners to help him win the bet by going out and buying record. Capitol execs said the disk—already a best seller but past its peak—immediately picked up sales-wise the week following the telecast.

Perry Como, who hosted Decca's Brenda Lee and RCA Victor's Dinah Shore November 17, will spotlight Johnny Ray, December 15, and Nat (King) Cole, December 1. Julie London's new "Calendar Girl" album on the Liberty label received a stand-out plug, when she guested on Bob Hope's November 18 NBC-TV show (Como was also on telecast) and Don Cornell is slated to plug his latest Coral single on a forthcoming Jonathan Winter show. Gisele MacKenzie sang her new Vik platter on Winter's NBC-TV show November 20.

Barry Gordon warbled his new M-G-M disk "I Like Christmas" on "Strike It Rich" November 22 and did "Rock Little Chillun"—his other new waxing—on Danny Thomas' ABC-TV film series November 26. M-G-M garners another TV film plug in early December, when James Brown is scheduled to sing "Wagon Train" in one of his TV film chapters of "Rin Tin Tin."

Coral Active

Coral is gathering plug after plug on Lawrence Welk's top-rated ABC-TV show for the maestro's

new Christmas LP and his yule singles. Coral's Dorothy Collins is booked on Herb Shriner's CBS-TV show November 27, and Capitol's Les Paul and Mary Ford plugged their new Capitol platter on the Shriner airtel November 20.

Guy Mitchell warbles on Dinah Shore's NBC-TV hour December 30. ABC-Paramount reaps daily plugs for its new Mickey Mouse Club disks on ABC-TV's "Mickey Mouse Club" show. The McGuire Sisters thrashed selections from their new children's album and their latest single "Goodnight, My Love" on the Godfrey CBS-TV show November 21. Steve Lawrence boosted his new Coral LP "About That Girl" the same night on "Tonight."

Will Rogers Jr.'s "Morning" show on CBS-TV hosted Eddie Heywood, Stan Freeman, Fran Warner, and the Barbara Carroll Trio last week, while Teddi King, Errol Garner, Helen Grayco, Shirley Yamaguchi, and Betty Johnson are scheduled for the next two weeks. NBC-TV's "Tonight" and Dave Garroway's "Today" also book record artists on a regular basis.

Bally's Betty Johnson kicked off her new disk "I Dreamed" on "Modern Romances" last month, via a five-day acting-thrashing stint on the soap opera series.

CBS-TV has been running regular plug for Columbia's new original cast album "The Stingiest Man in Town" on its "Alcor Hour" in advance of the show's telecast December 23. The album, featuring Vic Damone, Betty Madigan, the Four Lads and Johnny Desmond, hit the market last week, marking the first time an original-cast TV album was made available for sale before the show hit TV.

Today's Buyer

Continued from page 14

who is attracted to the loudest and brassiest Dixieland disk. Certain best-selling Dixie disks, some at high "snob" prices, account for little or no sale among jazz fans, yet they far outsell collector-type issues cut by the great New Orleans or Chicago masters.

The Extreme Breed

An extreme breed is the latest to flower—the stereophonic tape buyer. Most of these, said the retailer, buy absolutely anything that becomes available on stereo, from a mass to a ragtime combo and far beyond the realm of music.

Liberty, the largest of the country's disk operations to survive since depression days, maintains three stores in Manhattan and one in White Plains, and claims the largest selection of LP's in the world, with over 500 labels represented. Except for occasional close-outs, the stores maintain a full-price policy. At one time, Braddon observed, Liberty's trade overwhelmingly preferred

Risek Auction

Continued from page 14

manager of the Jabberwock Record store here, bid on 1,735 Columbia "My Fair Lady" albums at a price of \$2.85 each. In another big sale, a Long Island dealer bid \$23,000 for a bulk quantity of 17,000 LP disks.

Also included in the sale was a small quantity of bass reflex speaker enclosures as well as 180 tape recorders. The latter, available thru distributors at about \$85 went for \$90 each. Other items sold included a number of Berlant hi-fi component parts and several three-quarter ton air conditioners, which sold at \$85 each.

Times-Columbia, New Jersey distributor for Columbia Records, has already instituted an action to reclaim a number of records shipped to Risek, which the firm alleges were never paid for. The firm's total claims come to over \$70,000. No delivery will be made of any Columbia records sold at the auction, pending outcome of a hearing of Times-Columbia's action starting on Monday (26).

Rizek, already known to be an operator in numerous fields, at one time even got into the business of making records. This was so in July, when another of his firms turned out two different 10-inch LP under the title, "Ballads for Ballots." These were calculated to be hot items prior to the political conventions. That they had cooled off by now was attested to, when 8,000 of these disks failed to draw a plug nickel at the auction. Another bidder suggested they might be used as clay pigeons, but there were still no takers.

classical and show music disks, and the shop did a big business in imported platters. Today, however, the pop and jazz business practically equals the combined classical-show volume. As in previous years, Liberty's mail order volume is a big factor in the over-all picture.

Braddon himself has been with Liberty for 10 years, starting in the shellac era and making the transition to LP's. He makes it a policy to order every new LP that comes out and to keep it in stock for one full year. If any title fails to move one copy within the year, it is dropped at the earliest opportunity.

Record Rack

Continued from page 14

instruments. The function of rack jobbing, a discussion of disk royalties, excise taxes and other industry problems will be aired.

Program will be held at the Grand Ballroom of the Ambassador Hotel here.

FRANK SCOTT
"SHE SAID"
b/w
"WALKING UP 4 FLIGHTS OF STAIRS"
KAPP #K-164

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Lyrics by **BUDDY KAYE**
(Co-writers, respectively, Mort Garson, Jules Loman and Jimmy McHugh)

Demo Has Dangers For Tape Dealers

By RALPH FREAS

NEW YORK — How do you demonstrate tape recorders? If you're the average dealer, your approach to the prospect is something like this. First, you tell him how the unit works, putting stress on simplicity and explaining any special features (such as footage indicator, recording level indicator, etc.). Then, you hand him the microphone and ask him to "say a few words." Here's where trouble starts.

The ordinary citizen shopping around for a recorder doesn't carry a prepared script in his pocket. As a result, he is, more often than not, embarrassed. He mumbles something into the mike. The playback is even more embarrassing to him. This demonstration is not calculated to put him in a buying mood. In fact, he feels like slinking out of the store.

To overcome customer embarrassment, some dealers turn the recorder on as they discuss it with the customer. The resulting tape is played back later and the customer hears himself in informal conversation with the dealer. This takes the burden of self-consciousness or mike fright from the customer but this method is still fraught with danger for the dealer who hopes to make a recorder sale.

Why is this method dangerous? The reason is that 99 per cent of the people who come to you to buy a recorder have never heard their own voices recorded. They will invariably say, "That doesn't sound like me." And, regardless of the high quality or fidelity of the machine you are demonstrating, the customer will blame it for not reproducing his voice faithfully.

The dealer might counter by telling the customer that he does, in fact, sound exactly like the voice on tape. The trouble is that the customer then feels he is being high-pressured, and resistance to buy is built up.

This demonstration problem can be simply solved in one of two

SYLVANIA'S NEW 'THUNDERBIRD'

NEW YORK—Sylvania is ready to introduce an all-transistor radio. The model, dubbed "The Thunderbird," has a radical new design, says the firm. They are currently field-testing pre-production models to get consumer reaction to the new design conception.

According to R. L. Shaw, general sales manager of the radio and television division, the new models will be off the production lines at Batavia, N. Y., before the end of the year. National distribution will be available soon after. Suggested list prices have not yet been determined.

Sylvania has also created a promotion to generate sales for their TV sets. During the Christmas sales stanza, the firm will give away a \$65 Helbros wrist watch with any of six models in the 1957 TV line. The watches are available in both men's and women's models. The cost to dealers will be \$3.46 per watch. Extensive newspaper advertising will back the promotion and it will be featured on Sylvania's weekly TV show, "The Buccaneers." In addition, dealers will be provided with free consumer broadsides for direct mail and free store display kits for window or wall use.

ways. Either you shouldn't risk having the customer use the recorder at all, or, you should carefully prepare him for the way his voice will sound on tape. Explain that the great majority of people have to get used to the sound of their own voices and usually react with disbelief when they first hear themselves.

Do you think that too much stress is placed on this aspect of the demonstration? If you think so, try the following experiment for yourself. Turn on a recorder at home when a group of your family or friends are talking informally. When the tape is played back, ask each person two questions. First, ask what they think of their own voice. Without exception, you'll find that each person thinks everyone else sounded as they normally do but that they themselves sounded "awful." The moral is obvious.

New Displays From Victor

NEW YORK—A group of special Christmas displays have been created by RCA for dealer use during the holiday period ahead to feature both RCA television and radio-"Victrola" merchandise. In addition, there is a revolving three-tier unit for displaying 12 table and portable radios. A special double-decker that holds six console TV sets or hi-fi phonos is also available.

These special displays are an important part of an over-all ad campaign which, according to RCA, is one of the biggest pre-Christmas programs in the history of the industry. The firm intends to use virtually every ad media available to them. The brunt of the ad burden will fall on NBC-TV and insertions in mass circulation magazines. Network radio and newspapers also figure in their plans. RCA distributors are expected to expand their ad coverage on the local level, using RCA-prepared material for billboards, direct mail, local radio and TV spots and newspaper ads, in addition to providing dealers with the special Christmas displays.

An interesting aspect of the program is the number and variety of the products involved. The firm has never had so many new products available for the Christmas buying season. Color TV comes in for a big play. So do three classifications of black and white: "personal," portable and standard b & w. receivers. There are also hi-fi "Victrolas," stereo tape players, transistor radios, clock radios, portable radios and tape recorders.

SPA Cautions

• Continued from page 15

company. "It's not meant to be an arbitrary attempt to limit a songwriter's earnings," Carp declared, "and it is used solely in dealing with amateur songwriters who submit material thru channels other than recognized, established publishers."

According to Carp, there can be no meeting of the minds between SPA and Capitol, since SPA wants the diskery to do away with the forms entirely. The record company thinking is that the form is a necessary protection, and that its demise would seriously jeopardize the selection of material by the firm's producers. Few writers, whether SPA members or not, are reported to be singers of the form.



Jim Toney, vice-president and general manager of RCA Victor's Radio and Victrola Division.

V-M Debs Display Unit

NEW YORK — Dealers can keep their window displays fresh and timely for the next four months with the new display unit offered by V-M Corporation. The basic unit can be changed with the substitution of a single element to tie-in with Christmas, the New Year, and St. Valentine's Day.

V-M calls it a "key quarter" display, referring to the peak business done during the three months beginning November 15 and continuing thru February 15.

The phono and tape recorder firm also has a national advertising campaign in the works that employs all media; radio, television, newspapers, outdoor posters, magazines and theaters.

See your V-M distributor for details on the "key quarter" display.

Finklestein Hypes

• Continued from page 15

accorded protection for two 28-year terms, other countries where American works have a market have accorded protection or a period equal to the life of the author plus 50 years. He says: "We cannot expect such generous treatment in the future unless we are prepared to grant similar treatment to foreign nations in the United States."

Juke Exemption

Finkelstein's study examines the Copyright Act's juke box exemption, which he terms discriminatory and anachronistic. He also comments on the Act's Compulsory Licensing provision, quoting the late Register of Copyrights, Thorvald Solberg, as stating that this clause was a "makeshift," in order to secure passage of the 1909 Act. Solberg is quoted as stating that "the author should have complete control of his rights."

Finkelstein's book also includes a study of the so-called "indivisible copyright theory," the by-products of which, he claims, have proven burdensome. He also urges that in revising the Copyright Act, consideration be given the proposal that common-law rights in unpublished works should be superseded by federal law. He states: "It is urged, on behalf of this proposal, that an exclusive federal system covering all literary and artistic property, whether published or unpublished, will promote uniformity and certainty in the law by taking the protection of unpublished works out of the hands of the several states and investing federal law with sole jurisdiction."

Reform of the Act of 1909 is long overdue, Finkelstein says. He adds that: "the inquiry now in prospect by the Register of Copyrights will receive the hearty endorsement and co-operation of the entire copyright bar."

COLD TURKEYS

Bad Guess Pay-Offs

CHICAGO — A dealer in the heavy-traffic loop area attracts passers-by with the following announcement in his window:

Watch this space for our WEEKLY SPECIAL

12-inch long-play records at greatly reduced prices.

The "specials" are the dealer's bad guesses. He offers them to his customers at slightly more than his cost. He agrees that the offer is a form of discounting which normally he stays away from. But the cut-rate is made only on the slow movers. The dealer says he's satisfied if he just gets his money out of the turkeys. The money is then plowed back into fresh, hot merchandise which is sold at full price. The gimmick keeps his stock fresh, keeps the bad items moving and gives the occasional customer a reason to become a steady buyer.

'Incognito' Salesman

NEW YORK — RCA Victor's Radio and "Victrola" Division chief, Jim Toney, frequently works as a salesman in retail record and appliance stores on Saturdays, and his "incognito" sales often pay off with valuable merchandising information.

He recently solved a problem that had been puzzling the division for some months. Dealers refused to display a \$150 RCA Victor portable phono in a genuine leather case, while competitive models in imitation leatherette were prominently displayed and consequently sold better.

Also repeated inquiries of distributors failed to locate the trouble, Toney found the answer himself during one afternoon's work in the appliance section of a Washington department store. The dealer simply explained that he kept the RCA model under wraps because the leather faded under lights in the window and was easily finger-marked, while the leatherette units were considerably more durable, and therefore more displayable.

Toney promptly ordered that the model be done up in leatherette on the next run, thereby saving money on production and stepping up sales. "Distributors understandably hesitate to pass along such explanations," said Toney, "and the only way we can find out that kind of information is by going into the stores ourselves."

Tiomkin Berates

• Continued from page 14

stated that he liked Liberace, because he brought joy to many people. As for Elvis Presley, Tiomkin said that he did not believe that Presley represented a musical form of sexual degeneracy. And, he added, the rock and roll devotee of today may be the serious symphony musician of tomorrow.

Screen Music

With regard to the field of screen background music, Tiomkin stated that this area of music has made tremendous strides in the last 10 years, and that it has contributed in a major way to radio, television, records, etc. Referring to the attempt of screen writers to secure a larger share of the ASCAP royalty melon (see separate story), Tiomkin said it was important that such writers be adequately compensated.

While not casting aspersions on

DRIVE-IN FOR DISKS, SAYS CAP

NEW YORK — Drive-in restaurants give way to drive-in disk shops, according to ideas envisioned by Capitol Records. Here is the label's concept of a "Record Drive-In" of the future: The shop is complete with two-way speaker systems for cars and a special listening section for "inside" customers. A close-up of the two-way speaker system shows how the unit is wired under ground. Car-customers can audition latest releases without getting from behind the wheel. Car-hops would hand the motorist a musical menu, listing the top singles and top albums. After choosing a disk for auditioning, the motorist would request a play from the salesman-deejay inside the building via the two-way speaker system. For wider selection, the shopper-on-wheels could walk inside to choose from extensive stocks in the browser boxes.

STEREO STRONG AT OHIO FAIR

CLEVELAND—Hi-fi zealots in this Midwest city are keenly interested in stereo sound on tape. At the first annual hi-fi show, held last weekend (November 17-18), stereo tape exhibits and demonstrations were run-away favorites. This experience duplicates that of the High Fidelity Manufacturers' Association at their New York conclave earlier in the fall. Stereo tape is obviously on its way to becoming the ultimate in hi-fi reproduction by popular acclaim.

Coincidentally, the Cleveland show's sponsor was the local AM-FM radio outlet, WDOK, which is the only outlet in the Cleveland area to offer listeners stereophonic tapecasts on a regular broadcast schedule. This type of broadcast is managed by transmitting one channel of the stereo track on AM and the other channel on FM. Listeners with both types of receivers obtain stereo sound by using both sets simultaneously and placing them strategically for maximum effect.

Among the manufacturers who exhibited at the Cleveland show were Pilot, Pentron; Scott, Fisher, Ampex, RCA Victor, Webeor, Columbia, McIntosh, Lansing, Fairchild, Sherwood, Lee, Harmon-Kardon, British Industries, Bozak, Telefunken, Grundig-Majestic, Nord-Mende, Bell, Concertone and Dictograph.

Will Cleveland have a second annual hi-fi show?

"The show was such an obvious success that it isn't a question of whether or not there will be a second one," says Norman Wain, popular WDOK deejay who pioneered the affair. "The question is—when do we get started on it?"

WDOK offered exhibitors a good package. A combination of exhibit rooms in the plush Hotel Cleveland plus 20 spot announcements over the AM-FM outlet cost the exhibitor \$200. If a manufacturer bought an additional room, he qualified for 20 more spots.

other musical trends and styles, Tiomkin averred that the output of screen background writers had helped to raise the level of American music. Much of the material, he said, found its way into albums and was being used extensively in the standard and educational fields. He indicated that, in his opinion, a fairer distribution on the part of ASCAP was indicated on behalf of these writers.

The Band of Distinction

SEVEN GREAT  RECORDS ALBUMS!



"The Band of Distinction"

MG C-722

"The Count"

MG C-685

"Count Basie Swings and Joe Williams Sings"

MG C-678

"The Swinging Count"

MG C-706

"Count Basie Dance Session" #1

MG C-626

"Count Basie Dance Session" #2

MG C-647

"Basie Jazz"

MG C-633

also...
new release
on



"THE GREATEST"

Count Basie Plays
Joe Williams Sings Standards

MG V-2016

now for the first time on one single record!

Ella Fitzgerald and Joe Williams with Count Basie and his Orchestra

"APRIL IN PARIS" B/W "PARTY BLUES"

89172 * 89172X45



451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

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. ELVIS—Elvis Presley.....RCA Victor LPM 1382
3. THE EDDY DUCHIN STORY—Sound Track....Decca DL 8289
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. MANHATTAN TOWER—Gordon Jenkins.....Capitol T 766
14. THE ELGART TOUCH—Les Elgart.....Columbia CL 875
15. FRESHMEN FAVORITES—Four Freshmen.....Capitol T 743

• 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 20026
4. Rock 'n' Roll Stage Show.....Bill Haley
Decca DL 8345
5. Rock and Roll Forever
.....Various Atlantic Artists
Atlantic 1239
6. Sassy.....Sarah Vaughan
Mercury MG 36089

• Most Played by Jockeys

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

1. ELVIS—Elvis Presley.....RCA Victor LPM 1382
2. HIGH SOCIETY—Sound Track.....Capitol W 750
3. THE ELGART TOUCH—Les Elgart.....Columbia CL 875
4. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
5. ON THE SUNNY SIDE—Four Lads.....Columbia CL 912
6. THAT TOWERING FEELING—Vic Damone..Columbia CL 900
7. HOWDY—Pat Boone.....Dot DLP 3030
7. 'S WONDERFUL—Ray Conniff.....Columbia CL 925
9. MISTY MISS CHRISTY—June Christy.....Capitol T 725
10. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653

• Review Spotlight on . . .

Popular Albums

PAUL WHITEMAN 50th ANNIVERSARY (2-12")
—Grand Award 33-901

Produced on the occasion of Pop Whiteman's 50th anniversary in show business, this is a set of two disks that offers much to collectors, fans and a lot of ordinary folks with a feeling for the glamor of the business. Many of the music personalities associated with Whiteman, and many of the tunes he made famous or introduced, are on this wax. There's even an air check of Crosby and the Rhythm Boys. Other than this segment, the recordings are all new and include Tommy and Jimmy Dorsey, Johnny Mercer, Jack Teagarden, Hoagy Carmichael, Joe Venuti and, of course, Whiteman. Produced by Enoch Light, this is a unique package, with a special booklet about the maestro and his career. Price is \$9.95, and well worth it.

BOUQUET OF BLUES (1-12") — Dinah Shore.
Victor LPM 1214

RCA Victor has selected this second Shore LP of the year as its November Save-on-Records special, a fact which should assure a lot of retail activity. Aside from that, it could make the grade on its own superior merits. The thrush is at her very best with these moody, minor key blues efforts with distinctive and high quality backings in turn by Harry Zimmerman, Henri Rene and Frank de Vol. This one could go a long way to getting the gal back into the disk scene prominently with the likely strong jockey reaction. Tunes include "Bouquet of Blues," "Born to Be Blue," "Blues in the Night," etc.

Classical Albums

LEONARD BERNSTEIN ON BEETHOVEN:
SYMPHONY NO. 5 (1-12") — Narrator,
Leonard Bernstein, Philharmonic Symphony
Orchestra of New York, Bruno Walter, Cond.
Columbia CL 918.

Bernstein pulled a tremendous audience reaction with his commentary on Beethoven on TV's "Omnibus" program last season. This LP —reproducing his fascinating dissertation on Beethoven's "Symphony No. 5." — (orchestra illustrations of how the composer's rejected sketches for the first movement might have sounded, etc.) should reap an equally fine sales reception. The handsomely packaged LP is further enhanced by the big-name value and quality performance of Bruno Walter (conducting the entire New York Philharmonic Symphony). Particularly good for beginning collectors.

Jazz Albums

THE JAZZ MESSENGERS (1-12") — Columbia
CL 897

The Messengers' first Columbia album carries on in the brilliant, free-wheeling fashion that attracted so much critical admiration when they were on another label. Along with the Modern Jazz Quartet, this group is at the very top of the East Coast's purveyors of small-jazz. This particular album is outstanding for the range of ideas and varied exploitation of the potentialities of the gifted fivesome. A standout is the drum work of Art Blakely in two Hank Mobley originals, "Hank's Symphony" and "Infra-Rae." As for Mobley (tenor) and Donald Byrd (trumpet), their blowing rates as

among their best on vinyl—and that's saying a lot. An outstanding buy; should be solid inventory for a long time to come.

WHAT IS JAZZ? (1-12") — Leonard Bernstein,
Narrator. Columbia CL 919

This is a reproduction of an enlightening and entertaining program presented on the "Omnibus" TV series last year. Bernstein does not present a pedantic capsule history of jazz, but (to paraphrase his words) shares with the audience some of the things he knows and loves about jazz. He explains in simple language (and with well-chosen musical examples) jazz's peculiar use of melody, rhythm, harmony and improvisation. He draws on Bessie Smith and Miles Davis—and representative musicians from all periods in between—to illustrate the basic grammar and rich vocabulary of the idiom. There could hardly be a more splendid introduction for youngsters and curious, but unindoctrinated oldsters.

Christmas Albums

THE STINGIEST MAN IN TOWN (1-12") —
Columbia CL 950

The first musical version of Dicken's "Christmas Carol" will be aired on NBC-TV's Alcoa Spectacular on December 23. This de luxe original cast package of the show, which features such standout talent as Vic Damone, Johnny Desmond, the Four Lads, Patrice Munsel, Basil Rathbone, Robert Weede, Martyn Green, Betty Madigan and Robert Wright, all in singing spots, is getting a hefty three-way promotion parlay from the diskery, Alcoa and NBC. It figures to be one of the top Christmas sellers around, on the basis not only of the promotion, but the extremely likeable quality of the score itself and the job done by the performers. Dealers should move fast on this to cash in on the exploitation.

Album Covers of the Week



HOLIDAY MUSIC, Mercury MG 20189. This full-color reproduction of New York's Rockefeller Plaza in all its holiday finery makes an ideal evocation of Christmas colors and gaiety in urban setting. The mammoth Christmas tree, with its thousands of lights, set off by the evergreen decorations that line the esplanade leading to the Plaza, is a memorable sight, and will certainly make a cheery note in any holiday record display.

• Reviews and Ratings of New Albums

Popular

CAN'T WE BE FRIENDS?80
Jane Powell (1-12")
Verve MG V 2023

The movie canary has enjoyed considerable success with her current single waxing of "True Love," which should help this LP chalk up some sizable returns. The package should also do well on its own merits—particularly on the deejay circuit. It spotlights the thrush on a group of standards in her usual fine light opera style, contrasted by some equally effective piping in a swifter vein. Excellent cover portrait adds dealer display value.
(Continued on page 22)

Classical

MOZART: BASTIEN AND BASTIENNE
(1-12")—The Munich Chamber Orchestra;
Christoph Step, Condr. Decca DL
986080

The most satisfactory edition to date of this delightful operetta written by Mozart at the age of 12. The soprano, Rita Streich, is particularly good, and the sound is fine. Contains some of the comic dialog, all in German, of course. Nice cover will help sales along. All Mozart lovers, and most opera fans will be easy to hook.

DVORAK: CONCERTO FOR VIOLIN
AND ORCHESTRA (1-12")—Johanna
(Continued on page 22)

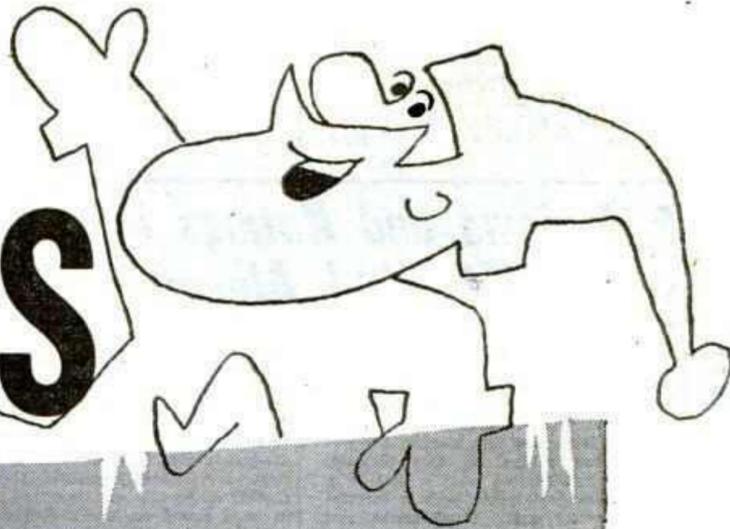
Jazz

RIVERSIDE MODERN
JAZZ SAMPLER83
(1-12")

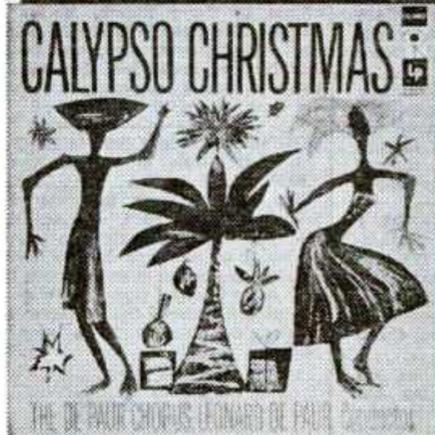
Riverside S-3
A well chosen dozen from Riverside's modern jazz catalog, much of which is not nearly as well known as it deserves to be. The selections include: Thelonious Monk, "Liza"; Mundell Lowe, "Far From Vanilla"; Randy Weston, "Fire Down There"; Barbara Lea with Billy Taylor, "I Didn't Know About You"; Don Elliott and Rusty Dedrick, "Dominick Seventh," etc. With one exception, all items in the set were recorded in
(Continued on page 22)

On top of Columbia's House of Records

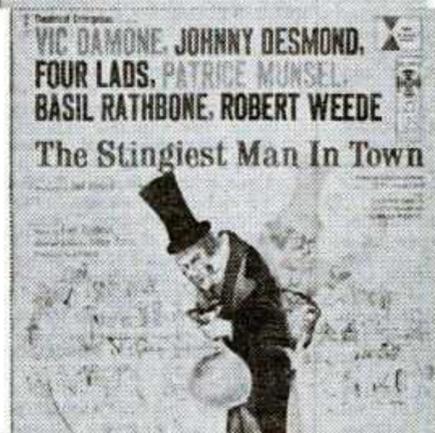
4 NEW CHRISTMAS PROFIT MAKERS!



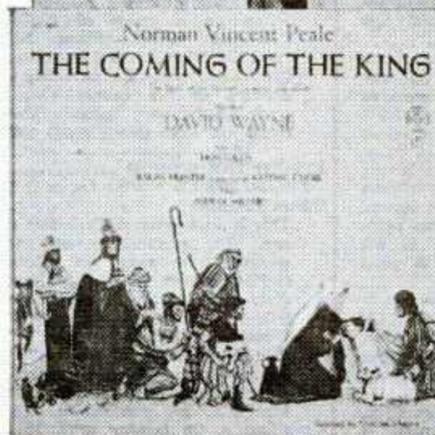
SONGS OF CHRISTMAS—The Norman Luboff Choir. 22 Carols in all, including a rare performance of the original "Greensleeves." Can't miss being the definitive choral Christmas album this season and for years to come. A DECEMBER BUY OF THE MONTH! CL 926



CALYPSO CHRISTMAS—The De Paur Chorus, Leonard De Paur, Conductor. The most unusual holiday item of its kind! For the first time the spirit of "Christmas in de tropics" has been captured on records! This unique Christmas album is another DECEMBER BUY OF THE MONTH! CL 923



THE STINGIEST MAN IN TOWN—The TV Musical based on Dickens' "A Christmas Carol," exactly as performed by Vic Damone, Johnny Desmond, the Four Lads, Patrice Munsel, Basil Rathbone and Robert Weede on the Alcoa Hour Network Telecast of Sunday, Dec. 23rd! CL 950



THE COMING OF THE KING—David Wayne in a heart-warming musical narrative of the Nativity story, adapted from Norman Vincent Peale's new Prentice-Hall book of the same name. Will provide new enjoyment of Christmas for ages 7 to 70! ML 5165

Year after year after year,
your Christmas dollars come from

COLUMBIA RECORDS

© "Columbia" ® Marone Registradae

Reviews and Ratings of New Popular Albums

Continued from page 20

FOR YOU, FOR ME, FOREVERMORE.78

Morgana King (1-12") EmArcy MG 36079 The thrush's "Helen Morgan" LP and recent niter appearances have already given her a firm foothold in the music business. She is regarded as one of the comers, with possibilities both as a pop or jazz-oriented chanteuse. This program consists of standards, most of them, like the title song, not especially overworked. Richard Hayman ork backs nicely. For kicks, sample "Down in the Depths of the Ninetieth Floor" or the intimate and sensitively phrased "In the Wee Small Hours of the Morning." With the kind of jock exposure this LP rates, it could become a hot retail item.

A FLASH OF STRINGS76

Dorian (1-12") Dot DLP 3021 Here is a package of superior musicianship introducing a new maestro-arranger of exceptional ability. Title is just right—one hearing will convince that it has flash and class plus. Arrangements—based on familiar semi-classic and pop themes—makes for a stimulating combination of sounds. Package requires sales introduction, but once heard it can find a solid market. Jocks can cash in at once with "Beeswax," an ideal demonstrator band.

BODY AND SOUL75

Norman Greene Ork (1-12") Decca DL 8377 Here is an intriguing collection of lush arrangements, mostly of old faves. Accent is on strings, but Artie Baker's clarinet solos on five of the numbers are a delightful find for relaxed listening. Three of the ballad selections are of Greene's own cleffing, which likewise make for highly pleasant hearing. A good package of mood music, which de- jays can find very useful for soft-spaced spins.

SQUEEZE PLAY74

John Serry, Accordion (1-12") Dot DLP 3024 Serry has put together 12 beautiful performances here, ranging from waltzes to up-tempo items, including several Serry originals. "When My Dreamboat Comes Home," "Button Up Your Overcoat" and "Side by Side" are among the items. General effect is soothing — one of mood rather than the all-too-common show-off type of performance. Vibes, electric accordion and four rhythm offer tasteful backings.

FLOOR SHOW73

Jon and Sondra Steele (1-12") Foremost FML 1000 As title indicates, this is a potpourri of supper club fare with the Steeles offering a pleasant program of songs and pianistics culled from their niter material. There are pop standards here and a touch of spirituals, presented with taste for over-all easy listening. Appeal, however, is geared to the carriage trade. Can likely find a market with table-squatters familiar with the artists' work.

ADOMONO GUITARRA ESTUPENDO72

(1-12") Foremost FML 1002 Estupendo, who has worked with

such acts as the Mills Brothers, Ames Brothers and Jimmy Durante, embarks on his disk safari with some mighty listenable guitaring. Several standards, "Autumn Leaves," and "In the Mood," for example, are included, but the artist shows his versatility with authoritative readings of "Malaguena," as well as several classical styled pieces of his own cleffing. Doesn't figure as a big seller but the fine quality makes it an exciting hi-fi demo disk as well as a genuinely entertaining chunk of performing.

OF MEN AND MEMORIES68

Ruth Wallis (1-12") Wallis WLP 9 Better known as a singer of party

Reviews and Ratings of New Classical Albums

Continued from page 20

Martzy, Violin, The Rias Symphony Orchestra, Berlin, Ferenc Fricssay, Cond. Decca DL 985878

Young Hungarian fem vocalist has virtually clear sailing on this pleasing, colorful, folk-inspired work. This is a very big musical talent, with a forceful and individual style. Good sound, and several pleasant modern encore pieces by Ravel and Milhaud for good measure. This can be sold easily.

DVORAK: SERENADE FOR STRING ORCHESTRA IN E MAJOR; SLAVONIC RHAPSODY IN G MINOR; SLAVONIC RHAPSODY IN A FLAT MAJOR (1-12") — Bamberg Symphony Orchestra, Fritz Lehmann, Cond. Decca DL 985077

With an ork consisting mainly of displaced Czechs, the late great conductor Lehmann achieved most indigenous readings of these easy-to-take pieces. The Serenade is virtually a salon piece—melodious, graceful and non-provocative. The better-known Rhapsodies were available previously on a 10-inch Decca. A good popular-type item that should require little pushing. Excellent cover by P. Brueghel.

BEETHOVEN: SYMPHONY NO. 3 IN E FLAT MAJOR, OP. 55 ("EROICA") (1-12")—The Berlin Philharmonic Orchestra, Eugen Jochum, Cond. Decca DL 986576

Jochum and the Berlin Philharmonic give the warhorse a majestic, ear-filling treatment that stands up solidly on comparison to the better known versions of the "Eroica" now available. Should be a moderately good inventory staple.

GRIEG: PEER GYNT SUITES—NOS. 1 AND 2; WEDDING DAY AT TROLDHAUGEN; TRIUMPHAL MARCH FROM "SIGURD JORSALFAR" (1-12")—Bamber Symphony Orchestra, Otmav Sultner, Cond. Bavarian Symphony Orchestra, Kurt Graunke, Cond. Decca 986974

While there is much rivalry on the "Peer Gynt," this latest cutting has strong competitive values in its excellent sound projection and spirited, idiomatic interpretation. The fill-outs on either side, "Wedding Day at Troldhaugen" and the "Sigurd Jorsalfar," are given similar good treatment by Graunke and the Bavarian Symphony.

BRAHMS: CONCERTO FOR VIOLIN AND ORCHESTRA (1-12")—Berl Senofsky, Violin; Vienna Symphony Orchestra; Rudolf Moralt, Cond. Epic LC 329173

Senofsky, a young American violinist, in his first recording shapes up as a first-rank virtuoso. He has the big rich tone and the temperament to cope with this work. However, he faces strong name competition. Moralt's slow tempo doesn't help much. The violinist should develop into a fine property for Epic.

SCHUBERT: FANTASIE IN C, OP. 15 (WANDERER); PROKOFIEFF: PIANO SONATAS NOS. 2 & 3 (1-12")—Gary Graffman, Piano, Victor LM 201272

This is the record debut of a young American who has come a long way since the years he made such a splash as a child prodigy. In these highly varied works, he shows maturity and a sound sense of musical values. Both the Schubert and the Prokofieff are in the nature of virtuoso display pieces, and Graffman shows a technical command far beyond his years. The Prokofieff Sonatas seem to be particularly well suited to his temperament and stylistic bent. A good buy.

MUSIC AT M.I.T.: HANDEL ORGAN CONCERTI (1-12") — Lawrence Moe, Organ; Unicorn Concert Orchestra; Prof. Klaus Liepmann, Cond. Unicorn UN LP103271

The works played by Lawrence Moe, the organist of St. Paul's Cathedral in Boston, are the Concerti in B flat major

and M major, Nos. 2 and 5 of Opus 4; the Concerti in B flat major and G minor, Nos. 1 and 5 of Opus 7. Above all, this is a new high in "hi-fi." The sharply etched organ sounds against strings are incredibly realistic. The M.I.T. chapel, where this was recorded, appears to be a sound engineer's dream. Under such ideal sound conditions, it is good that the level of Mr Moe's playing warrants such vivid reproduction. Could be a surprisingly good seller, particularly to hi-fi bugs.

MUSIC TO SUFFER BY64

Leona Anderson (1-12") Unique LP 115 Package can get some sales play via humorous, novelty approach. Unfortunately the humor—via labored singing efforts—wouldn't seem too apparent to average customers at LP prices. Package is strictly for the buyer who might like to make fun for serious music-minded house guests. No great sales threat, comedy, or otherwise, however.

BEETHOVEN: SONATA NO. 30; SONATA NO. 31; SONATA NO. 32 (1-12")—Friedrich Wuehrer, Piano. Vox PL 990066

Neither of these disks figures to sell to a mass market, but each has its appeal to a segment of the connoisseur market. Wuehrer, one of the world's great pianists, is the more soul-searching, and the grouping of Beethoven's three last sonatas offers good value (the recent Glenn Gould grouping of these three was not well-received by the critics). The Levy readings, made at M.I.T.'s Kresge Auditorium by Peter Bartok, is for hi-fi addicts. The piano is brilliantly balanced and realistically recorded, and the disk lists for one dollar less than the Vox. Levy's playing is competent, the Wuehrer has more to say.

SCHUMANN: TRIO NO. 1; TRIO NO. 3. (1-12")—Trio di Bolzano Vox PL 992063

The unit completes its cycle of the Schumann piano trios, making No. 3 available for the first time on LP. Only on No. 1 of the three has the buyer an alternate choice, so chamber music lovers may be inclined to plunge. The wonderful, romantic music deserves more suave playing, but it may be a long time coming.

HERE WE COME-A-CAROLING81

The Ray Charles Singers (1-12") M-G-M E 3467 The Charles group, in spite of strong competition at the choral level this year, figure to stay in the good seller class with this wide cross section of favorite carols. Included are "What Child Is This," "It Came Upon a Midnight Clear," "God Rest Ye Merry, Gentlemen," "O Little Town of Bethlehem," etc., in the collection of 21. Delightful listening, full of the spirit of the holidays, and the cover photo, showing the group on a caroling tour, fits right into dealers' current display needs.

MERRY CHRISTMAS FROM JONI ...79

Joni James (1-12") M-G-M E 3468 Heres' a pleasant seasonal package, spotlighting the pretty piping of Joni James on a group of traditional Christmas themes—"Silent Night," "O Holy Night," "O Little Town of Bethlehem," etc. An attractive color drawing of the canary gives the cover plus display value. This one could see some strong retail action.

JOY TO THE WORLD78

Leonard MacClain, Pipe Organ (1-12") Epic LN 3283 This is an important Christmas package. The material covers an extremely wide range of Christmas music—perhaps the widest on one disk. Included are 28 hymns, carols, folk tunes and pop tunes. "Winter Wonderland," "Silent Night," "God Rest Ye Merry, Gentlemen," "Rudolph, the Red-Nosed Reindeer" give some example of the choice of tunes. MacClain, an outstanding organist, captures the holiday spirit in these versions which were performed on

Reviews and Ratings of New Jazz Albums

Continued from page 20

TAKE A CHORUS82

Don Abney, piano; Mundell Lowe, guitar; Wilbur Ware, bass; Bobby Donaldson, drums (1-12") Music Minus One J30 JUST IMPROVISE82 Don Abney, piano; Jimmy Raney, guitar; Oscar Pettiford, bass; Kenny Clarke, drums (1-12") Music Minus One J16

Music Minus One now has the three most satisfactory jazz "add-a-part" records, from many standpoints. First is the choice of rhythm sections, to which the tyro is invited to add his own instrument or voice. Since most students today are interested in modern style phrasing and harmony, MMO puts together top-notch modern sections. Back of the jackets has the chord symbol for each tune, and these have been updated with modern extensions and passing chords, by such as Nat Pierce and Abney. Now, with these two new sets, MMO also includes melody lines and, for vocalists, the lyrics. (There's a different cover for each of the 14 instruments and voice.) Other big sales point is the tunes, which are top standards from the various Music Publishers' Holding Corporation catalogs (Gershwin, Porter, Rodgers, etc.). The series should do great at Christmas time in jazz disk shops, and in musical instrument shops.

DIZZY GILLESPIE: WORLD STATESMAN81

(1-12") Norgren MG N 1084 This is the band Gillespie took to the Near East and to South America, with such stars as Phil Woods, Melba Liston, etc. Set is a sort of modern jazz edition of "Ambassador Satch," with a similarly inspired cover. It's good big band music, but misses most of the excitement the band conveyed in person. Gillespie is in top trumpeting form, but Joe Gordon practically steals the show with his trumpeting on "Night in Tunisia." Can be sold in view of the heavy publicity the band has received.

HISTORY OF CLASSIC JAZZ80

(5-12") Riverside SDP 11 Every serious collector will shout the Twoets Theater Organ in Upper Darby, Pa.

CHRISTMAS IN EUROPE77

(1-12") Epic LN 3315 This is a delightful collection of varied offerings having the common ground of Christmas. Nine different European countries are represented with carols, sung by choruses, children's choir and in several cases by soloists—all these with varying type of accompaniment. Liner notes give interesting data on how the holidays are observed in each of the countries. Package can sell both on unique aural content as well as an appealing twilight snow scene on the cover immediately identified with Europe.

A MERRY CHRISTMAS TO YOU FROM DAVID ROSE ORK76

(1-12") M-G-M E 3469 Lush, sweet-stringed Christmas fare by Rose, which should grab off plenty of holiday spins from jocks. Selections include 24 traditional tunes—"Silent Night," "O, Come All Ye Faithful," "Joy to the World," etc. Some sales action likely as well.

THE MAGIC OF CHRISTMAS74

Mary Mayo, LeRoy Holmes Ork and Chorus (1-12") M-G-M E 3425 Package can carry considerable holiday impact due to the fact that all the numbers are new, while dedicated completely to the Christmas spirit. They are sung with effective sincerity by the artist and the label has given her impressive backing sound-wise with ork and chorus batedon by LeRoy Holmes. The appeal here is made to the more spiritually serious, holiday-minded, and could readily be pushed as a gift package.

AN OLD-FASHIONED CHRISTMAS...70

Richard Ellsasser, Harmonium and Celeste (1-12") M-G-M E 3475 It is doubtful that these selections of traditional Christmas carols will find acceptance with more than a nostalgic few. Package carries the sing-along words to all the numbers, but while the parlor harmonium sound is authentic it's not likely that many will remember it or find it inspirational for song outburst. This one will take a lot of salemanship.

"Bravo!" on glimpsing this beautifully planned and packaged anthology of traditional jazz. The subject is covered in chronological fashion, tracing jazz back to its African roots and then going on to ragtime, traditional blues and the New Orleans background. Then follow detailed studies of the boogie woogie, the Chicago style, the New York style and examples of the playing of latter-day revivalists. Jazz golden hours and fabled personalities live again in all their splendor. Accompanying the set is a splendid 20,000-word introductory essay by Charles Edward Smith that puts the recordings in their proper historical and musical framework. A "must" for every aficionado of the idiom—and, of course, an ideal Christmas gift for any jazzophile.

MUSIC FOR HI-FI BUGS.....79

Pete Rugolo Ork (1-12") EmArcy MG 30682 Pete Rugolo can always be counted on for a provocative listening experience—and he has planned an LP here that will be the talk of many strata of Jazzville. He has a big band composed of leading West Coast "modern" jazzmen and he puts them thru a number of highly original, and sometimes pungently dissonant, exercises. There is a variety of instrumentation and voicing that keeps the ear ever alert to the goings-on. Material consists of several originals and off-beat standards. Personnel include Shelley Manne, Maynard Ferguson, Dave Pell, Frank Rosolino, etc. Good listening for its own sake—but an added kick because of its brilliant sound reproduction.

JAZZ PIANO HEARTWAVE69

Betty Miller Trio (1-12") Foremost FML 1001 Miss Miller plays piano with a heavy stock of good ideas which in most cases she transmits to the keyboard with sensibility. She shows authority as she plays a familiar theme and builds a whole collection of listenable variations around it. "Speak Low," "Lady Is a Tramp" and "Let's Fall in Love," are among the tunes getting the Miller treatment. Milton Abel on bass is particularly effective in his own right and there's a hefty assist from drummer Terry Basso. Cover and liner notes leave much to be desired, but gal's talent compensates.

DIXIELAND FESTIVAL, VOL. II: STOMPING AT THE FAMOUS DOOR68

George Girard and His New Orleans Five (1-12") VIK LX 1063 George Girard and his fivesome have been ensconced at the Famous Door, on New Orleans' Bourbon Street for over four years now, and it isn't hard to see why they've become a permanent fixture. The trumpeter is a young man with a facile technique and he gets a lot of exciting sounds from his horn. Two members of the group hark back to the storied days of the Original Dixieland Jazz Band and help to give an authentic flavor to the music-making. The material consists of Dixieland chestnuts. There are few new kicks here, but there is a perennial appeal for Dixieland fans in competent jamming like this.

IN THE MOOD FOR A SONG?66

Corky Shayne (1-12") Salem SLP 1 Miss Shayne, a Chicagoan, makes her disk debut with this offering of a dozen romantic standards. Working with rhythm backing, she sings in a straight unglimmicked style, tunes like "Back in Your Own Backyard," "My Bill," "Autumn in New York," etc. Talent is agreeable but not marked by any particularly distinctive characteristics, which may cause national recognition to come slowly. Market for gal singers is highly competitive and ordinarily it would take a more highly stylized approach than this to break thru.

Folk

STEAMBOAT 'ROUND THE BEND....77

Ben Lucien Burman, Narrator (1-12") Folkways FP 74 This is a worthy edition to Folkways' series of documentaries and analyses of different peoples, areas, etc. Ben Lucien Burman, who tells these songs and stories of the Mississippi and its people, is noted author of several novels of the region, as "Steamboat 'Round the Bend." He tells his stories, anecdotes and sings his songs with unaffected simplicity. Harmonica artist Eddy Manson accompanies with a score of his own composition. The package contains an interesting pamphlet on music of the Mississippi, by Burman. Good for dealers in college towns, and for dealers with clients of literary or an educational bent.

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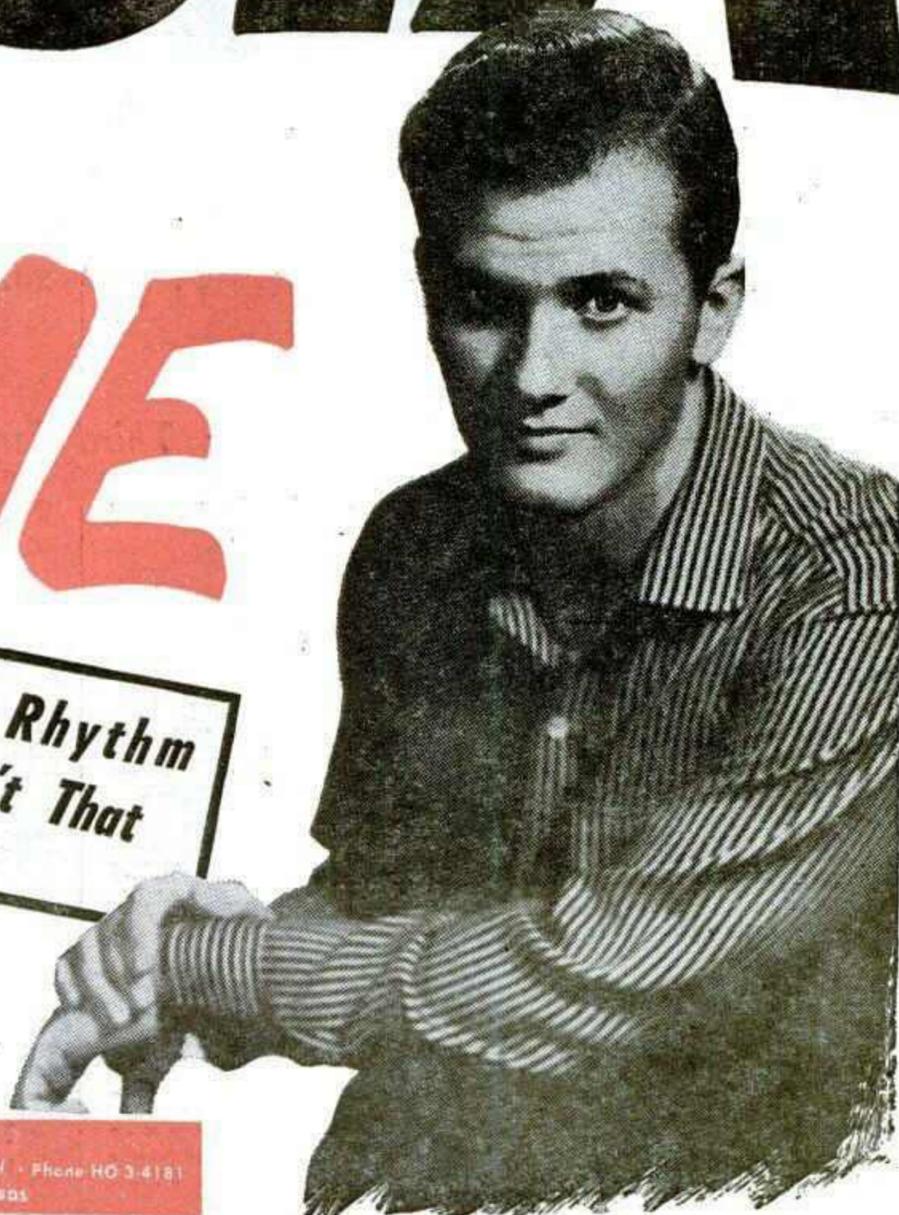
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THE NATION'S TOP TUNES

 For survey week ending November 21

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Love Me Tender		1	6. Blueberry Hill		7
By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI)			By Lewis Stock-Rose—Published by Chappell (ASCAP)		
BEST SELLING RECORD: E. Presley, Vic 20-6643.			BEST SELLING RECORD: F. Domino, Imperial 5407.		
2. Green Door		2	RECORD AVAILABLE: L. Armstrong, Decca 24752.		
By Davis & Moore—Published by Trinity (BMI)			7. Don't Be Cruel		6
BEST SELLING RECORD: J. Lowe, Dot 15486.			By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI)		
3. Singing the Blues		4	BEST SELLING RECORD: E. Presley, Vic 20-6604.		17
By Endsley—Published by Acuff-Rose (BMI)			8. Cindy, Oh, Cindy		9
BEST SELLING RECORDS: G. Mitchell, Col 40767; M. Robbins, Col 21545.			By Barron-Long—Published by E. B. Marks (BMI)		7
4. Just Walking in the Rain		3	BEST SELLING RECORDS: V. Martin, Glory 247; E. Fisher, Vic 20-6677.		
By Bragg & Riley—Published by Golden West Melodies (BMI)			9. Honky Tonk		8
BEST SELLING RECORD: J. Ray, Col 40729.			By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI)		14
RECORDS AVAILABLE: J. Kileen, Abbott, 3024; D. Richards-E. Zack, Col 21532;			BEST SELLING RECORD: B. Doggett, King 4950.		
J. Wallace, Mercury 70758.			10. Hey! Jealous Lover		13
5. True Love		5	By Kahn-Walker-Twomey—Published by Barton Music (ASCAP)		5
By Cole Porter—Published by Buxton Hill (ASCAP)			BEST SELLING RECORD: F. Sinatra, Cap 3552.		
BEST SELLING RECORD: Bing Crosby-Grace Kelly, Cap 3507.					
RECORDS AVAILABLE: K. Kallen, Dec 29959; J. Powell, Verve 2018; M. Whiting, Cap 3473.					

Second Ten

11. Friendly Persuasion		10	16. Mama From the Train		18
By Webster-Tiomkin—Published by Leo Feist (ASCAP)			By Irving Gordon—Published by Remick (ASCAP)		
BEST SELLING RECORD: P. Boone, Dot 15490.			BEST SELLING RECORD: P. Page, Mercury 70971.		
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;			17. Two Different Worlds		16
Bob Graybo, RKO-Unique 355.			By Wayne-Frisch—Published by Princess Music (ASCAP)		5
12. Canadian Sunset		11	BEST SELLING RECORD: D. Rondo, Jubilee 5256.		
By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI)			RECORDS AVAILABLE: S. Clayton, Coral 61710; D. Haymes, Cap 3565; D. Kallman, Dec 30036; R. Williams-Jane Morgan, Kapp 161.		
BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537.			18. Allegheny Moon		-
RECORDS AVAILABLE: T. Heath, London 1692; M. Lopez, Vic 6678; A. Williams, Cadence 1297.			By Hoffman-Manning—Published by Oxford (ASCAP)		22
13. Tonight You Belong to Me		12	BEST SELLING RECORD: P. Page, Mercury 70878.		
By Billy Rose & Lee David—Published by Bregman, Vocco & Conn (ASCAP)			RECORDS AVAILABLE: G. Martin Five, Dec 30022; B. Regis, Vic 20-6551;		
BEST SELLING RECORD: Patience & Prudence, Liberty 55022.			L. Welk-Lennon Sisters, Coral 61679.		
RECORDS AVAILABLE: K. Chandler-J. Wakely, Deo 30040; Lennon Sisters, L. Welk, Coral 61701; Tonettes, Modern 997; Tracy Twins, Reserve.			18. You'll Never, Never Know		18
14. Rose and a Baby Ruth		16	By Miles-Robi-Williams—Published by Personality Music (BMI)		6
By Johnny Dee—Published by Bentley (BMI)			BEST SELLING RECORD: Platters, Mercury 70948.		
BEST SELLING RECORD: G. Hamilton IV, ABC-Paramount 9765.			20. I Walk the Line		26
RECORDS AVAILABLE: Country Gentlemen, Vic 20-6673; R. Flanagan, Vic 20-6719;			By J. Cash—Published by Hi-Lo Music (BMI)		5
E. Fontaine, Dec 30108.			BEST SELLING RECORD: J. Cash, Sun 241.		
15. Whatever Will Be, Will Be (Que Sera Sera)		14	RECORDS AVAILABLE: C. Bennett, Cap 3564; H. Carmichael, Coral 61717.		
By Livingston, Evans—Published by Artists Music (ASCAP)					
BEST SELLING RECORD: Doris Day, Col 40704.					
RECORD AVAILABLE: E. Howard, Mercury 70861.					

Third Ten

21. *Love Me		27	25. Petticoats of Portugal		21
By Jerry Leiber-Mike Stoller—Published by Hill & Range (BMI)			By Michael Durso-Mel Mitchell-Muri Kahn—Published by Christopher (BMI)		
RECORD AVAILABLE: E. Presley, Vic. *			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.		
22. Garden of Eden		21	27. Any Way You Want Me		15
By Dennise Norwood—Published by Republic (BMI)			By Arron Schroeder-Clift Owens—Published by Ross Jungnickel (ASCAP)		
RECORD AVAILABLE: J. Valino, Vik 0226.			RECORD AVAILABLE: E. Presley, Vic 20-6643.		3
22. Hound Dog		24	28. Rock-a-Bye Your Baby		-
By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI)			By Jean Schwartz, Joe Young, Sam Lewis—Published by Mills (ASCAP)		1
RECORDS AVAILABLE: F. Bell-Bellboys, Mercury 70919; E. Presley, Vic 20-6604;			RECORD AVAILABLE—J. Lewis, Dec 30124.		
W. Thornton, Peacock 1612.			29. Lay Down Your Arms		18
22. Night Lights		23	By P. Roberts-L. Land-A. Gerhart—Published by Ludlow (BMI)		8
By Sammy Gallop-Chester Conn—Published by Bregman, Vocco & Conn (ASCAP)			RECORDS AVAILABLE: Chordettes, Cadence 1299; R. Morgan, Dec 30070; A. Sheldon, Col 40759.		
RECORD AVAILABLE: N. (King) Cole, Cap 3551.			30. Confidential		30
25. Mutual Admiration Society		25	By Dorindo Morgan—Published by Prestige (ASCAP)		2
By Matt Dubey-Harold Karr—Published by Chappell (ASCAP)			RECORDS AVAILABLE: R. Draper, Mercury 70989; B. Johnson, King 4968; S. Knight, Dot 15507.		
RECORDS AVAILABLE: T. Brewer, Coral 62737; C. Applewhite, M-G-M 12365; E. Arnold-J. P. Morgan, Vic 20-6708.					

*Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in the RCA Victor 33 1/3 "Elvis" LPM 1382

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Buyboard

HIT SINGLES

NAT "KING" COLE
NIGHT LIGHTS
TO THE ENDS OF THE EARTH
Record No. 3551

BING CROSBY • GRACE KELLY
TRUE LOVE
From the Sound Track of the MGM Picture
"High Society"
Record No. 3507

THE FIVE KEYS
OUT OF SIGHT,
OUT OF MIND
Record No. 3502

TENNESSEE
ERNIE FORD
FIRST BORN
Record No. 3553

DEAN MARTIN
THE LOOK
GIVE ME A SIGN
Record No. 3577

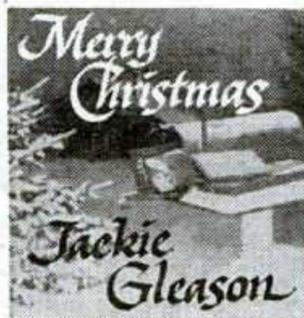
LES PAUL • MARY FORD
BLOW THE SMOKE AWAY
RUNNIN' WILD
Record No. 3570

FRANK SINATRA
HEY!
JEALOUS LOVER
Record No. 3552

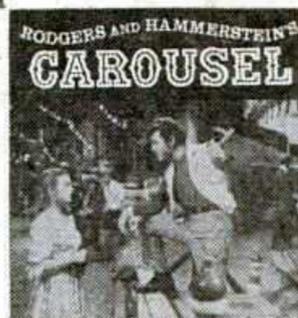
GENE VINCENT
BLUEJEAN BOP
WHO SLAPPED JOHN
Record No. 3558



JOY TO THE WORLD No. P-8353



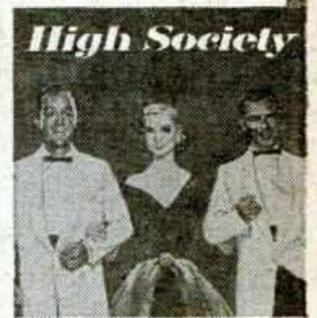
MERRY CHRISTMAS No. W-758



CAROUSEL No. W-694



FRESHMEN FAVORITES No. T-743



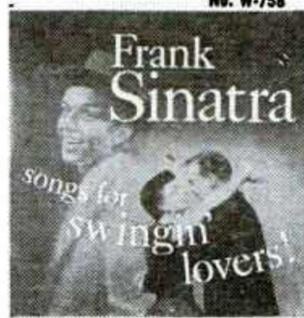
HIGH SOCIETY No. W-750



MANHATTAN TOWER No. T-768



OKLAHOMA No. SA0-398



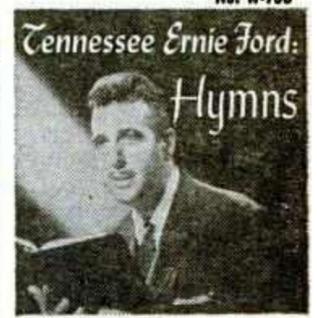
SONGS FOR SWINGIN' LOVERS No. W-653



THE KING & I No. W-740



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TENNESSEE ERNIE FORD HYMNS No. T-758

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LEONARD PENNARIO
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MIDNIGHT ON THE CLIFFS
Theme from the Arwin Production "Julie"
DREAM RHAPSODY
Record No. 3599



SONNY JAMES
The Southern Gentleman

NEW

With a POP hit!!
YOUNG LOVE
YOU'RE THE REASON I'M IN LOVE
Record No. 3602



GUY LOMBARDO
and His Royal Canadians

NEW

THEME FROM "ANASTASIA"
From the 20th Century-Fox Motion Picture "Anastasia"
IF IT HADN'T BEEN FOR YOU
Record No. 3603



Best Sellers in Stores

For survey week ending November 21

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

This Week	Last Week	Weeks on Chart	Title	Label
1	7	1	LOVE ME TENDER (BMI)—E. Presley Any Way You Want Me (BMI)—Vic 20-6643	1
2	5	3	SINGING THE BLUES (BMI)—G. Mitchell Crazy With Love (ASCAP)—Col 40769	3
3	10	2	GREEN DOOR (BMI)—J. Lowe (Story of) The Little Man in Chinatown (BMI)—Dot 15486	2
4	13	4	JUST WALKING IN THE RAIN (BMI)—J. Ray In the Candlelight (ASCAP)—Col 40729	4
5	9	7	TRUE LOVE (ASCAP)—B. Crosby-G. Kelly Well, Did You Evah? (ASCAP)—Cap 3507	7
6	8	6	BLUEBERRY HILL (ASCAP)—F. Domino Honey Chile (BMI)—Imperial 5407	6
7	15	5	DON'T BE CRUEL (BMI)—E. Presley HOUND DOG (BMI)—Vic 20-6604	5
8	15	8	HONKY TONK (PARTS I & II)—B. Doggett King 4950—BMI	8
9	5	12	HEY, JEALOUS LOVER (ASCAP)—F. Sinatra You Forgot All the Words (BMI)—Cap 3552	12
10	11	9	FRIENDLY PERSUASION (ASCAP)—P. Boone CHAINS OF LOVE (BMI)—Dot 15490	9
11	3	14	ROSE AND A BABY RUTH (BMI)—G. Hamilton IV If You Don't Know (BMI)—ABC-Paramount 9765	14
12	5	10	CINDY, OH, CINDY (BMI)—V. Martin Only If I Praise the Lord (BMI)—Glory 247	10
13	19	11	CANADIAN SUNSET (BMI)—H. Winterhalter This Is Real (ASCAP)—Vic 20-6537	11
14	8	13	CINDY, OH, CINDY (BMI)—E. Fisher Around the World (ASCAP)—Vic 20-6677	13
15	8	17	YOU'LL NEVER, NEVER KNOW (BMI)—Platters IT ISN'T RIGHT (BMI)—Mercury 70948	17
16	4	16	GARDEN OF EDEN (BMI)—J. Valino Caravan (ASCAP)—Vik 0226	16
17	4	22	MAMA FROM THE TRAIN (ASCAP)—P. Page Every Time I Feel His Spirit (BMI)—Mercury 70971	22
18	2	21	ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis Come Rain or Come Shine (ASCAP)—Dec 30124	21
18	15	15	TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence A Smile and a Ribbon (ASCAP)—Liberty 55022	15
20	2	23	MAMA FROM THE TRAIN (ASCAP)—P. Page Every Time I Feel His Spirit (BMI)—Mercury 70971	23
21	2	24	*LOVE ME (BMI)—E. Presley Vic EPA 992	24
22	3	20	PRISCILLA (BMI)—E. Cooley Got a Little Woman (BMI)—Roost 621	20
23	1	—	PETTICOATS OF PORTUGAL (BMI)—D. Jacobs Song of the Vagabonds—Only a Rose (ASCAP)—Coral 61724	—
24	1	—	MUTUAL ADMIRATION SOCIETY (ASCAP)—T. Brewer Crazy With Love (ASCAP)—Coral 61737	—
25	1	—	SLOW WALK (BMI)—S. Austin Wildwood (BMI)—Mercury 70963	—

*Not available as a Pop Single. Available on RCA Victor 45 EPA 992 and in RCA Victor 33 1/2 "Elvis" LPM 1382

Most Played in Juke Boxes

For survey week ending November 21

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

This Week	Last Week	Weeks on Chart	Title	Label
1	8	1	GREEN DOOR (BMI)—J. Lowe (The Story of) The Little Man in Chinatown (BMI)—Dot 15486	8
2	6	2	LOVE ME TENDER (BMI)—E. Presley ANY WAY YOU WANT ME (ASCAP)—Vic 20-6643	2
3	11	3	JUST WALKING IN THE RAIN (BMI)—J. Ray In the Candlelight (ASCAP)—Col 40729	3
4	17	4	DON'T BE CRUEL (BMI)—E. Presley HOUND DOG (BMI)—Vic 20-6643	4
5	7	6	BLUEBERRY HILL (ASCAP)—F. Domino Honey Chile (BMI)—Imperial 5407	6
6	4	7	SINGING THE BLUES (BMI)—G. Mitchell Crazy With Love (ASCAP)—Col 40769	7
7	12	5	HONKY TONK (PARTS I & II) (BMI)—B. Doggett King 4950—BMI	5
8	5	11	TRUE LOVE (ASCAP)—B. Crosby-G. Kelly Well, Did You Evah? (ASCAP)—Cap 3507	11
9	16	8	CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood This Is Real (ASCAP)—Vic 20-6537	8
10	9	9	FRIENDLY PERSUASION (ASCAP)—P. Boone Chains of Love (BMI)—Dot 15490	9
11	4	12	CINDY, OH, CINDY (BMI)—V. Martin Only If I Praise the Lord (BMI)—Glory 247	12
12	13	10	TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence A Smile and a Ribbon (ASCAP)—Liberty 55022	10
13	19	14	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day I Gotta Sing Away These Blues (BMI)—Col 40704	14
14	1	—	ROSE AND A BABY RUTH (BMI)—G. Hamilton IV If You Don't Know (BMI)—ABC-Paramount 9765	—
15	2	18	HEY, JEALOUS LOVER (ASCAP)—F. Sinatra You Forgot All the Words (BMI)—Cap 3552	18
16	7	16	YOU'LL NEVER NEVER KNOW (BMI)—Platters It Isn't Right (BMI)—Mercury 70948	16
17	3	—	I WALK THE LINE (BMI)—J. Cash Get Rhythm (BMI)—Sun 241	—
18	3	19	CINDY, OH, CINDY (BMI)—E. Fisher Around the World (ASCAP)—Vic 20-6677	19
19	2	17	CONFIDENTIAL (BMI)—S. Knight Jail Bird (BMI)—Dot 15507	17
20	7	16	LAY DOWN YOUR ARMS (BMI)—Chordettes Teen-Age Goodnight (BMI)—Cadence 1299	16

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	Weeks on Chart	Title
1	7	1	Love Me Tender (Presley)
2	10	2	True Love (Buxton Hill)
3	8	3	Just Walking in the Rain (Golden West)
4	3	5	Tonight You Belong to Me (Mills)
5	6	7	Green Door (Trinity)
6	2	15	Singing the Blues (Acuff-Rose)
7	4	10	Cindy, Oh, Cindy (E. B. Marks-Bryden)
8	5	9	Friendly Persuasion (Feist)
8	17	8	Canadian Sunset (Meridian)
10	3	12	Blueberry Hill (Chappell)
11	11	4	Whatever Will Be, Will Be (Que Sera, Sera) (Artists)
12	23	6	Allegheny Moon (Oxford)
13	3	—	Hey, Jealous Lover (Barton)
14	3	14	Two Different Worlds (Spier)
15	1	—	Mama From the Train (Remick)

Most Played by Jockeys

For survey week ending November 21

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

This Week	Last Week	Weeks on Chart	Title	Label
1	7	1	LOVE ME TENDER (BMI)—E. Presley Any Way You Want Me (BMI)—Vic 20-6643	7
2	5	3	SINGING THE BLUES (BMI)—G. Mitchell Crazy With Love (ASCAP)—Col 40769	3
3	10	2	GREEN DOOR (BMI)—J. Lowe (Story of) The Little Man in Chinatown (BMI)—Dot 15486	2
4	9	4	TRUE LOVE (ASCAP)—B. Crosby-G. Kelly Well, Did You Evah? (ASCAP)—Cap 3507	4
5	10	5	JUST WALKING IN THE RAIN (BMI)—J. Ray In the Candlelight (ASCAP)—Col 40729	5
6	6	6	HEY, JEALOUS LOVER (ASCAP)—F. Sinatra You Forgot All the Words (BMI)—Cap 3552	6
7	7	9	BLUEBERRY HILL (ASCAP)—F. Domino Honey Chile (BMI)—Imperial 5407	9
8	11	7	FRIENDLY PERSUASION (ASCAP)—P. Boone Chains of Love (ASCAP)—Dot 15490	7
9	17	5	DON'T BE CRUEL (BMI)—E. Presley Hound Dog (BMI)—Vic 20-6604	5
10	3	14	ROSE AND A BABY RUTH (BMI)—G. Hamilton IV If You Don't Know (BMI)—ABC-Paramount 9765	14
11	19	10	CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood This Is Real (ASCAP)—Vic 20-6537	10
12	6	16	CINDY, OH, CINDY (BMI)—E. Fisher Around the World (ASCAP)—Vic 20 6677	16
13	1	—	*LOVE ME (BMI)—E. Presley Vic EPA 992—BMI	—
14	11	15	HONKY TONK (PARTS I & II)—B. Doggett King 4950—BMI	15
15	5	11	TWO DIFFERENT WORLDS (ASCAP)—D. Rondo He Made You Mine (ASCAP)—Jubilee 5256	11
16	5	13	NIGHT LIGHTS (ASCAP)—Nat (King) Cole To the Ends of the Earth (BMI)—Cap 3551	13
17	5	21	MAMA FROM THE TRAIN (ASCAP)—P. Page Every Time I Feel His Spirit (BMI)—Mercury 70971	21
18	4	12	CINDY, OH, CINDY (BMI)—V. Martin Only If I Praise the Lord (BMI)—Glory 247	12
19	3	23	GARDEN OF EDEN (BMI)—J. Valino Caravan (ASCAP)—Vik 0226	23
20	1	—	ANY WAY YOU WANT ME (ASCAP)—E. Presley Love Me Tender (BMI)—Vic 20-6643	—
21	8	—	TONIGHT YOU BELONG TO ME (ASCAP)—Lennon Sisters-L. Welk When the White Lilacs Bloom Again (ASCAP)—Coral 61701	—
22	1	—	I WOULDN'T KNOW WHERE TO BEGIN (ASCAP)—E. Arnold Ballad of Wes Tancered (ASCAP)—Vic 20-6699	—
23	3	18	AUTUMN WALTZ (ASCAP)—T. Bennett Just in Time (ASCAP)—Col 40770	18
24	2	—	YOU'LL NEVER, NEVER KNOW (BMI)—Platters It Isn't Right (BMI)—Mercury 70948	—
25	2	—	I WALK THE LINE (BMI)—J. Cash Get Rhythm (BMI)—Sun 241	—
25	15	19	TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence A Smile and a Ribbon (ASCAP)—Liberty 55022	19

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

COMING OUT THIS WEEK

AN OUTSTANDING PERFORMANCE
BY A BIG VOICE

LEN DRESSLAR

AS PERFORMED ON ARTHUR GODFREY'S TV SHOW

"Believe In Me"

AND

"WRINGLE WRANGLE"

FROM THE WALT DISNEY PICTURE
"WESTWARD HO THE WAGONS"

MERCURY 71010



EDDY HOWARD

AS SWEET A BALLAD
AS YOU CAN GET
**"The Hour
Of Love"**
AND
"DRIFTWOOD"
MERCURY 71008



TWO GREAT SIDES BY

JAN AUGUST

"Desert Sunrise"

AND

"Nickelodeon Tango"

MERCURY 71012

CHICAGO 1, ILLINOIS



M-G-M Records

BEST SELLERS



Territorial Best Sellers

For survey week ending November 21

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

Atlanta

1. Green Door, J. Lowe, Dot
2. Canadian Sunset
H. Winterhalter-E. Heywood, Mer.
3. Love Me Tender, E. Presley, Vic.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Cindy, O. Cindy, E. Fisher, Vic.
6. Just Walking in the Rain, J. Ray, Col.
7. Moonlight Love, P. Como, Vic.
8. Singing the Blues, G. Mitchell, Col.
9. Blueberry Hill, F. Domino, Imp.

Baltimore

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. True Love, B. Crosby-G. Kelly, Cap.
4. Love Me, E. Presley, Vic.
5. Just Walking in the Rain, J. Ray, Col.
6. Priscilla, E. Cooley, Rst.
7. Rock-a-Bye Your Baby, J. Lewis, Dec.
8. Green Door, J. Lowe, Dot
9. Hey, Jealous Lover, F. Sinatra, Cap.
10. Confidential, S. Knight, Dot

Boston

1. Green Door, J. Lowe, Dot
2. True Love, B. Crosby & G. Kelly, Cap.
3. Hey, Jealous Lover, F. Sinatra, Cap.
4. Love Me Tender, E. Presley, Vic.
5. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
6. Singing the Blues, G. Mitchell, Col.
7. Friendly Persuasion, P. Boone, Dot
8. Blueberry Hill, F. Domino, Imp.
9. Mama From the Train, P. Page, Mer.

Buffalo

1. Love Me Tender, E. Presley, Vic.
2. Petticoats of Portugal, D. Jacobs, Cor.
3. True Love, B. Crosby-G. Kelly, Cap.
4. Green Door, J. Lowe, Dot
5. Mama From the Train, P. Page, Mer.

Chicago

1. Just Walking in the Rain, J. Ray, Col.
2. Love Me Tender, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Singing the Blues, G. Mitchell, Col.
5. Blueberry Hill, F. Domino, Imp.
6. Cindy, Oh, Cindy, V. Martin, Gly.
7. City of Angels, Highlights, Bly.
8. Mama From the Train, P. Page, Mer.
9. Honky Tonk, B. Doggett, Kng.
10. Rock-a-Bye Your Baby, J. Lewis, Dec.

Cincinnati

1. Green Door, J. Lowe, Dot
2. Singing the Blues, G. Mitchell, Col.
3. Love Me Tender, E. Presley, Vic.
4. Blueberry Hill, F. Domino, Imp.
5. Just Walking in the Rain, J. Ray, Col.
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. Honky Tonk, B. Doggett, Kng.

Cleveland

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Blueberry Hill, F. Domino, Imp.
5. Just Walking in the Rain, J. Ray, Col.
6. Since I Met You, Baby
I. J. Hunter, Atl.
7. Friendly Persuasion, P. Boone, Dot

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. Singing the Blues, G. Mitchell, Col.
5. Garden of Eden, J. Valino, Vik.
6. Honky Tonk, B. Doggett, Kng.
7. Just Walking in the Rain, J. Ray, Col.
8. True Love, B. Crosby-G. Kelly, Cap.
9. Blueberry Hill, F. Domino, Imp.
10. Hound Dog, E. Presley, Vic.

Denver

1. Love Me Tender, E. Presley, Vic.
2. Blueberry Hill, F. Domino, Imp.
3. Don't Be Cruel, E. Presley, Vic.
4. Singing the Blues, G. Mitchell, Col.
5. Cindy, Oh, Cindy, E. Fisher, Vic.
6. True Love, B. Crosby-G. Kelly, Cap.
7. Green Door, J. Lowe, Dot
8. Rose and a Baby Ruth
G. Hamilton IV, Pmt.

Detroit

1. Singing the Blues, G. Mitchell, Col.
2. Blueberry Hill, F. Domino, Imp.
3. Green Door, J. Lowe, Dot
4. Priscilla, E. Cooley, Rst.
5. True Love, B. Crosby-G. Kelly, Cap.
6. Rock-a-Bye Your Baby, J. Lewis, Dec.
7. Slow Walk, S. Austin, Mer.
8. Love Me Tender, E. Presley, Vic.
9. Hey, Jealous Lover, F. Sinatra, Cap.
10. Since I Met You, Baby
I. J. Hunter, Atl.

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. Honky Tonk, B. Doggett, Kng.
7. City of Angels, Highlights, Bly.
8. True Love, B. Crosby-G. Kelly, Cap.
9. Two Different Worlds, D. Rondo, Jub.
10. Rose and a Baby Ruth
G. Hamilton IV, Pmt.

Los Angeles

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

Milwaukee

1. Singing the Blues, G. Mitchell, Col.
2. True Love, B. Crosby-G. Kelly, Cap.
3. Cindy, Oh, Cindy, V. Martin, Gly.
4. Rose and a Baby Ruth
G. Hamilton, Pmt.
5. Hey, Jealous Lover, F. Sinatra, Cap.
6. Love Me Tender, E. Presley, Vic.
7. Honky Tonk, B. Doggett, Kng.
8. Jamaica Farewell, H. Belafonte, Vic.
9. Garden of Eden, J. Valino, Vik.
10. Green Door, J. Lowe, Dot

Minneapolis-St. Paul

1. Singing the Blues, G. Mitchell, Col.
2. True Love, B. Crosby-G. Kelly, Cap.
3. Love Me Tender, E. Presley, Vic.
4. Garden of Eden, J. Valino, Vik.
5. Cindy, Oh, Cindy, E. Fisher, Vic.
6. Auctioneer, L. Van Dyke, Dot
7. Blueberry Hill, F. Domino, Imp.
8. Cindy, Oh, Cindy, V. Martin, Gly.
9. True Love, J. Powell, Vrv.
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. Hey, Jealous Lover, F. Sinatra, Cap.
5. Blueberry Hill, F. Domino, Imp.
6. Don't Be Cruel, E. Presley, Vic.
7. You'll Never, Never Know
Platters, Mer.
8. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
9. Cindy, Oh, Cindy, E. Fisher, Vic.
10. True Love, B. Crosby-G. Kelly, Cap.

New York

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

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. Blueberry Hill, F. Domino, Imp.
5. True Love, B. Crosby-G. Kelly, Cap.
6. Tonight You Belong to Me
Patience & Prudence, Lbt.
7. Singing the Blues, G. Mitchell, Col.
8. Green Door, J. Lowe, Dot
9. Friendly Persuasion, P. Boone, Dot

Pittsburgh

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Rose and a Baby Ruth
G. Hamilton, Pmt.
4. Blueberry Hill, F. Domino, Imp.
5. True Love, B. Crosby-G. Kelly, Cap.
6. Honky Tonk, B. Doggett, Kng.
7. 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. Love Me Tender, E. Presley, Vic.
5. Just Walking in the Rain, J. Ray, Col.
6. Cindy, Oh, Cindy, V. Martin, Gly.
7. Confidential, S. Knight, Dot
8. Two Different Worlds, D. Rondo, Jub.
9. True Love, B. Crosby-G. Kelly, Cap.
10. True Love, J. Powell, Vrv.

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. True Love, B. Crosby-G. Kelly, Cap.
5. Don't Be Cruel, E. Presley, Vic.
6. Friendly Persuasion, P. Boone, Dot
7. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
8. Blueberry Hill, F. Domino, Imp.
9. Honky Tonk, B. Doggett, Kng.

(Continued on page 36)

ART MOONEY
and His Orch.

GIANT

and
ROCK AND ROLL TUMBLEWEED

MGM 12320
K 12320

JONI JAMES

TO YOU I GIVE MY HEART

and
DANNY BOY

MGM 12369 • K 12369

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

MGM'S BIG CHRISTMAS HIT OF 1956

BARRY GORDON IN SPECIAL SLEEVE

I LIKE CHRISTMAS
(I LIKE IT! I LIKE IT!)

orchestra and chorus conducted by
ART MOONEY
MGM 12367 • K 12367

SPECIAL!

FOUR SPICES

ARMEN'S THEME

and
FIRE ENGINE BOOGIE

MGM 12397
K 12397

DAVID ROSE
and His Orch.

HOLIDAY FOR TROMBONES

and
MIDNIGHT ON THE CLIFFS

MGM 12374 K 12374

ROGER COLEMAN

IN HAMBURG WHEN NIGHTS ARE LONG

and
ONE MORE KISS

MGM 12380 K 12380

BETTY MADIGAN

HOLD ME AGAIN LOVE

and
TAKE MINE

MGM 12366 K 12366

RAY CHARLES SINGERS

BUTTON UP YOUR OVERCOAT
MOONLIGHT IN VERMONT

MGM 12363 • K 12363

CONNIE FRANCIS

I NEVER HAD A SWEETHEART
LITTLE BLUE WREN

(Both from Alan Freed pic "Rock, Rock, Rock")
MGM 12375 • K 12375

LEROY HOLMES

BABY DOLL

and THE MAID OF NOVGOROD

MGM 12352 • K 12352

MARVIN RAINWATER

GET OFF THE STOOL
and
I FEEL LIKE LEAVING TOWN

MGM 12370 K 12370

SAM (The Man) TAYLOR

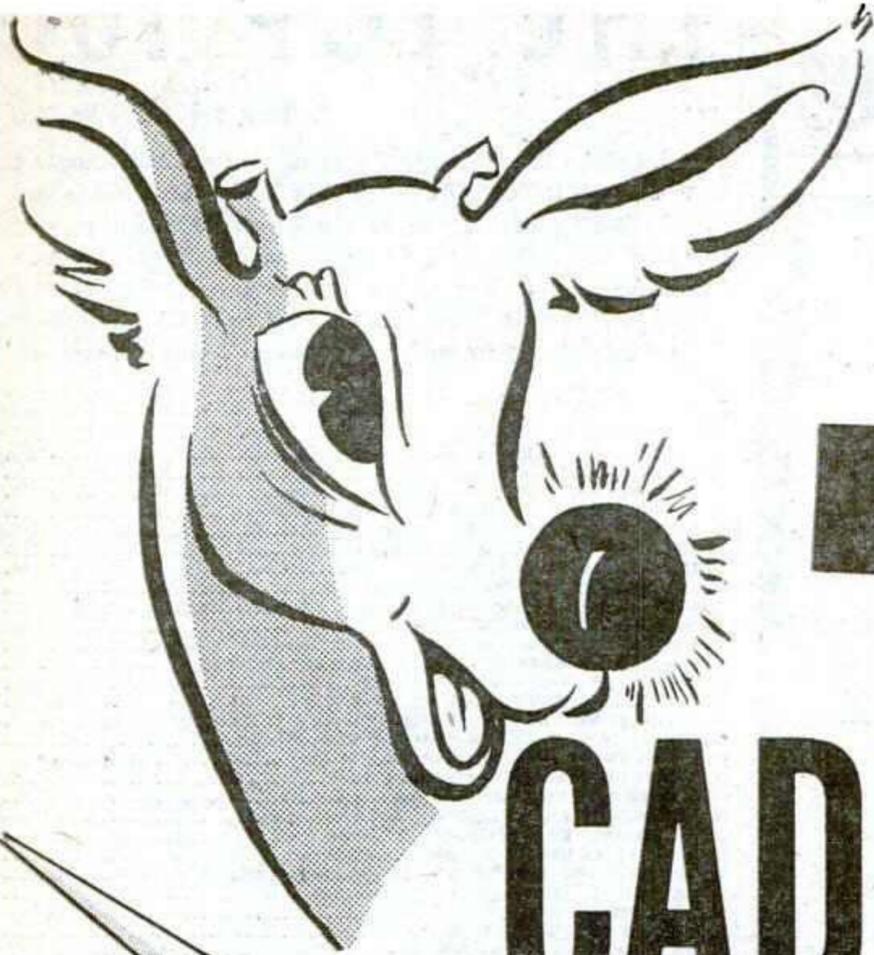
NIGHTFALL
and
A SUNDAY KIND OF LOVE

MGM 12377
K 12377

THELMA BLACKMON

I LOST EVERYTHING
and
SINCE YOU HAVE GONE

MGM 12371
K 12371



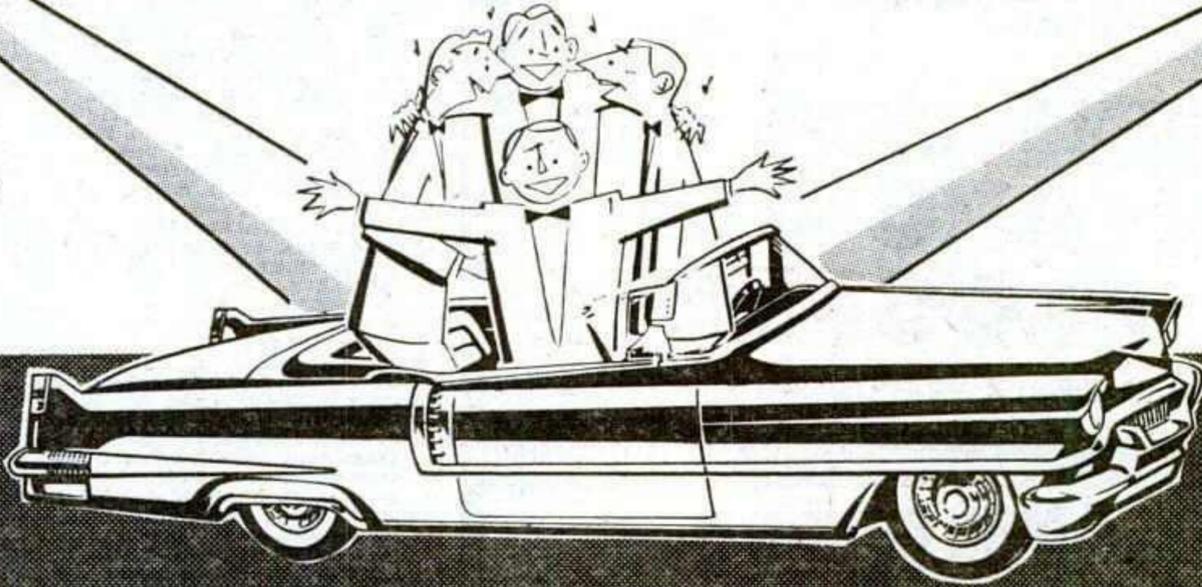
IT'S ROCK AND ROLL

IT'S POP

IT'S A HIT!

THE CADILLACS'

THE
SENSATIONAL
RECORDING
OF ...



"RUDOLPH THE RED-NOSED REINDEER"

By **JOHNNY MARKS**

JOSIE-807

Josie RECORD
1650 Broadway, New York City

Nothing but Hits from Jubilee

DON RONDO Heading for #1
TWO DIFFERENT WORLDS b/w HE MADE YOU MINE #5256

THE GALLAHADS
I GIVE YOU MY WORD b/w TAKE MY LOVE #5259

ROCK AROUND THE BLOOPER
 Part 1 & Part 2 #5258

BETTY ANN GROVE
STOLEN LOVE b/w YOU I'M GONNA MARRY #5260

BOBBY SHERWOOD
SIX FINGER TUNE b/w THE STREET OF TEARS #5261

THE STYLERS SLEEPER
CONFESSION OF A SINNER #5253

MARTHA WRIGHT
CENSORED LP Album #1028

jubilee
 RECORDS
 1650 Broadway, N. Y., N. Y.

THE TOP 100

For survey week ending November 21

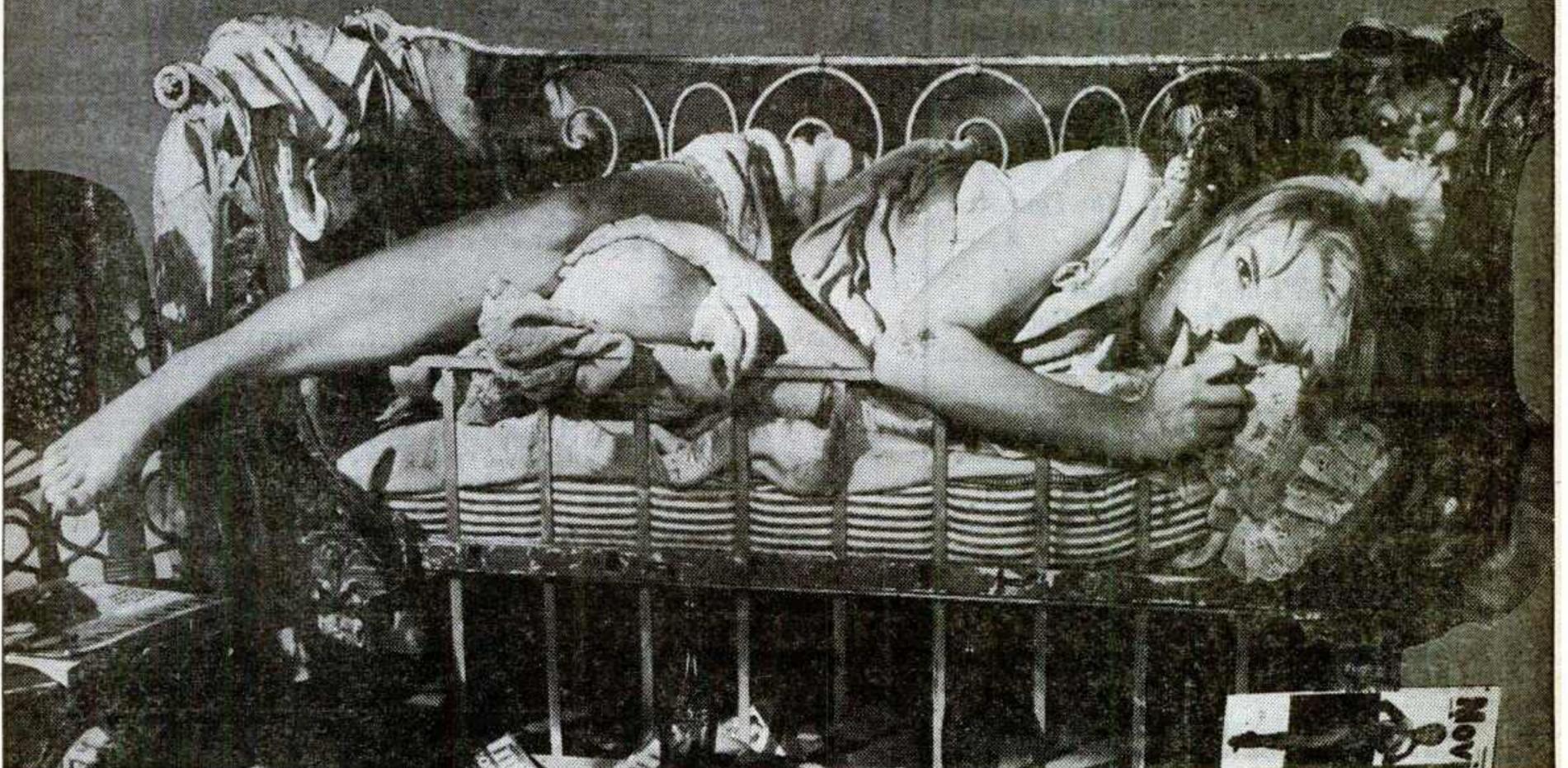
A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give 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	2
3.	SINGING THE BLUES	G. Mitchell	Columbia	4
4.	JUST WALKING IN THE RAIN	J. Ray	Columbia	3
5.	BLUEBERRY HILL	F. Domino	Imperial	6
5.	TRUE LOVE	Bing Crosby-G. Kelly	Capitol	7
7.	DON'T BE CRUEL	E. Presley	Victor	8
8.	FRIENDLY PERSUASION	P. Boone	Dot	8
9.	HONKY TONK	B. Doggett	King	9
9.	HEY, JEALOUS LOVER	F. Sinatra	Capitol	11
11.	CANADIAN SUNSET	H. Winterhalter-E. Heywood	Victor	10
12.	ROSE AND A BABY RUTH	G. Hamilton IV	ABC-Paramount	15
13.	CINDY, OH, CINDY	E. Fisher	Victor	14
14.	CINDY, OH, CINDY	V. Martin	Glory	12
15.	TONIGHT YOU BELONG TO ME	Patience & Prudence	Liberty	13
16.	YOU'LL NEVER, NEVER KNOW	Platters	Mercury	16
17.	MAMA FROM THE TRAIN	P. Page	Mercury	17
18.	NIGHT LIGHTS	Nat (King) Cole	Capitol	22
19.	I WALK THE LINE	J. Cash	Sun	23
20.	GARDEN OF EDEN	J. Vallino	Vik	18
21.	PETTICOATS OF PORTUGAL	D. Jacobs	Coral	21
22.	MUTUAL ADMIRATION SOCIETY	T. Brewer	Coral	26
23.	TONIGHT YOU BELONG TO ME	Lennon Sisters-L. Welk	Coral	28
24.	LAY DOWN YOUR ARMS	Chordettes	Cadence	19
24.	LOVE ME	E. Presley	Victor	41
26.	CONFIDENTIAL	S. Knight	Dot	31
27.	ANY WAY YOU WANT ME	E. Presley	Victor	35
28.	WHATEVER WILL BE, WILL BE	Doris Day	Columbia	25
29.	TWO DIFFERENT WORLDS	D. Rondo	Jubilee	24
30.	PRISCILLA	E. Cooley	Roost	37
31.	HOUND DOG	E. Presley	Victor	19
32.	IT ISN'T RIGHT	Platters	Mercury	32
33.	CANADIAN SUNSET	A. Williams	Cadence	27
34.	ROCK-A-BYE YOUR BABY	J. Lewis	Decca	63
35.	IN THE STILL OF THE NIGHT	Satins	Ember	54
36.	CHAINS OF LOVE	P. Boone	Dot	57
37.	SINCE I MET YOU, BABY	I. J. Hunter	Atlantic	49
38.	CITY OF ANGELS	Highlights	Bally	30
38.	RUDY'S ROCK	B. Haley	Decca	34
40.	GONNA GET ALONG WITHOUT YA NOW	Patience & Prudence	Liberty	—
41.	AUTUMN WALTZ	T. Bennett	Columbia	52
42.	MOONLIGHT LOVE	P. Como	Victor	51
43.	SINGING THE BLUES	M. Robbins	Columbia	37
43.	SLOW WALK	E. Austin	Mercury	39
45.	OUT OF SIGHT, OUT OF MIND	Five Keys	Capitol	40
46.	TRUE LOVE	J. Powell	Verve	53
47.	ON LONDON BRIDGE	J. Stafford	Columbia	60
47.	SOFT SUMMER BREEZE	E. Heywood	Mercury	36
49.	AFTER THE LIGHTS GO DOWN LOW	A. Hibbler	Decca	44
49.	FOOL	S. Clark	Dot	32
51.	MOONLIGHT GAMBLER	F. Laine	Columbia	—
52.	SLOW WALK	B. Doggett	King	58
53.	CRAZY WITH LOVE	G. Mitchell	Columbia	—
53.	JAMAICA FAREWELL	H. Belafonte	Victor	29
55.	ALLEGHENY MOON	P. Page	Mercury	59
55.	STAR YOU WISHED UPON LAST NIGHT	G. MacKenzie	Vik	53
57.	MUTUAL ADMIRATION SOCIETY	P. Morgan-E. Arnold	Victor	—
57.	SEE-SAW	D. Cornell	Coral	87
59.	MY PRAYER	Platters	Mercury	48
59.	NEW YORK'S MY HOME	S. Davis Jr.	Decca	66
61.	FIRST BORN	Tennessee Ernie	Capitol	62
62.	I DREAMED	B. Johnson	Bally	66
63.	GIANT	L. Baxter	Capitol	99
64.	I WOULDN'T KNOW WHERE TO BEGIN	E. Arnold	Victor	68
65.	AUCTIONEER	L. Van Dyke	Dot	83
66.	LET THE GOOD TIMES ROLL	Shirley & Lee	Aladdin	56
66.	TO THE END OF THE EARTH	Nat (King) Cole	Capitol	39
68.	BLUEBERRY HILL	L. Armstrong	Decca	74
68.	FRIENDLY PERSUASION	Four Aces	Decca	55
68.	JUST IN TIME	T. Bennett	Columbia	68
71.	SEE-SAW	Moonglows	Chess	71
72.	CONFESSION OF A SINNER	Stylers	Jubilee	80
73.	I CAN'T LOVE YOU ENOUGH	L. Baker	Atlantic	64
74.	IT'S YOURS	De Castros Sisters	Victor	76
75.	I SAW ESAU	Ames Brothers	Victor	79
76.	SOEONE TO LOVE	Four Aces	Decca	—
77.	JULIE	Doris Day	Columbia	64
77.	TWO DIFFERENT WORLDS	R. Williams & J. Moragn	Kapp	72
79.	TEEN-AGE GOODNIGHT	Chordettes	Cadence	45
79.	TRICKY	G. Jenkins	Decca	—
81.	MIRACLE OF LOVE	E. Rodgers	Columbia	42
82.	MARRIED I CAN ALWAYS GET	T. King	Victor	75
82.	YOU DON'T KNOW ME	J. Vale	Columbia	87
85.	I MISS YOU SO	C. Connor	Atlantic	98
86.	CHINCHERINCHEE	P. Como	Victor	73
86.	MIRACLE OF LOVE	G. Gibson	ABC Paramount	—
86.	STILL	Fontane Sisters	Dot	87
89.	FADED SUMMER LOVE	G. Shaw	Decca	—
89.	SADIE'S SHAWL	B. Sharples	London	87
91.	CRAZY WITH LOVE	T. Brewer	Coral	95
92.	EV'RYDAY OF MY LIFE	McGuire Sisters	Coral	61
93.	FAITHFUL HUSSAR	T. Heath	London	84
94.	BLUE MOON	E. Presley	Victor	93
94.	EARTHBOUND	S. Davis Jr.	Decca	84
94.	HAPPINESS STREET	G. Gibbs	Mercury	80
94.	SONG OF THE SPARROW	M. Miller	Columbia	—
94.	WHEN MY BLUE MOON TURNS TO GOLD AGAIN	E. Presley	Victor	—
99.	IN THE MIDDLE OF THE HOUSE	R. Draper	Mercury	46
99.	NAMELY YOU	D. Cherry	Columbia	93
99.	YOU CAN'T RUN AWAY FROM IT	Four Aces	Decca	—

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.

“ THIS IS **baby doll** ”



WARNER BROS. presents ELIA KAZAN'S production of the TENNESSEE WILLIAMS story BABY DOLL... directed by ELIA KAZAN

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| LEROY HOLMES (MGM) | #K-12352 |
| RALPH FLANNAGAN (RCA) | #20-6719 |
| ANDY WILLIAMS (Cadence) | #1303 |
| RALPH YOUNG (Epic) | #5-9194 |
| CHUCK MILLER (Mercury) | #71001 |

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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

RECENT POP RELEASES**Coming Up Strong**

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

1. **Two Different Worlds** **Don Rondo**
(ASCAP) Jubilee 5256
2. **Since I Met You, Baby** **Ivory Joe Hunter**
(BMI) Atlantic 1111
3. **Jamaica Farewell** **Harry Belafonte**
(ASCAP) RCA Victor 6663
4. **Singing the Blues** **Marty Robbins**
(BMI) Columbia 21545
5. **The Auctioneer** **Leroy Van Dyke**
(ASCAP) Dot 15503
6. **Slow Walk** **Bill Doggett**
(BMI) King 5000
7. **Someone to Love**
Written on the Wind **The Four Aces**
(ASCAP); (ASCAP) Decca 30123
8. **The Star You Wished Upon Last Night**
. **Gisele MacKenzie**
(ASCAP) Vik 0233
9. **I Dreamed** **Betty Johnson**
(BMI) Bally 1020
10. **Gonna Get Along Without Ya Now**
The Money Tree **Patience and Prudence**
(ASCAP); (ASCAP) Liberty 55040

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 AUCTIONEER** (Randy-Smith, ASCAP)—LeRoy Van Dyke—Dot 15503—The label seems to have a knack for putting over left-field items like this. "The Auctioneer" has gotten excellent promotion and now is paying off handsomely. It is on the Minneapolis-St. Paul territorial chart and is also selling well in New England, New York, Buffalo, Detroit, St. Louis, Nashville and most other Southern cities surveyed. Could make the national charts soon. Flip is "I Fell in Love With a Pony Tail."
- GONNA GET ALONG WITHOUT YA NOW** (Kellem, ASCAP)
THE MONEY TREE (Frank, ASCAP) — Patience and Prudence—Liberty 55040—Reaction has been highly positive from the outset for the girls on this release. Chicago, Boston, Buffalo, Milwaukee, Detroit, New York and Philadelphia are among the cities that have taken to the record like ducks to water. It's definitely another big one. "Gonna Get Along" has been the preferred side, but "Money Tree" has been helping to pull in the customers' money. A previous Billboard "Spotlight" pick.
- GOODNIGHT, MY LOVE** (Quintet-House of Fortune, BMI)—The McGuire Sisters—Coral 61748—Chalk up another solid seller for these perennial favorites! Returns from all major markets of the country show a near unanimous verdict on the easy salability of this disk. "Goodnight" is taking off with the greatest of ease; final tally is bound to be impressive. Flip is "Mommy" (Vernon, ASCAP). A previous Billboard "Spotlight" pick.
- ARMEN'S THEME** (Bourne, ASCAP)—David Seville—Liberty 55041—Against strong competition, this version of "Armen's Theme" is establishing a comfortable lead, and looks now as if it will be hard to beat. Already strong in Providence, Boston, Chicago, Milwaukee, St. Louis, Buffalo and Los Angeles, the disk is snowballing into a whopper of a platter. Flip is "Carousel in Rome" (Bourne, ASCAP). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .**POP RECORDS**

THE PLATTERS . . . Mercury 71001 ON MY WORD OF HONOR

(Antler, BMI)

ONE IN A MILLION (Personality, BMI)
Here the Platters cover B. B. King's current hit in a winning version that ought to kick off the tune in the pop market with great force. Their styling is leisurely and luxurious with the high-flying lead embroidering the melody profusely. "One in a Million" is reminiscent of one of the early hits of this group and could also click solidly.

BILL HALEY AND HIS COMETS . . . Decca 30148 . . . DON'T KNOCK THE ROCK

(Valleybrook, ASCAP)

CHOO CHOO CH'BOOGIE (Bytroc, BMI)
"Don't Knock the Rock" is the title of a forthcoming pic in which this tune is featured. It is a lively exciting essay in the vein of so many other Haley rock and roll hits, and this will undoubtedly have the same success in the teen-age market. "Choo Choo Ch'Boogie" is from Haley's "Rock and Roll Stage Show LP" and has enough extrovert showmanship to make it as a single.

PAT BOONE . . . Dot 15521 ANASTASIA

(Feist, ASCAP)

DON'T FORBID ME (Roosevelt, BMI)
Many versions of the theme of the Ingrid Bergman starrer are reported, but it will take something very unusual to surpass Boone's suave styling of this lovely, dreamy tune. His long line of hits is not likely to be broken, particularly since the flip also is strong. It recalls some of his best work in the rock and roll idiom and packs terrific commercial punch.

THE TARRIERS . . . Glory 249 THE BANANA BOAT SONG

(Bryden, BMI)

Considering the wide vogue Harry Belafonte has given the Calypso-type song in recent months, this is a piece of material to conjure with. The melody is colorful and the lyrics linger in the memory. The lead singer is something of a "discovery"; his smooth, capable delivery is going to attract a lot of attention, especially on the deejay level. "No Hidin' Place" (Bryden, BMI), the flip, is a fast "goin' to Jubilee" kind of tune and it offers a few interesting kicks.

CHRISTMAS

BUBBER JOHNSON . . . King 4855 IT'S CHRISTMAS TIME

(Jay & Cee, BMI)

LET'S MAKE EVERY DAY A CHRISTMAS DAY . . . (Lois, BMI)
The "King" Cole type voice of this singer is a fine medium for a tender song, "It's Christmas Time." His heart-felt rendition of a tune which glows quietly with a true holiday spirit ought to be a favorite this season. The flip has a fine and appropriate sentiment, as is readily seen from the title, and will get a maximum amount of programming from quality-conscious deejays.

POP DISK JOCKEY PROGRAMMING

GEORGE CATES ORK . . . Coral 61750 MUCH BETTER, THANKS

(Southern, ASCAP)

A NEW-FANGLED TANGO (Chappell, ASCAP)
"Much Better, Thanks," a tune penned by Coral sales manager Norm Wienstroer and Dick Jacobs, has a sentimental set of lyrics and a gentle, lilting beat that works subtly on the listener. The beautiful choral handling of the words will swing a lot of weight jockey-wise. "Tango" is a bright tune from "Happy Hunting" and is also sung by the chorus. Cates' strings and crisp arrangement provide a smart framework.

Reviews and Ratings * ***JILL COREY****I Love My Baby (My Baby Loves Me)** . . . 82

COLUMBIA 40794 — Jill Corey has a sock platter in this bright bouncy side with standout honky-tonk type backing and a brisk, brash beat. Should get plenty of spins. (Shapiro-Bernstein, ASCAP)

Egghead . . . 74

A personable reading of an amusing novelty, but flip is side to watch. (Dartmouth, ASCAP)

LOUIS JORDAN**Big Bess** 78

MERCURY 70993—Jordan belts out a catchy rhythm item with ace showmanship, a great beat and tricky backing. His first on the label. Could be action here. (Stanson, BMI)

Cat Scratchin' . . . 76

A bright extroverted rhythm side. Jordan sells the vocal with his usual savvy. (Kempton, BMI)

THE CREW CUTS**The Varsity Drag** 77

MERCURY 70988—The boys sell the exuberant oldie with verve and a bouncy tempo. Good jockey and juke wax. (Crawford, ASCAP)

The Halls of Ivy . . 77

The Crew Cuts wrap up a solemn scholastic theme with proper respect and harmony. Both sides are from their current album. (Chappell, ASCAP)

TEX RITTER**Green Grow the Lilacs** 77

CAPITOL 3589—Ritter's adaptation of the lovely theme is spotlighted in Walt Disney's movie, "Westward Ho, the Wagons." Disk has warm folksy quality and should benefit from picture's big promotional push. (Ritter, ASCAP)

He Is There . . . 75

Ritter sings a moving sacred theme with sincerity and conviction. (Artists, ASCAP)

KITTY KALLEN**Saturday Blues** 77

DECCA 30144—A tender waltz. Kitty Kallen does a vocal with unusually fine tonal texture. The melody and the performance stay with you. Watch it. (Trinity, BMI)

Ah, Ah, Ah, Ah (The Song That Haunts My Heart) . . 74

This side is French-derived, and has plenty of the flavor of the City of Light. (Pickwick, ASCAP)

(Continued on page 36)



1st AMERICAN RELEASE . . . 1st AMERICAN HIT!

THE

Beverley Sisters

GREENSLEEVES

B/W

**I'LL SEE YOU IN MY
DREAMS**

1703

LONDON
RECORDS



Reviews of New Pop Records

Continued from page 34

LOU BREESE
I'm Waiting for Ships
That Never Come In.....77
BALLY 1022—Old favorite gets a good juke beat in this scoring for voices, banjo and band. Includes invite to community singing. Has a good chance to break thru. (Forster, ASCAP)

ACE IN THE HOLE...65
Disking is inferior to the similarly styled version of the oldie by Somethin' Smith, issued more than a year ago. Flip has more chance. (Vogel, ASCAP)

SAMMY KAYE ORK
Faded Roses.....76
COLUMBIA 30795—A pretty song, done in the maestro's traditional style, with schmaltzy instrumentation and a vocal group. It's an effective side, with a bit of country flavor. Likely

to please a lot of fans. (Republic, BMI)

I'm Thru With Love...76
The great standard is done with considerable spirit, and showcased by a smart arrangement, which gives the ork a modern touch. (Robbins, ASCAP)

RUSS CASE ORK
Walk to the Bull Ring.....76
VJK 0240—The colorful, oft-disked and festive Spanish instrumental gets a rousing version. Plenty of offbeat atonal sounds will appeal to jocks and some buyers, no doubt. (Criterion, ASCAP)

The Little White Horse...75
The original of the novelty instrumental gets a nice dressing by the Cake ork. Henri Reno also has a strong version but this also rates spins. (Anvil, ASCAP)

THE JODIMARS
Midnight.....76
CAPITOL 3588—The group switches from its usual fast moving rock and roll kick to a slow, incisive instrumental job with tenor sax showing the way. A strong job which rates action. (Taylor, ASCAP)

Clarrabella...74
This is strictly a blues rhythm side, again somewhat out of the customary groove. Marshal Lytle does a creditable wailing job in the vocal spot. A likely coupling. (Myers, ASCAP)

FREDDIE MONTELL
Lonely Winter.....76
ABC-PARAMOUNT 9763 — Montell wrings the teardrops out of this attractive ballad. A pretty theme and the chorus does a very special backing job in moving it along. This will get jock attention. (Jungnickel, ASCAP)

A Broken Pla...73
A soulful vocal expression by the singer on the heartbroken ballad kick. Nice performance with ditto for the Don Costa ork and chorus. (Miller, ASCAP)

DICK LEE
Love Is a King.....76
VJK 0238—Fine vocal job by Lee on a rock and roll styled rhythm ballad with a good beat. (Ardmore, ASCAP)

Adios Pampa Mia...72
Rich-toned warbling on an attractive Latin Ditty. (Peer Intl., BMI)

TOMMY LEONETTI
When Love Gets a Hold of You.....75
CAPITOL 3590—A powerful vocal job on a dramatic ballad with a lyrical tempo and lush backing. Rates spin action. (United, ASCAP)

Tears for Souvenirs...74
Expressive vocal treatment of an attractive ballad with a strong beat. (Nan-Paul, ASCAP)

RAY ANTHONY ORK
Love Is Just Around the Corner.....75
CAPITOL 3593 — Sweet, danceable arrangement of old fave, which will have appeal for terpers and sitters-outers alike. Pleasant spins here for deejays. (Famous ASCAP)

Dancing Lovers...74
Anthony plays the theme from his TV show. Romantic-minded steppers will like this, too, and air-backing will be obvious sales help. (Moonlight, BMI)

THE LA DELL SISTERS
Don't Wait for Tomorrow.....75
MERCURY 70972—The girls blend smoothly on an appealing ballad with nice lyrics. (Showcase, BMI)

Frankie's Out on Parole...73
A sequel to the oldie "Frankie and Johnny," with the sisters doing a competent job on the new lyrics. (Frankie's out of jail and still young enough to be on the town.) (Tree, BMI)

THE GALAHADS
I Give You My Word (I'll Always Love You).....75
JUBILEE 5259—Group brings a solid beat to a good rhythm ballad, with ork giving equally salable backing. Boys are promising entrants in field and will bear watching. Jocks can find this useful. (Moonmist, BMI)

Take My Love...73
Slower tempo here, but similar good delivery. Flip has the edge, however. (Tee Pee, ASCAP)

DINAH SHORE
I'll Come Back (If You Come Back).....75
VICTOR 6733 — A happy novelty effort by the thrush with some able help from the Skylarks. Could get a lot of air play. (Sheldon, BMI)

A New Fangled Tango...72
A feature number from the upcoming "Happy Hunting" legiter, the tune gets Miss Shore's customary agreeable treatment. There will be

(Continued on page 37)

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
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
Dancing Chandelier (R)—Shapiro-Bernstein—ASCAP
Friendly Persuasion (R) (F)—Feist—ASCAP
Giant (R) (F)—Witmark—ASCAP
Green Door (R)—Trinity—BMI
Hey! Jealous Lover (R)—Barton—ASCAP
I Don't Know Enough About You (R)—Porgie—BMI
I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
Julie (R) (F)—Artists—ASCAP
Just in Time—Stratford—ASCAP
Just Walking in the Rain (R)—Golden West—BMI
Lay Down Your Arms (R)—Ludlow—BMI
Love Me Tender (R) (F)—Presley—BMI
Mama From the Train (R) — Remick—ASCAP
Money Tree (R)—Frank—ASCAP
Moonlight Gambler (R)—E. H. Morris—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)—Acuff-Rose—BMI
The Star You Wished Upon Last Night (R) (R)—Robbins—ASCAP
True Love (R) (F)—Buxton Hill—ASCAP
Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
You Can't Run Away From It (R) (F)—Columbia Pic—ASCAP

Television

A House With Love in It (R)—Evans—ASCAP
A Rose and a Baby Ruth (R)—Bentley—BMI
Blueberry Hill (R)—Chappell—ASCAP
Canadian Sunset (R)—Meridian—BMI
Chincherinchee (R)—Roncom—ASCAP
Cindy, Oh, Cindy (R)—E. B. Marks-Bryden—BMI
Eloise (R)—Kay Thompson—ASCAP
February Brings the Rain (R) — E. H. Morris—ASCAP
Friendly Persuasion (R) (F)—Feist—ASCAP
Goodnight, My Love, Pleasant Dreams (R)—Quintet—BMI
Green Door (R)—Trinity—BMI
Hey! Jealous Lover (R)—Barton—ASCAP
Hound Dog (R)—Presley & Lion—BMI
I Love You, Joanne (R)—Kay Thompson—ASCAP
I Married for Money (R)—Mills—ASCAP
I Married Joan (R)—Arpege—ASCAP
I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
Just Walking in the Rain (R)—Golden West—BMI
Love in a Home (R)—Commander—ASCAP
Love Me Tender (R) (F)—Presley—BMI
Love, You Don't Owe Me a Thing (R)—Jungnickel—ASCAP
Mutual Admiration Society (R) (M)—Chappell—ASCAP
Oh! What a Lovely Morning (R) — Kay Thompson—ASCAP
Pretty Little Girl Next Door (R)—Hampshire House—ASCAP
Singing the Blues (R)—Acuff-Rose—BMI
This Is Thank You Day (R)—Ree Kaye—ASCAP
3 A.M. in the Persian Room (R)—Kay Thompson—ASCAP
True Love (R) (F)—Buxton Hill—ASCAP
Two Different Worlds (R)—Spier—ASCAP
What Is the Proper Way? (R) — Kay Thompson—ASCAP

Best Selling Sheet Music in Britain

(For Week Ending November 17)

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)
Autumn Concerto—Macmelodies (Symphony)
Just Walking in the Rain—Frank (Golden West)
Lay Down Your Arms—Francis Day (Howie Richmond)
Whatever Will Be, Will Be—Melcher-Toff (Artists)
In the Middle of the House—John-Fields (Shapiro-Bernstein)
The Green Door—Francis Day (Trinity)
A House With Love In It—Lawrence Wright (Evans)

When Mexico Gave Up the Rumba—Feist (Copar)
Rock Around the Clock—Kassner (Myers)
Two Different Worlds—Spier (Spier)
Walk Hand in Hand—Duchess (Republic)
Rockin' Through the Rye—Sterling (Valleybrook)
Mountain Greenery—New World (Harms)
Love Me As Tho' There Were No Tomorrow—Robbins (Robbins)
True Love—Chappell (Buxton Hill)
St. Therese of the Roses—Dash (Dennis)
A Sweet Old-Fashioned Girl—Campbell-Connelly (Valry)
Serenade—Blossom (Harms)

Best Selling Pop Records in Britain

(For Week Ending November 17)

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)		1
2. WOMAN IN LOVE—Frankie Laine (Philips)		2
3. HOUND DOG—Elvis Presley (HMV)		3
4. MY PRAYER—Platters (Mercury)		6
5. GREEN DOOR—Frankie Vaughan (Philips)		10
6. WHEN MEXICO GAVE UP THE RUMBA—Mitchell Torok (Brunswick)		14
7. MORE—Jimmy Young (Decca)		4
8. RIP IT UP—Bill Haley Comets (Brunswick)		9
9. ST. THERESE OF THE ROSES—Malcolm Vaughan (HMV)		13
10. BLUE MOON—Elvis Presley (HMV)		—
11. MAKE IT A PARTY—Winifred Atwell (Decca)		12
12. ROCKING THROUGH THE RYE—Bill Haley Comets (Brunswick)		5
13. GREEN DOOR—Jim Lowe (London)		7
14. MORE—Perry Como (HMV)		19
15. GREAT PRETENDER/ONLY YOU—Platters (Mercury)		—
16. LOVE ME AS THOUGH THERE WERE NO TOMORROW—Nat (King) Cole (Capitol)		14
16. CINDY, OH, CINDY—Eddie Fisher (HMV)		—
18. ROCK AROUND THE CLOCK—Bill Haley Comets (Brunswick)		11
19. LAY DOWN YOUR ARMS—Anne Shelton (Philips)		9
20. MIDDLE OF THE HOUSE—Alma Cogan (HMV)		—
20. TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)		—

Territorial Best Sellers

Continued from page 30

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. Rose and a Baby Ruth, G. Hamilton IV, Pmt.
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. Blueberry Hill, F. Domino, Imp.
5. Singing the Blues, G. Mitchell, Col.
6. Don't Be Cruel, E. Presley, Vic.
7. True Love, B. Crosby-G. Kelly, Cap.

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The King Sisters
on Capitol

AMERICAN MUSIC, INC.
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Picked by All the Trade Papers!

ANDY WILLIAMS'
"BABY DOLL"

"Since I've Found My Baby"

Cadence 1303

cadence RECORDS

ROGER WILLIAMS
with
JANE MORGAN
"TWO DIFFERENT WORLDS"

K 161

KAPP RECORDS

LITTLE "LAMBSIE" PENN
"I Wanna Spend Xmas with Elvis"

ATCO #6082

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Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

Reviews of New Pop Records

Continued from page 36

lots of competition on the tune; this will share in the melon. (Chappell, ASCAP)

RALPH MARGERIE
Gnagtlone 75
MERCURY 71007—Several disks are already out on this pleasing and retentive Neapolitan-styled melody. Margerie's instrumental, with maestro's trumpet in the spotlight, will get its share of the plays. (Raphael, ASCAP)

Carta 72
Here's a slow and dreamy terpable item with Margerie again adding trumpet color to the disk. A good juke bet. (Judy, ASCAP)

HELEN GRAYCO
They Can't Take That Away From Me 75
VIK 0236—Appealing thrushing by Spikes Jones' frau on the attractive standard. Good jockey wax. (Chappell, ASCAP)

Year-Round Love 71
The thrush packs solid vocal showmanship into a catchy rhythm item. (Roosevelt, BMI)

JOHN LESLIE
Don't Trade Your Love for Gold 75
ABC-PARAMOUNT 9749 — Singer gets quality into a country flavored ballad, which could easily smoke up some action. Material and delivery make for deejay interest. (Goday, BMI)

All That Is Left of Our Love 70
Pleasant delivery here with solid backing on a sleepy-tempoed ballad. But spotlight is definitely on flip. (House of Ballads, ASCAP)

LORRY RAINE
You Can Find Contentment 75
ADVANCE 3013—Gal does her usual quality vocal job on a serene ballad with a pleasant melody line. (Highland, BMI)

Somebody Else Walked In 69
Thrush works hard on the ballad, but pace and tempo are too harsh for her delicate piping. (Gillo, BMI)

JIMMY RANDOLPH
Fallen Angel 74
MERCURY 71006—Virile, distinctive piping by Randolph on a plaintive tune. Strong beat in back helps. Could make some noise with enough spinner support. (Joy, ASCAP)

The Little Boy 72
Imaginative opus has charm, but it isn't completely realized in this warbling. (Monument, BMI)

EDDY HOWARD
The Hour of Love 74
MERCURY 71008—Singer gives easy projection to a well-arranged, slow, love ballad. Has mood listening charm and jocks can whirl it on that score. (E. H. Morris, ASCAP)

Driftwood 72
Same type projection on a similar theme, but not quite as good as the flip. (Ardmore, ASCAP)

GERARD BLENE ORK
The Little Laplander 74
JUBILEE 5262 — Pleasant arrangement of a bouncy little tune that was around this time last year in other versions. Ork gives it nice send off. (Zodiac, BMI)

Silhouettes in the Sand 71
Another nice projection by the ork of a waltz tempo. Should attract moderate interest. (Zodiac, BMI)

SHERRY PARSONS
Whispering Heart 74
DOVER 101 — Label's first release intros promising young thrush with a ballad style of her own. Also promising is material, clefted by authors of "Blueberry Hill." An item to be watched, especially by jocks. (Vanderbilt, ASCAP)

How Can I Keep My Mind on My Feet? 71
Thrush is on a swingier beat, but side hardly keeps pace with flip's projection. Just a pleasant complementary bit to show what she can do with a beat. (Kensington, BMI)

AL AND DICK
Wake Up to Music 73
M-G-M 12385—Not the restaurateurs, but clefters Al Hoffman and Dick Manning with "a demo that was good enough to be a master." Lads sing well in unison, and this much-promoted theme should be useful to morning jocks. (Harris, ASCAP)

What's Wrong With This Song? 72
A very cute side, despite the modest, demo-sized backing. Catchy, folksy stuff that could win some support from deejays and buyers. (Harris, ASCAP)

STEVE SCHICKEL
Leave My Sideburns Be 73
MERCURY 70999—Singer is on an amusing r.&r. plea to an Army sergeant to do what title suggests. Jocks might give it a spin. (Discovery, BMI)

Cry-Baby Boogie 72
Singer off on a boogie beam in which he has had a hand in clefting. Pleasant delivery and good ork backing give it quality. (Kelt, ASCAP)

KAY CARSON
The Fellow Over There 73
CAPITOL 3595—An unusual ballad (the lyrics are very effective and have a surprising kicker) that makes a forceful vehicle for the warm pipes of Miss Carson. Could be a "sleeper." (Melody Trails, BMI)

There's a Shadow Between Us 69
The lyrics and basic musical idea here are country in feeling. Miss Carson reads the material with a sincere and quietly effective style. (Cromwell, ASCAP)

JACK CARROLL
My Last Night in Rome 72
UNIQUE 369—Singer brings vocal quality to this sentimental ballad. Romantically arranged ork backing is a solid assist and combination could stir counter interest. Deejays, too, may like. (Famous, ASCAP)

Rio Mayari 70
Nicely arranged and delivered Latin-flavored love-tune with a rumba beat. Pleasant companion piece for flip. (World, ASCAP)

FESS PARKER AND CAMARATA
Wriggle Wriggle Pts. 1 and 2 71
DISNEYLAND F 39—Parker, the voice of Davy Crockett, sings a Western type tune with casual charm. Will have some appeal to children, altho the theme is adult. Side Two is an instrumental treatment of the tune by Camarata, with a few vocal effects. (Disney, ASCAP)

THE MANEROS
Tell Me a Story 71
PLAZA 5005—Group of singing waiters gets together on a quick-tempo arrangement of an old fave for pleasant results. Straight harmonizing by competent vocalizers should appeal to jocks. (Laurel, ASCAP)

Let's All Sing 70
Same approach as flip, but not as good. (Mode, ASCAP)

BETTY ANN GROVE
Stolen Love 71
JUBILEE 5260 — Betty Ann Grove sings a three-beat tune nicely. The arrangement is quiet and tasteful, with a chorus backing the chantress. (Zodiac, BMI)

You I'm Gonna Marry 69
This rhythm side is reminiscent of Eastern European or Gypsy-derived melodies. (Zodiac, BMI)

DORIS DREW
Be My Lovin' Baby 70
KAHILL 1015—Creamy piping by sweet-voiced canary on a pleasant ballad. (Windy City, ASCAP)

Abada-Abada 69
The gal sings with verve and style on an okay novelty-rhythm item. (Windy City, ASCAP)

THE ROGUES
If You Love Me 70
OLD TOWN 300—Group chants a slow ballad for harmonious, easy listening. However, there is not much that's original or inspirational. Moderate interest only here. (Maureen, BMI)

World of Love 68
Practically the same treatment given to somewhat faster tempo. Group is obviously competent on harmony, but nothing special comes thru. (Maureen, BMI)

DICK D'ANDREA AND HIS MELODY KINGS
Gilt Outa the House 69
BALD EAGLE 1002—Rock and roll item with a bit of novelty feeling. (Aerie, BMI)

I Could Love You So Easy 69
Same comment. (Aerie, BMI)

LILYANN CAROL
Stop the Clock 69
MERCURY 70997—Thrush takes off on a rocking kick with quarter backing for moderate results. Not likely to spark much interest. (Parkdale, ASCAP)

'o Used to You 67
Side is devoted to a torchy ballad which is over-projected, with quartet in heftier evidence. Little or no action indicated. (Tee Pee, ASCAP)

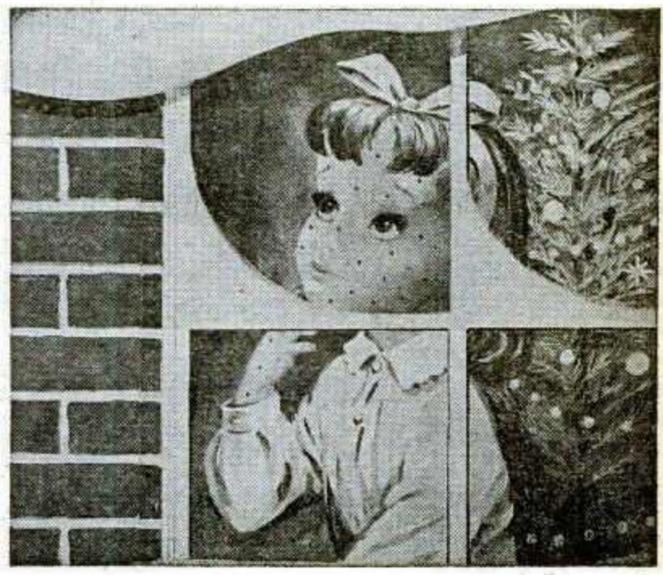
BUDDY GRECO
(Do You Know)
You're the Love of My Life 69
KAPP 165 — Greco warbles with warm personality on a breezy tune, with a crisp beat in back. No powerhouse here, however. (Cromwell, ASCAP)

Holiday Romance 66
Another good warble, this time on a slower ballad with a romantic wemet-in-Rome theme, including various reference to the city's points of interest. (Garland, ASCAP)

BOBBY BREEN
Waltz 67
CHIC 1003—The pretty waltz, with an intriguing slow rhythm, has solid impact. Breen's vocal is full of passion and schmaltz. Watch it. (Smash, BMI)

If the Night Could Tell You 66
(Continued on page 39)

THE CHRISTMAS RECORD



"Dear Santa, Have You Had The Measles?"

by Lael Calloway

Assisted by Daddy CAB CALLOWAY

with Orchestra conducted by SID FELLER



#9761; 45-9761

Published by SHAWNEE PRESS, INC.
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VOX JOX

By JUNE BUNDY

GIMMIX: Boston indie WHDH this week is setting up a direct telephone line from the station to a suite in Manhattan's Waldorf-Astoria Hotel to carry the station's entire broadcasts—November 26 thru 30, thus providing New York agency time buyers with an actual opportunity to listen to an out-of-town station on a random time-in basis, rather than plowing thru a mass of statistical data, accompanied by a specially made trans-

cription. Execs from WHDH, including General Manager Bill McGrath, will be on hand to chat with the guests. . . . Allan Clark, musical director of WKY, Oklahoma City, who picks all the platters played on the station, is currently programming between 400 and 500 sides a week—about 50 per cent LP selections.

THIS 'N' THAT: Tom Edwards, WERE, Cleveland, is

readying a complete list of Cleveland deejays—addresses, phone numbers, etc.—which he will make available as a special service to the trade. . . . Joe Ryan, WALL, Middletown, N. Y., recently featured a "They Never Brought Back" session on his show. Every second record was a song which "never enjoyed any kind of revival—such as 'It's the Dreamer in Me'." . . . Jay Michael, WCAE, Pittsburgh, was voted "the deejay with the most 'Friendly Persuasion' in his voice" in a contest staged in conjunction with local screenings of the movie. . . . Also a contest winner this month is Dave Maynard, WORL, Boston, who won the national deejay contest conducted to find the best album title for a Sammy Davis Jr. package. Winning entry was "Jam With Sam." . . . The Billboard's recent jockey issue failed to mention TV jock Joe Martin, who emceeds "Breakfast Bandstand" over WOW-TV, Omaha, across the board.

"The Jack Clifton Memorial Show, in memory of the late WCUE, Akron, jockey, will be staged by WCUE at the Akron Armory December 14, with all proceeds going to the Jack Clifton Memorial Fund to fight cancer. Talent appearing on show will include Pat Boone, Betty Johnson, Jim Lowe, the Ernie Freeman Trio, Joe Leahy, and Wendell Tracy's orchestra.

CHANGE OF THEME: Renny Mitchell is starting a new Saturday afternoon show over KPOK, Scottsdale, Ariz. . . . Bob Osborne, formerly with WCCC, Hartford, Conn., is now music director and deejay at WIBV, Belleville, Ill. . . . Robin Deacon, program director of San Francisco's brand-new radio station, KPOO, writes to say he would appreciate help from all record manufacturers "in building and maintaining a complete record library." He would also like info on subscription services, etc. . . . Program Director Bill Burns, WILD, Birmingham, is also in the market for disks, since the station recently instituted a new programming format featuring pop and c.&w. disks.

Flack Buddy Basch was guest of honor at a cocktail party tossed by Ruby Lee and Jimmy Meyers of

WSJS, Winston-Salem, N. C. . . . In attendance were local WSJS jocks Dave Wright and Jim Sims; Mark Avery, WTOB; Larry Patrick, and Jimmy Wynn, WAIR; Bill Kanzler, WAAA, and Van Workman, WHPE, High Point, N. C.

New staffers at KXYZ, Houston, are both ex-KLIF, Dallas, men—Dick Williamson and Mark Foster. . . . Johnny Murphy, CKLB, Oshawa, Ontario, Canada, has taken over chief announcer's duties at the station. He also celebrated the first year on the air with his teen-age show, "Spotlight," with "a real swingin' studio party." . . . Paul Cowley, WKLO, Louisville, noted his first anniversary of broadcasting his 9-11 p.m. show from Ranch House, a chain of Louisville Drive-Ins.

New morning man at WGBS, Miami, is Al Leibert, formerly with WTNJ, Trenton, N. J. . . . Ernie Gotthilf, has left KTLW, Texas City, Tex., to join KALV, Alva, Okla., as program director-deejay, and assistant manager. He spins 'em under the name of Ernie Forrester. . . . Chuck Collins anked his KTLN radio post in Denver and moved up the street to KVOI. Collins, blind since childhood, has worked both CBS radio web shows and NBC shows from Hollywood where he conducted morning disc shows, interviews and late evening regional programs.

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

NOVEMBER 30, 1946

1. Rumors Are Flying
2. Ole Buttermilk Sky
3. The Old Lamplighter
4. Five Minutes More
5. The Whole World Is Singing My Song
6. You Keep Coming Back Like a Song
7. The Things We Did Last Summer
8. (I Love You) For Sentimental Reasons
9. To Each His Own
10. The Coffee Song

DECEMBER 1, 1951

1. (It's No) Sin
2. Because of You
3. Cold, Cold Heart
4. Down Yonder
5. Undecided
6. I Get Ideas
7. Domino
8. And So to Sleep Again
9. Slow Poke
10. Jalousie

Hype on U. S. Disk Market In Far East

TOKYO — The market for American recordings is growing in Japan, Korea, Formosa and other areas in the Far East, according to Robert G. Wynn, president of Japan Sales Company, Ltd., firm which supplies American wax to PX's and Ships Stores and is now on the verge of branching out into non-military outlets.

Japan Sales has concluded negotiations whereby it has secured the manufacturing and distributing franchises here for such indie American labels as Starday, Aladdin, Dootone, Peacock, Vee-Jay, Duke, Ember, Unique and others. Negotiations are currently under way with other labels, including firms specializing in jazz.

Wynn intends to introduce rhythm and blues and rock and roll to Japan. The Japanese people, he claims, are already very much interested in American jazz of various eras and types.

The technical qualities of Japanese-pressed LP's and 45's are excellent, according to Wynn. "We do a beautiful job of reproducing the original album cover and label," he states.

LINCOLN CHASE SINGS
"SHE WALKED ME BY"
b/w
"THE LOVE I HAVE FOR YOU"
Dawn 221



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b/w
"ONCE MORE IT'S XMAS"
Regent 7506

By **MARLENE PAULA**

REGENT RECORDS, INC.
NEWARK, N.J.

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.

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- Greenville, S. C.
"Green Door," Jim Lowe, Dot
Phoenix, Ariz.
"Love Me Tender," Elvis Presley, Victor
Madison, Wis.
"Singing the Blues," Guy Mitchell, Columbia
Fort Worth
"When the White Lilies Bloom Again," Leroy Holmes, M-G-M
Syracuse
"Canadian Sunset," Hugo Winterhalter, Victor
Missoula, Mont.
"Jamaica Farewell," Harry Belafonte, Victor
Miami
"Friendly Persuasion," Pat Boone, Dot

• **Reviews of New Pop Records**

• *Continued from page 37*

Breen does a good job singing this Latin-flavored item. Will get spins. (Monument, BMI)

THE RHYTHMETTES

Take a Look in the Mirror . . . 67
VICTOR 6742—Some of the spots by the gal group resound in nice harmony but in general the effort has a very so-so feel. (Zodiac, BMI)
Winter Snow . . . 65
 A most tepid effort that mirrors the season in title only. Triteness of lyric hurts the side. (Sherwin, ASCAP)

MARGIE RAYBURN

Every Minute of the Day . . . 62
LIBERTY 55043—Tune was cut some weeks back by Frankie Marshall on Atco. This synthetic shout is unlikely to get off the ground. (Tiger, BMI)
Take a Gamble on Me . . . 60
 Frantic fem thrashing makes for an unattractive rock and roll coupling. (Daywin, BMI)

GWEN REYNOLDS AND THE PLAINSMEN

'hat Good? . . . 52
GOLDENROD 45—Modestly arranged, or improvised, backing makes this sound like a songwriters' demo. (Ethelbert, BMI)
ROD BARTON, GWEN REYNOLDS AND THE PLAINSMEN
You Magic Hour . . . 52
 Similar stuff, with slim commercial possibilities. (Ethelbert, BMI)

Sacred

JIMMIE WIDENER

Rollin' Tide . . . 77
BIBLICAL 200—Bright, contagious sacred side that could do well in the field, if it gets distribution. (Blue Jay, BMI)
Whose Side Are You On? . . . 76
 Another good sacred reading by a pro artist and group. (Blue Jay, BMI)

Country & Western

DENVER DUKE AND JEFFREY NULL
A Babe, a Star, a Manger . . . 77
BLUE HEN 223—A country Christmas song-story of good quality. Unusual spin fare for c.&w. jocks. Could sell if exposed broadly. (Vokes, BMI)
Christ Who Came to Bethlehem (May Soon Come Again) . . . 76
 As above. (Vokes, BMI)

LAWTON JILES AND TOOTSIE LEE

Santa Claus Forgot Me . . . 75
BAKERSFIELD 107—A pathos-steeped piece of material that concerns a poor little girl who got no presents on Christmas Day. Tootsie Lee is the kid singer who voices the child's plaint, and she would melt the heart of Scrooge. A deejay "natural." (Chris, BMI)

LYNN BILLINGSLEY

Childhood Boogie . . . 70
 According to the singer, the "childhood boogie" is a spanking meted out rhythmically, no less painful for all that. Cute, and will draw smiles and laughs. (Chris, BMI)

Spiritual

THE DIXIE HUMMING BIRDS
Thank You for One More Day . . . 86
PEACOCK 1764—A slow, emotional expression of the power of prayer. Lead man sells in a sensational manner. Should cop plenty of loot in this market. (Lion, BMI)
Get Right Church . . . 84
 A persuasive chanting job by the top-notch group with another great lead solo by Tucker. Plenty of rhythm plus reverence here in a side that will split profits with the flip. (Lion, BMI)

THE SENSATIONAL NIGHTINGALES

Burying Ground . . . 84
PEACOCK 1765—A fervent preachment about the hereafter in a top job by the singers. They reach a frenzied pitch in the wind-up. Solid wax should find its mark. (Lion, BMI)
In My Mind . . . 80
 Some spirited chanting by the group, rising to an exciting pitch. Lead has a dedicated quality that gets over solidly. (Lion, BMI)

CLARA WARD

Redeemed . . . 81
DUKE 213—Clara Ward, as a single, offers what is a masterpiece of its type. A fast, excited testimonial, it builds to an ecstatically joyful climax. The chorus-and-response pattern keeps excitement continually high. (Ward, BMI)
Pay Day . . . 81
 Using homely, every-day speech symbols, the singer effectively presses home an important truth. The dignity and sincere presentation of this reading make a deep impression. Should be a first-rate seller in this market. (Ward, BMI)

LUCILLE BARBEE AND MORGAN BABB

Yes, Call Him by His Name . . . 79
NASHBORO 591—The pair extol the Lord in devoted fashion. A strong churchy rhythm persists thruout with great piano backing. Heavy attention here. (Excellorec, BMI)
Straighten 'Em, Lord . . . 78
 A strong repetitive chant by Sister Barbee with a genuine inside-the-church sound. (Excellorec, BMI)

Childrens Records

DOTTY EVANS
Music for Two-Year-Old (Pts. 1 and 2) . . . 85
COLUMBIA J 289—Simple little songs based on the two-year-old's world—"Telephone Song," "Sand Box Cake," etc. Fills a big need and should sell in great quantities this season, if it gets sales support. A good supermarket item.

BOB KEESHAN (CAPT. KANGAROO)
The Littlest Snowman . . . 83
COLUMBIA JS 291—The popular

TV Captain tells a charming story in rhyme, with chorus adding a song refrain. Imaginative stuff that's bound to intrigue tots, especially thru its attachment of importance to something "little."

'Twas the Night Before Christmas . . . 78
 Straight recitation of the standard poem.

BOB KEESHAN (CAPT. KANGAROO)
More Riddle-a-Diddle (Pts. 1 and 2) . . . 81
COLUMBIA JS 290—Second riddle disk in the pre-school series is more absorbing than the first. Tots addicted to riddles will like 'em all. Good cover.

BOB KEESHAN (CAPT. KANGAROO)
A Riddle-a-Diddle (Pts. 1 and 2) . . . 80
COLUMBIA JS 284—Very simple musical riddles designed for the TV character's pre-school followers. The Kangaroo tag will sell it, and the riddle gimmick will also help.

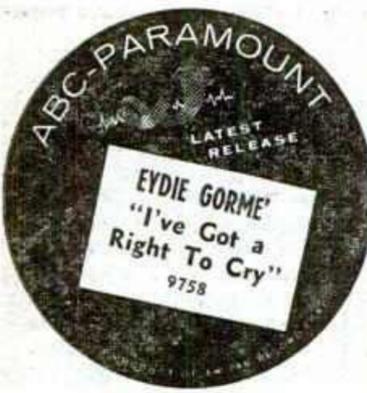
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JAMES BROWN and FAMOUS FLAMES
 FEDERAL 12290

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THE MIDNIGHTERS
 FEDERAL 12285

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SONNY JAMES

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record no. 3602



FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

The first country and western show to play the Coliseum on the new Kentucky State Fairgrounds, Louisville, November 18, met with the approval of 6,100 paid admissions at the matinee performance and 3,200 at night. Featured were such c.&w. satellites as Ray Price, Webb Pierce, Jimmy Dickens, Del Wood, Bobby Lord; Dorothy Ann Ferguson, formerly of WLS, and Pee Wee King, along with a contingent of Louisville talent. William H. King, Louisville booker, set the date. He has a New Year's Eve show and dance slated for the same spot, highlighting such stars as Hank Snow, Ferlin Huskey, Lonzo and Oscar, Judy Lynn, Pee Wee King, Bill Wimberly and His Country Boys and Boyd Bennett and His Rockets.

Sonny James' next release on Capitol is due the first week in January, at about the time his first album is slated to bow. Only two sides of the album, Sonny says, will be old songs of his—the rest all new. . . . Johnny Cash heads up a "Grand Ole Opry" package on a show and dance date at the new Veterans' Memorial Building, Tulare, Calif., December 11. Coy Baker and His Desert Stars will be added features. . . . Pee Wee King is disk-jockeying an hour-long town-and-country-styled show over a Louisville station for a local sponsor. Thru December, King will team with Andy Doll and His Boys, of Oelwein, Ia., for a string of dates in that territory.

Andy Jackson and the Tuxedoed Texans, c.&w. threesome, have moved into the Paramount Lounge, Cicero, Ill., for a seven-week stand. Following the Cicero engagement, the lads plan to head down Mexico way. . . . Eddie Zack (Columbia) and Dick Richards have taken over the operation of the Enlisted Men's Club at the Naval Base at Newport, R. I., and plan to bring in c.&w. names on a regular basis. . . . Rusty and Doug and the Music Makers are set thru December in the Carolinas. While in Nashville for the recent deejay conclave, Rusty and Doug cut a new session for Hickory. Their latest on that label is "Mister Love" b.w. "I'll Understand."

Mimi Roman cut another session for Decca during the recent deejay shindig in Nashville. In addition to her singles, Mimi teamed with Bill Gray on several duets. Miss Roman advises that samples of her newest Decca release, "Cheater's Luck" b/w "Tonight I Made You Mine," are available to deejays who will write to her at her home, 417 Ocean Avenue, Brooklyn 26. "They're also welcome to an 8x10 photo," Mimi says. . . . Don Reno and Red Smiley and the Tennessee Cut-Ups play Nashville, Ga., December 3; Dixie, Ga., 4; Lakeland, Ga., 6, and "Swanee River Jamboree," Live Oak, Fla., with Jim and Jesse McReynolds, December 8. Route was mapped by Carlton Haney, Richmond, Va., booker. Reno and Smiley have a new one on the King label, "If It Takes Me a Lifetime" b/w "Remington Ride."

Kenny Roberts, who put in the last eight years on radio, TV and personals out of Cincinnati and Dayton, O., has joined WWTV, Cadillac, Mich., where he's presenting a new kiddie show, using a live audience, 5-5:30 p.m., Mon-

day thru Friday. Kenny's first Decca recording, just out, is "I'm Looking for the Bully of the Town" b.w. "Broken Teen-Age Heart." . . . Capitol's newest releases in the c.&w. department are Tommy Collins' "I'll Never Let You Go" b.w. "I Wish I Had Died in My Cradle," and Jerry Reed's "You're Braggin', Boy" b.w. "Too Busy Cryin' the Blues."

Bill Carlisle and his unit, now back in Nashville after a brief fling with "Ozark Jubilee" in Springfield, Mo., did a guest shot on "Big D Jamboree," Dallas, last Saturday (24). . . . J. F. Dolan, "Big D" tub-thumper, and Mrs. Dolan are lullabying a new daughter (No. 4), Julie Maureen. . . . Jimmy Martin's newest on the Decca label is "Hit Parade of Love," which he penned in collaboration with Wade Birchfield.

Pee Wee King, Redd Stewart, Eller Long, Jean Shepard, Hawkshaw Hawkins, Wanda Jackson and Bill Wimberly and band are slated to head up a New Year's Day show at the Akron Armory. Business there on the first two shows of the season has been excellent. There is a possibility of scheduling a show for late this month or early in December. If you're interested in working

(Continued on page 41)

LITTLE "LAMBSIE" PENN "I Wanna Spend Xmas with Elvis"

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C&W Best Sellers in Stores

For survey week ending November 21

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
1. SINGING THE BLUES (BMI)—M. Robbins.....	1	11
I Can't Quit (BMI)—Col 21545		
2. CRAZY ARMS (BMI)—R. Price.....	2	26
You Done Me Wrong (BMI)—Col 21510		
3. DON'T BE CRUEL (BMI)—E. Presley.....	3	18
HOUND DOG (BMI)—Vic 20-6604		
4. I WALK THE LINE (BMI)—J. Cash.....	4	26
Get Rhythm (BMI)—Sun 241		
5. LOVE ME TENDER (BMI)—E. Presley.....	5	7
Any Way You Want Me (ASCAP)—Vic 20-6643		
6. SEARCHING (BMI)—K. Wells.....	6	22
I'd Rather Stay Home (BMI)—Dec 29956		
7. WASTED WORDS (BMI)—R. Price.....	11	3
I've Got a New Heartache (BMI)—Col 21562		
8. SWEET DREAMS (BMI)—F. Young.....	7	24
Until I Met You (BMI)—Cap 3443		
9. ACCORDING TO MY HEART (BMI)—J. Reeves....	10	5
Mother of a Honky-Tonk Girl (BMI)—Vic 20-6620		
9. WICKED LIES (BMI)—C. Smith.....	12	6
Before I Met You (BMI)—Col 21552		
11. CONSCIENCE, I'M GUILTY (BMI)—H. Snow.....	8	18
Hula Rock (BMI)—Vic 20-6578		
12. REPENTING (BMI)—K. Wells.....	—	1
I'M COUNTING ON YOU (ASCAP)—Dec 30094		
13. TEEN-AGE BOOGIE (BMI)—W. Pierce.....	15	6
I'M REALLY GLAD YOU HURT ME (BMI)—Dec 30045		
14. YOU'RE RUNNING WILD (BMI)—Louvain Brothers.	15	5
CASH ON THE BARREL HEAD (BMI)—Cap 3532		
15. I'M A ONE-WOMAN MAN (BMI)—J. Horton.....	14	12
I Don't Like I Did (BMI)—Col 21538		

Most Played C&W in Juke Boxes

For survey week ending November 21

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
1. SINGING THE BLUES (BMI)—M. Robbins.....	1	9
I Can't Quit (BMI)—Col 21545		
2. CRAZY ARMS (BMI)—R. Price.....	3	23
You Done Me Wrong (BMI)—Col 21510		
3. I WALK THE LINE—J. Cash.....	4	23
Get Rhythm (BMI)—Sun 241		
4. LOVE ME TENDER (BMI)—E. Presley.....	5	4
Any Way You Want Me (BMI)—Vic 20-6643		
5. DON'T BE CRUEL (BMI)—E. Presley.....	2	16
HOUND DOG (BMI)—Vic 20-6604		
6. BEFORE I MET YOU (BMI)—C. Smith.....	10	8
WICKED LIES (BMI)—Col 21552		
7. POOR MAN'S RICHES (BMI)—B. Barnes.....	6	10
Those Who Know (BMI)—Starday 262		
8. JUST ONE MORE (BMI)—G. Jones.....	6	7
Gonna Come Get You (BMI)—Starday 264		
9. SEARCHING (BMI)—K. Wells.....	8	21
I'd Rather Stay Home (BMI)—Dec 29956		
10. ACCORDING TO MY HEART (BMI)—J. Reeves....	—	1
Honky Tonk Girl (BMI)—Vic 20-6620		

Most Played C&W by Jockeys

For survey week ending November 21

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

This Week	Last Week	Weeks on Chart
1. SINGING THE BLUES—M. Robbins.....	1	11
Col 21545—BMI		
2. I WALK THE LINE—J. Cash.....	3	26
Sun 241—BMI		
3. CRAZY ARMS—R. Price.....	2	28
Col 21510—BMI		
4. ACCORDING TO MY HEART—J. Reeves.....	5	10
Vic 20-6620—BMI		
5. LOVE ME TENDER—E. Presley.....	4	6
Vic 20-6643—BMI		
6. DON'T BE CRUEL—E. Presley.....	7	16
Vic 20-6604—BMI		
7. I'VE GOT A NEW HEARTACHE—R. Price.....	6	4
Col 21562—BMI		
8. I'M A ONE-WOMAN MAN—J. Horton.....	11	12
Col 21538—BMI		
9. SWEET DREAMS—F. Young.....	13	23
Cap 3443—BMI		
10. SEARCHING—K. Wells.....	8	21
Dec 29956—BMI		
11. BEFORE I MET YOU—C. Smith.....	—	3
Col 21552—BMI		
12. GO AWAY WITH ME—Wilburn Brothers.....	—	1
Dec 30087—BMI		
13. WASTED WORDS—R. Price.....	14	3
Col 21562—BMI		
14. I CAN'T QUIT—M. Robbins.....	12	7
Col 21545—BMI		
15. TURN HER DOWN—F. Young.....	9	3
Cap 3549—BMI		

Review Spotlight on . . .

C&W RECORDS

NO SELECTIONS THIS WEEK.

This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

C&W Territorial Best Sellers

For survey week ending November 21

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. Love Me Tender, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. According to Your Heart, J. Reeves, Vic.
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

Dallas-Fort Worth

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

Houston

1. Singing the Blues, M. Robbins, Col.
2. Love Me Tender, E. Presley, Vic.
3. Just One More, G. Jones Sdy.
4. Poor Man's Riches, B. Barnes, Sdy.
5. I Walk the Line, J. Cash, Sun
6. Don't Be Cruel, E. Presley, Vic.
7. Before I Met You, C. Smith, Col.
8. Crazy Arms, R. Price, Col.

Memphis

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Go Away With Me, Wilburn Brothers, Dec.
4. Wicked Lies, C. Smith, Col.
5. Conscience, I'm Guilty, H. Snow, Vic.

Nashville

1. Singing the Blues, M. Robbins, Col.
2. Wasted Words, R. Price, Col.
3. Love Me Tender, E. Presley, Vic.
4. Crazy Arms, R. Price, Col.
5. I Walk the Line, J. Cash, Sun
6. Searching, K. Wells, Dec.
7. Hound Dog, E. Presley, Vic.

Richmond, Va.

1. Singing the Blues, M. Robbins, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. Love Me Tender, E. Presley, Vic.
4. Hound Dog, E. Presley, Vic.
5. You're Running Wild, Louvain Brothers, Cap.
6. I'll Be Satisfied With Love, F. Young, Cap.
7. Crazy Arms, R. Price, Col.
8. Just As Long As You Love Me, J. E. & M. Brown, Vic.

St. Louis

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

Reviews of New C&W Records

TOMMY COLLINS

I Wish I Had Died in My Cradle . . . 80
CAPITOL 3591—There's a strongly reminiscent melody and philosophy on display here and Collins sings the thought with meaningful tones. Waltz tune shapes up as a possibility for the juke boxes. (Shapiro-Bernstein, ASCAP)
I'll Never, Never Let You Go . . . 72
Collins makes vows all over the place on this fairly commonplace ditty. Flip side has a solid edge. (Central, BMI)

GEORGE MORGAN

There Goes My Love . . . 79
COLUMBIA 40792—A fine tune that has some resemblance to Carl Smith's "You Are the One." It is read with vigor and telling impact. Morgan's fans will enjoy this immensely. (Pamper, BMI)
Can I Be Dreaming? . . . 78
Morgan has a pretty, expansive ballad here and he shapes it into an attractive offering that bears his usual artistic stamp. (Acuff-Rose, BMI)

JERRY REED

You're Braggin', Boy . . . 78
CAPITOL 3592—Telling the other boys of his amatory successes, they conclude he's exaggerating a wee bit. The originality of the lyrics and the infectious up-tempo beat make this an easy sell. (4 Star Sales, BMI)
Too Busy Cryin' the Blues . . . 77
Reed belts out a lively rhythm-keeper in a very convincing way here. He has fine material to work with and he styles it knowingly. (Lowery, BMI)

LEE EMERSON

I Thought I Heard You Calling My Name . . . 78
COLUMBIA 21570—Here's a ballad of the chick who flew the coop, sung in mournful, plaintive style by the listenable chanter. A strong contender. (Golden West, BMI)
It's So Easy for You to Be Mean . . . 75
Wailing fiddles back up Emerson's quality effort on this fast-moving but sorrowful opus. Clever lyrics help sell. Jocks will spin it. (Golden West, BMI)

SHEP WOOLEY

Let the Big Wind Blow . . . 77
M-G-M 12382 — Wooley's country rock and roller has more than a little of the great Fats Domino style here. It's a competent blues effort with salt-air theme. (Cordial, BMI)
Honey I'm Lonesome (Telegraph Song) . . . 73
Another rockabilly blues shout with some pop potential. (Cordial, BMI)

MIMI ROMAN

Cheater's Luck . . . 76
DECCA 30128—A fine weeper, as one might expect from the great title. Mimi Roman sings it with a heart full of emotion. Like the flip, a strong one that merits plenty of exposure. (Old Charter, BMI)
Tonight, I Made You Mine . . . 75
Strong country ballad. Mimi Roman belts this out solidly in the traditional vein. Gal steadily improves, and her fans will like this well-recorded side. (Copar, BMI)

JIMMY BOYD

Crazy Mixed-Up Blues . . . 76
COLUMBIA 21571—Boyd's voice is moving down into the lower registers now and many may not recognize it at all. He does a competent job on this traditional-style blues. Lyric is brightened by references to titles of other current hits. (Gold-Ridge, BMI)

(Continued on page 44)

A Smash Hit

"HIT PARADE OF LOVE"

b/w

"YOU'LL BE A LOST BALL"

by

JIMMY MARTIN and The Sunny Mountain Boys

Decca #30118



HAL "LONE PINE"

"Prince Edward Island Is Heaven to Me"

"Down by the Railroad Tracks"

E-4257

Contact local distributor or order direct

FOLK TALENT AND TUNES

Continued from page 40

it, contact Cliff Rodgers at WHHK, Akron.

Terry Parker has left the Dave Folkes aggregation to move her singing talents to Wingham, Ont., where she is appearing each Thursday night on "Circle 8 Ranch" on CKNX-TV and each Saturday night on the CKNX "Saturday Night Barn Dance," backed by Slim Boucher and His Golden Prairie Cowboys. Earl Heywood, Canadian RCA Victor artist, is a regular on the same shows. . . . Jack Kingston is back on "Main Street Jamboree" over CHML and CHCH-TV, Hamilton, Ont., after a successful trek thru Eastern Canada with Wilf Carter (Montana Slim). Jack's latest release on the Quality label is "Castle of Cards" and "Yodeling Cowboy," which he penned himself.

Judy Lynn's new release for ABC-Paramount is "I Slipped Off My Wedding Ring" backed with "Tiptoe." . . . Recent guests on the Palace Pier "Sunday Night Jamboree," Toronto, have included the Pine River Sweethearts, Earl Heywood, Slim Boucher and the Golden Prairie Cowboys, Larry Mercey and Jack Kingston. The Pine River Sweethearts (Mr. and Mrs. Lynn Russwurm) filled the guest slot on the CKNX "Saturday Night Barn Dance," Toronto, Saturday (17).

Gwenie Winters, former deejay and now in the advertising business in Beaver, Pa., has been named American rep for the new English magazine, "Hillbilly Hayride," devoted to c.&w. music. Miss Winters would like to receive news and pictures on c.&w. artists for use in the new English mag, said to be first publication of its kind in that country. Her address is 2-J Street, Van Buren Homes, Beaver, Pa. Miss Winters says country music has grown greatly in popularity in England in the last several years.

Jimmy Lot, of Fort Smith, Ark., has inaugurated "Arkansas-Oklahoma Jamboree" as a regular Saturday night feature at the Sports Arena, Fort Smith. Little Linda Flanagan is one of the regular features. . . . Bill Carter, Skeeter Gardner and Foreman Bill are currently displaying their wares at KECC, Pittsburg, Calif. . . . Tom Edwards, WERE, Clevel-

(Continued on page 44)



Billboard Picks!

LONESOME TRAIN

and LAUGHING BACK THE HEARTACHES

Johnny Bond

Columbia 21565

RED RIVER SONGS, INC. 5927 Sunset Blvd., Hollywood, Calif.

Merry Christmas, Baby!

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c/w **"SLEIGHRIDE" LLOYD GLENN #1021**

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-Also- A Great Spiritual Coupling "SILENT NIGHT" "WHITE CHRISTMAS" SOUL COMFORTERS #1042

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• This Week's R&B Best Buys

GOODNIGHT, MY LOVE (Quintet-House of Fortune, BMI) — Jessie Belvin—Modern 1005—This record has been making a lot of noise out on the West Coast the past few weeks—and attracted a cover by the McGuire Sisters (a pop "Best Buy" this week also). Now it is digging in in other areas. Philadelphia lists it in its top 10 this week and it is also one of New York's best retailing disks. This action is bound to be mirrored in many other markets in the next days. Flip is "I Want You With Me Christmas" (Regent, BMI).

• Review Spotlight on . . . R&B RECORDS

CLYDE McPHATTER

Without Love (Goday-Progressive, BMI)—Atlantic 1117—Here's a beautifully styled weeper-ballad that offers the singer one of his most powerful vehicles to date. Its churchy sound and emotional build-up are memorable features of a disk that has unusually great r.&b. and pop commercial potential. The flip, "I Make Believe" (Progressive, BMI) has a tenderness and heart-felt sincerity that will appeal to a wide audience. The poppish backing is an asset.

CHUCK BERRY

You Can't Catch Me (Snapper, BMI)
Havana Moon (Arc, BMI)—Chess 1645—The top title is featured in the pic "Rock, Rock, Rock" and is one of the two or three most exciting essays of the lot. Over a lickity-split guitar backing, Berry gives the amusing lyrics a very appealing reading. It's a catchy tune that the teen-agers will dig the most. "Havana Moon" is a very unusual ballad, with the picturesque lyrics one associates with the Calypso. Guitar backing features an undulating beat, that combines Latin and rock and roll ideas. Powerful reading could be a "sleeper."

RAY JOHNSON

Love a La Mode (Atlantic, BMI)
No Stone Unturned (Denn, BMI)—Dot 15512—Johnson's first Dot record ought to establish him with little trouble. "Love a La Mode" provides him with some fresh, sassy material that is going to wow the younger set. His reading has humor and class and could be a hit. The flip is a weeper-ballad that shows Johnson also knows how to style the slower, fancier tunes, too. A strong showcase for the singer.

LITTLE WALTER

Take Me Back (Arc, BMI)
It's Too Late, Brother (Arc, BMI)—Checker 852—Two superior sides by a favorite vocalist. "Take Me Back" is a touching pleader shaped over an easy-going blues figure. Good, solid work with flavorsome Southern touches in the backing. "It's Too Late" picks up the beat and the singer works himself to a lather, projecting his characteristic excitement. Southern markets will be especially good targets.

MUDDY WATERS

Just to Be With You (Arc, BMI)
I Got to Find My Baby (Arc, BMI)—Chess 1644—The Southern shouter has a field day with the material at hand. The top side is outstanding for its original lyrics and great sense of beat. Material sustains interest nicely, and builds in dramatic momentum. "I Got to Find My Baby" is simple and unvarnished in its make-up, but the beat again—and the incomparable Chess Southern harmonica and guitar backing—will win a wide audience.

SPIRITUALS

THE SENSATIONAL NIGHTINGALES

Burying Ground (Lion, BMI)
In My Mind (Lion, BMI)—Peacock 1765—A live-wire set of performances that will sell very well to customers in this market. Top side is a fervent preachment about the hereafter. The Nightingales reach a frenzied pitch in the wind-up. In the flip, the singers also work to an exciting pitch. Lead particularly has a dedicated quality that gets over solidly.

• R&B Territorial Best Sellers

For survey week ending November 21

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, Kng.
3. Whatcha Gonna Do When Your Baby Leaves You? C. Willis, Atl.
4. Since I Met You, Baby I. J. Hunter, Atl.
5. In the Still of the Night, Satins, Emb.
6. I Feel Good, Shirley & Lee, Ala.
7. On My Word of Honor B. B. King, RPM
8. Congo Mombo, G. Gable, Exc.
9. Keep It to Yourself S. B. Williamson, Che.

Charlotte

1. I Feel Good, Shirley & Lee, Ala.
2. Honky Tonk, B. Doggett, Kng.
3. Brown-Eyed, Handsome Man C. Berry, Che.
4. Blueberry Hill, F. Domino, Imp.
5. Oh, What a Nite, Dels, VJ
6. Too Much Monkey Business C. Berry, Chs.
7. Hound Dog, E. Presley, Vic.
8. Heebie Jeebies, Little Richard, Sps.

Chicago

1. Blueberry Hill, F. Domino, Imp.
2. Honky Tonk, B. Doggett, Kng.
3. Slow Walk, S. Austin, Mer.

Cincinnati

1. Slow Walk, S. Austin, Mer.
2. Honky Tonk, B. Doggett, Kng.
3. Out of Sight, Out of Mind Five Keys, Cap.
4. I Feel Good, Shirley & Lee, Ala.
5. Blueberry Hill, F. Domino, Imp.
6. I Can't Quit You Now, O. Rush, Cba.

Detroit

1. Slow Walk, S. Austin, Mer.
2. Blueberry Hill, F. Domino, Imp.
3. Since I Met You, Baby I. J. Hunter, Atl.
4. I Feel Good, Shirley & Lee, Ala.
5. Oh, What a Nite, Dels, VJ
6. Dimples, J. L. Hooker, VJ
7. Let the Good Times Roll Shirley & Lee, Ala.

Los Angeles

1. Honky Tonk, B. Doggett, Kng.
2. Don't Be Cruel, E. Presley, Vic.
3. Oh, What a Nite, Dels, VJ
4. Love Me Tender, E. Presley, Vic.
5. Blueberry Hill, F. Domino, Imp.
6. Goodnight, My Love, J. Belvin, Mod.

(Continued on page 44)

Rhythm & Blues Notes

By GARY KRAMER

The spiritual record market, after a few seasons of slack activity, is showing signs of new vitality. Like other segments of the business, it has learned (the hard way) the necessity of developing new artists, of adding new ingredients to the traditional material, of exploiting the TV medium and of presenting better balanced and more streamlined formats in the concert field. Mahalia Jackson's Carnegie Hall appearance in New York on Sunday (18) reflected an appreciation of these points. The show, her sixth in the Hall, was a departure from the lengthy, sprawling programs of the past. While it was as satisfying as the others, it introduced fresh faces and talents, and cut the show down to more easily digestible proportions. Duke Ellington, as emcee, helped to give a brisk pace to the proceedings. There was a more modern touch that emphatically invited a broader portion of the general public than has been true in the past.

Deejay Zenas Sears of Atlanta, visiting in New York, commented on the liveliness of interest in gospel music in his area. He felt that the material has improved a great deal, and commented: "As long as the public is provided with top material, gospel music need never go into a decline." On his station, as much as eight hours a day are devoted to spiritual programming. Some of the recent outstanding issues in the idiom are those by the Sensational Nightingales, the Dixie Hummingbirds, Clara Ward (as a single on Duke), Lucille Barbee and Morgan Babb, the Swan Silvertones, the Soul Satisfiers, the Christland Singers, the Singing Sons, the Kelly Brothers, the Staple Singers, Rev. Cleophus Robin-

(Continued on page 43)

• Reviews of New R&B Records

THE WILLOWS

Don't Pull, Don't Push, Don't Shove . . . 82
CLUB 1014—A successful combination of lyrics, beat and performance that ought to add up to a very big one for the group. It's a cute, swifty, rather humorous opus that has an irresistible commercial appeal. (Royal, BMI)

This Is the End . . . 77

The lead shouts out his grief over the break-up of his romance. The group gives out a slow-beat harmonized accompaniment that sets off the lead to a "T." Pretty and very nicely done. (Royal, BMI)

ETTA (MISS PEACHES) JAMES

Good Lookin' . . . 81
MODERN 1007—This side is a blues with a rocking beat. Etta James sings it with a world of heart. One to watch. (Modern, BMI)

Then I'll Care . . . 77

Etta James' vibrant, exciting voice is well-recorded on this side. There are a couple of interesting rhythm changes. The backing shows the Domino influence. A bright disk which deejays will like. (Modern, BMI)

GUITAR GABLE

Guitar Rhumbo . . . 80
EXCELLO 2094—A standout Southern instrumental side for jocks and jukes, with Gable contributing his usual brand of first class guitar solo work on a catchy theme with a sound beat. Also good for pop jocks. (Excellorec, BMI)

Irene . . . 78

King Karl chants effectively on an appealing lament, backed by Gable's artful guitar. (Excellorec, BMI)

BOBBY RELF

I'm Not Afraid . . . 78
DOT 15510—Relf swings thru this rhythm job with a smart and sales-worthy reading. Disk is well cut and smart arranging backs Relf to the

(Continued on page 44)

It's Big!
Vee Jay—228
"For All We Know"
b/w
"Never Leave Me Baby"
Sonny Til's
ORIOLES
VEE-JAY Records, Inc.
2129 S. Michigan Ave. Chicago
Phone: CAIumet 5-6141

Breaking for a Smash
FRANKIE LYMON and THE TEEN AGERS
BABY BABY
b/w
I'M NOT A JUVENILE DELINQUENT
See 1026
GEE
220 W. 42 ST., N. Y. C.

FOR A REALLY HAPPY HOLIDAY!
WHITE CHRISTMAS
CLYDE McPHATTER and the Drifters
Atlantic 1048
ATLANTIC RECORDING CORP.
157 West 57 St., N.Y.C.

RED HOT!!
Amos Milburn
Every Day of the Week
Girl of My Dreams
3340
Aladdin RECORDS
Los Angeles, Calif.

GETTING BIGGER AND BIGGER!
SHIM SHAM SHIMMY
By Charlie Singleton
#2600
DJ's, Reliable Distributors—Order Now.
CHASE RECORD CO.
255 W. 144th St. N. Y. C.
Phone: Audubon 3-9172

Picked by Cash Box and Billboard
The Instrumental of the Year!
SAM PRICE
and his Texas Bluesicians
"RIB JOINT"
b/w
"TISHOMINGO"
Savoy 1505
SAVOY RECORD CO.
58 MARKET ST. NEWARK, N. J.

DUKE RECORDS' New Sensation
CHUCK EDWARDS
moves you with
"IF YOU LOVE ME"
(Like You Say You Do)
b/w **"YOU MOVE ME"**
Duke #159
DUKE RECORDS
2809 Erastus St. Houston 26, Texas

R&B Best Sellers in Stores

For survey week ending November 21

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

This Week	Last Week	Weeks on Chart
1. HONKY TONK (PARTS I & II)—B. Doggett.....	2	16
King 4590—BMI		
2. BLUEBERRY HILL (ASCAP)—F. Domino.....	1	8
Honey Chile (BMI)—Imperial 5407		
3. SLOW WALK (BMI)—S. Austin.....	4	3
Wildwood (BMI)—Mercury 70963		
4. OH, WHAT A NIGHT (BMI)—Dels.....	7	4
Jo-Jo (BMI)—Vee Jay 204		
5. LOVE ME TENDER (BMI)—E. Presley.....	5	7
Any Way You Want Me (BMI)—Vic 20-6643		
6. I FEEL GOOD (BMI)—Shirley & Lee.....	10	2
Now That It's Over (BMI)—Aladdin 3338		
7. SINCE I MET YOU, BABY (BMI)—I. J. Hunter.....	—	1
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
8. DON'T BE CRUEL (BMI)—E. Presley.....	3	16
Hound Dog (BMI)—Vic 20-6604		
9. GREEN DOOR (BMI)—J. Lowe.....	6	6
The Little Man in Chinatown (BMI)—Dot 15486		
10. IN THE STILL OF THE NIGHT (BMI)—Satin.....	9	14
Jones Girl (BMI)—Ember 10005		
11. ON MY WORD OF HONOR (BMI)—B. B. King.....	13	3
Bim Bam (BMI)—RPM 479		
12. WHATCHA GONNA DO WHEN YOUR BABY LEAVES YOU? (BMI)—C. Willis.....	—	1
JUANITA (BMI)—Atlantic 1112		
13. TOO MUCH MONKEY BUSINESS (BMI)—C. Berry.....	8	6
BROWN-EYED, HANDSOME MAN (BMI)—Chess 1635		
14. SLOW WALK (BMI)—B. Doggett.....	—	1
Hand in Hand (BMI)—King 5000		
15. THOUSAND MILES AWAY (BMI)—Heartbeats.....	15	3
Oh, Baby, Don't (BMI)—Hull 720		

Most Played R&B in Juke Boxes

For survey week ending November 21

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

This Week	Last Week	Weeks on Chart
1. BLUEBERRY HILL (ASCAP)—F. Domino.....	1	8
Honey Chile (BMI)—Imperial 5407		
2. HONKY TONK (PARTS I & II) (BMI)—B. Doggett..	3	13
King 4950—BMI		
3. SINCE I MET YOU, BABY (BMI)—I. J. Hunter...	—	1
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
4. DON'T BE CRUEL (BMI)—E. Presley.....	5	14
Hound Dog (BMI)—Vic 20-6604		
5. LET THE GOOD TIME ROLL (BMI)—Shirley & Lee	2	15
Do You Mean to Hurt Me So? (BMI)—Aladdin 3325		
6. ON MY WORD OF HONOR (BMI)—B. B. King....	—	1
Bim Bam (BMI)—RPM 479		
7. I FEEL SO GOOD (BMI)—Shirley & Lee.....	—	1
Now That It's Over (BMI)—Aladdin 3338		
8. CONFIDENTIAL (BMI)—S. Knight.....	8	2
Jail Bird (BMI)—Dot 15507		
9. JUANITA (BMI)—C. Willis.....	—	2
Whatcha Gonna Do When Your Baby Leaves You? (BMI)—Atlantic 1112		
10. HEBBIE JEBBIES (BMI)—Little Richard.....	—	2
She's Got It (BMI)—Specialty 584		

Most Played R&B by Jockeys

For survey week ending November 21

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

This Week	Last Week	Weeks on Chart
1. BLUEBERRY HILL—F. Domino.....	1	9
Imperial 5407—BMI		
2. HONKY TONK—B. Doggett.....	2	14
King 4950—BMI		
3. IN THE STILL OF THE NIGHT—Satin.....	7	12
Ember 10005—BMI		
4. I FEEL GOOD—Shirley & Lee.....	6	2
Aladdin 3338—BMI		
5. SINCE I MET YOU, BABY—I. J. Hunter.....	—	1
Atlantic 1111—BMI		
6. STILL—L. Baker.....	4	7
Atlantic 1104—BMI		
7. *LOVE ME—E. Presley.....	—	1
Vic EPA-992—BMI		
8. SEE SAW—Moonglows.....	—	5
Chess 1629—BMI		
9. WHEN MY DREAMBOAT COMES HOME—	—	13
F. Domino.....		
Imperial 5386—ASCAP		
10. I CAN'T LOVE YOU ENOUGH—L. Baker.....	9	9
Atlantic 1104—BMI		
11. HONEY CHILE—F. Domino.....	10	4
Imperial 5407—BMI		
12. OUT OF SIGHT, OUT OF MIND—Five Keys.....	—	3
Cap 3502—BMI		
13. BAD LUCK (BMI)—B. B. King.....	—	1
RPM 468—BMI		
14. SLOW WALK—S. Austin.....	—	1
Mercury 70963—BMI		
15. DON'T BE CRUEL—E. Presley.....	9	15
Vic 20-6604—BMI		

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

Rhythm & Blues Notes

Continued from page 42

son, the Original Five Blind Boys and the Kansas City Soul Revivers.

Zenas Sears, on his Gotham visit, exceeded a big concert at the Laurel Hill Auditorium in Newark, that featured Ray Charles and his band Saturday (17). Not only did Charles sing and officiate at the piano as usual, on this occasion he also proved he can blow some mean alto sax. Despite the big rainstorm that night, the house was s.r.o., and made up of adults primarily. . . Fats Domino brought his band into New York's Neapolitan City last week. . . The Ink Spots, headed by Charlie Fuqua, have just recorded an album for Verve Records that is a recap of Ink Spots hits of yesteryear. Norman Granz thinks that the lead now with the group is as exciting as their original one—and thinks that this, plus those sentimental narrated choruses, will make for a big LP.

Carl Edelson, formerly bookkeeper of Apollo Records, has formed the Club label in New York and issued his first releases. One features Jay Saunders, a 14-year-old seen on the Horn and Hardart TV show. The other stars the Willows, the kids who clicked with "Church Bells May Ring." Other rock and roll disks soon to be released are by the Cherokee band; the Duvals, a Bronx group of teen-agers; and the Crescents, featuring Pat Cordel. Handling a.&r. duties is Lloyd Pemberton, the writer of "Suffering With the Blues," Little Willie John's current record.

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Groove 4C-0175

BEN GHAZI ENTERPRISES, Publisher
1587 Broadway, New York, N. Y.

9 FAST MOVING RECORDS 9

Argo #5259 'AIN'T GOT NO HOME' by Clarence Henry	Chess #1641 'I'LL BE SPINNING' by Johnnie and Joe	Chess #1644 'JUST TO BE WITH YOU' by Muddy Waters
Chess #1645 'YOU CAN'T CATCH ME' by Chuck Berry	Chess #1646 'OVER AND OVER AGAIN' by The Moonglows	Checker #848 'BEHIND THE SUN' by Daddy O Gibson
Checker #849 'DING DONG' by The Chickadees	Checker #852 'TAKE ME BACK' by Little Walter	Checker #853 'WOULD I BE CRYING' by The Flamingos

CHESS-CHECKER-ARGO RECORD CO.

4750 So. Cottage Grove Ave., Chicago 15, Ill.

All Phones: KENwood 8-4342

Reviews of New C&W Records

Continued from page 41

Rockin' Down the Mississippi...74
An amusing mixture of the country and rock and roll idioms.

COUNTRY PARTNERS
Pretty Polly...75
VICTOR 6738—Here is some real country sound served up in style with Bill Price belting out the vocal.

WYNN STEWART
That Just Kills Me...75
CAPITOL 3596 — Here's a light, bright ditty with punchy lyrics.

(FUZZY) OWENS
Arkie's Got Her Shoes On...74
TALLY 106—Arky's a lady who's used to the barefoot bit.

Unsurspassed in Quality at any Price
Genuine 8"x10" Glossy Photos
5 1/2¢ EACH
Post Cards \$26 per 1,000

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Every room newly decorated.

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QUALITY PHOTOS IN QUANTITY
100 8x10...\$ 7.99
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Send for our latest price list of great ORIGINAL gaglines, monologs, dialogues, parodies, skits, etc.

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Circulars—Free
Dance—COSTUMES—Clown
Special costumes made to order
The Costumer DESIGNERS AND RENTERS
238 State St., Zone B Schenectady, N. Y.

Beware of a Stranger...71
Some simple, homespun philosophy gets a whirl here by the talented pipes of Owen.

ANITA CARTER
If I Had Needle and Thread...73
VICTOR 6737—Thrush gets a lot of projection into a promise to sew herself up to the boy friend.

ANN RAYE
Stranger...72
DECCA 30105—A pretty ballad sung in expressive tones to the one who used to be more than a stranger.

GEORGE RICH
Easy to Get...71
TALLY 105 — Everybody (including piano and guitar) quavers on this essay about a lady of relatively easy virtue.

JIMMY LAUDERDALE AND THE FOUR TUNES
The Sad Side of the Record...70
JOPZ 501—A swiny performance by Lauderdale. Song has an unusual idea which may appeal to deejays.

BOB CORLEY
Bah! Humbug!...68
VICTOR 6741—Keyed to the season, this is Corley's interpretation of Dickens' "A Christmas Carol."

THE BERRY KIDS
Love Me, Love...65
M-G-M 12379—Country group doesn't sound at home with this rock and roll type ballad.

Other Records Released This Week

Popular
Chinatown, My Chinatown; Washington and Lee Swing—Tom and Dan, Unique 365
The Gettysburg Address (Pts. 1 and 2)—(Lord) Richard Buckley, Hip 301

Rhythm & Blues
Cuddle Up, Honey; Nine Hundred Miles (Away From Home)—Floyd Smith, Mark 1041

FOLK TALENT AND TUNES

Continued from page 41

land, hopes to announce plans for a new TV country music show almost any day now.

Tabby West, formerly of "Ozark Jubilee" and "Grand Ole Opry," is now a regular in the cast of "Town Hall Party," Compton, Calif., while doubling on personals in the area.

With the Jockeys
Frank Page is the new program director at KWHK, Shreveport, La., replacing Horace Logan, who resigned recently to devote his full time to booking country and western talent, with headquarters in Shreveport.

Joe (Cannonball) Lewis, 1155 Gilbert Avenue, Cincinnati 2, advises that deejay copies of Carl Smith's recording of "Before I Met You" and Lester Flatt and Earl Scruggs' waxing of the same tune are available to jockeys who'll write him at the above address.

New staffers at WTCW, Whitesburg, Ky., are Lesley (Buster) Pack, who works the morning shift, and Bill Gregory, who, in addition to handling afternoon shows, acts as chief engineer.

Number of Releases This Week

Table with 4 columns: Label, Pop, C&W, R&B. Lists various record labels and their release counts for different genres.

Reviews of New R&B Records

Continued from page 42

hilt. Rates spins. (Quintet-House of Fortune, BMI)
Little Fool...76
The chanter gets in a slow, emotional mood here with a deeply felt ballad effort.

WILLIE DIXON
29 Ways...77
CHECKER 851—A double-entendre novelty-rhythm ditty, which should see a lot of retail action, even if air play is limited.

DADDYO GIBSON
Night Train...76
CHECKER 848—Gibson creates a fine mood with his artful organ solo work on the blues standard.

BIG BOY MYLES
Hickory Dickory Dock...76
SPECIALTY 590 — A personable reading on a swiny rhythm-novelty with an infectious tempo.

DONNA HIGHTOWER
He's My Baby...75
RPM 481—The thrush describes her rock and roll lover, and finally gets completely carried away in a frenzy of enthusiasm.

THE SOPHOMORES
Ocean Blue (Mountain Green)...75
DAWN 223—The Sophomores belt out this pretty song with a swiny zest.

LAZY LESTER
I'm Gonna Leave You, Baby...74
EXCELLO 2095—"You stay drunk all the time," the vocalist complains, and so he's cutting out.

JAY SAUNDERS
I'm Still in Love With You...71
CLUB 1012 — A popish weeper-ballad of above-average appeal.

DAVE DAY AND THE RED COATS
Calypso Rock...69
KAPP 163—Singer gets able support from Red Coats on a quite novel blend of Calypso and r.&r. beats.

COUNTS
Sweet Names...69
NOTE 20000 — A leisurely intoned ballad that features a catalog of "Sweet names."

A rhythm side on which the group in unison chants out a listenable lyric over a driving boogie figure. Not bad. (Condor, BMI)

THE COHORTS
Flippin' and Floppin'...68
NOTE 20001—A delightful "down home" type instrumental, with a bluesy piano pitted against a simple, but solid rhythm accompaniment.

Country Blues...67
On this side a guitar is added, and on it a Southern-style blues is expertly intoned. The little touches added by the piano man are inspired.

THE YOUNGSTERS
Christmas in Jail...67
EMPIRE 109 — A Christmas song with a difference. He's spending the holiday in the clink, because he had too much to drink.

PAT CORDEL
My Tears...66
CLUB 1011—Pat Cordel has a high, thin voice. She does an adequate job with this routine ballad.

R&B Territorial Best Sellers

- 7. On My Word of Honor B. B. King, RPM
8. Green Door, J. Lowe, Dot
9. Since I Met You, Baby I. J. Hunter, Atl.

New Orleans

- 1. Blueberry Hill, F. Domino, Imp.
2. Honky Tonk, B. Doggett, Kng.
3. In the Still of the Night, Satins, Emb.
4. Don't Be Cruel, E. Presley, Vic.
5. Heebie Jeebies, Little Richard, Spe.
6. See-Saw, Moonglows, Chs.

New York

- 1. Thousand Miles Away, Heartbeats, Hul.
2. Blueberry Hill, F. Domino, Imp.
3. Oh, What a Nite, Dels, VJ
4. Honky Tonk, B. Doggett, Kng.
5. On My Word of Honor B. B. King, RPM
6. Slow Walk, S. Austin, Mer.
7. Since I Met You, Baby I. J. Hunter, Atl.

Philadelphia

- 1. Blueberry Hill, F. Domino, Imp.
2. Honky Tonk, B. Doggett, Kng.
3. Goodnight, My Love, J. Belvin, Mod.
4. Thousand Miles Away, Heartbeats, Hul.
5. Congo Mombo, G. Gable, Exc.

St. Louis

- 1. Please, Please, Please, J. Brown, Fed.
2. Blueberry Hill, F. Domino, Imp.
3. Oh, What a Nite, Dels, VJ
4. Honky Tonk, B. Doggett, Kng.
5. On My Word of Honor B. B. King, RPM
6. Slow Walk, S. Austin, Mer.
7. Since I Met You, Baby I. J. Hunter, Atl.

Washington, D. C.

- 1. Honky Tonk, B. Doggett, Kng.
2. Slow Walk, S. Austin, Mer.
3. Green Door, J. Lowe, Dot
4. Love Me Tender, E. Presley, Vic.
5. I Feel Good, Shirley & Lee, Ala.
6. Since I Met You, Baby I. J. Hunter, Atl.
7. Blueberry Hill, F. Domino, Imp.
8. Oh, What a Nite, Dels, VJ
9. Don't Be Cruel, E. Presley, Vic.
10. Thousand Miles Away, Heartbeats, Hul.

SCENTED SPINS FOR MOODY DJ'S

NEW YORK—In a move to cater to the deejays' sense of smell as well as hearing, Capitol Records national pop records promotion manager, Joe Mathews, is sending gratis bottles of Femme perfume to key jocks across the country this week.

NOVELTY PLUS PUBLICITY

Success of Holter East Tour Builds Up Hopes for Beam

GOSHEN, N. Y.—Excellent results marked the first extensive tour of the Gene Holter Ostrich Races and Wild Animal Show thru the East. Ward Beam, of Ward Beam Associates, who booked the unit at 105 dates, credited the novelty of the show and an extensive advertising-promotion campaign for its great success.

An all-time opening afternoon grandstand record was reported at the Ionia (Mich.) Free Fair. An afternoon and a night performance at the Lisbon (O.) Fair topped all records for 26 years. Records were also reported for the Norwalk (O.)

Al Sweeney Inks Spencer Auto Races

CHICAGO—Al Sweeney, president of National Speedways, Inc., IMCA auto race organization, has signed to operate three auto race meets at the '57 Clay County Fair, Spencer, Ia. The Sweeney organization last held the race contract at the Iowa annual in 1952.

The program will include two big car meets and one late model stock car event.

Signing of the Spencer fair brings to four the number of '57 fairs inked by Sweeney thus far. Already signed are the Florida State Fair, Tampa, with four big car meets; North Iowa Fair, Mason City, one stock and one big car meet, and the Missouri State Fair, Sedalia, two stock car and three big car programs.

Witmer Again Memphis Prexy

MEMPHIS—Wallace Witmer, Memphis advertising executive, was re-elected president of the Mid-South Fair at its annual board meeting.

Named to serve with Witmer, all new officials, were Howard Tayloe, Tayloe Paper Company, first vice-president; Boyd Arthur, Manufacturers' Rubber & Supply Company, second vice-president; William N. Fry Jr., Fischer Lime & Cement Company, secretary, and Wilson Mount, program director of radio Station WMCT, treasurer.

The board named September 20-28 as the fair's 1957 dates.

Boston Garden Leader Feted

BOSTON—Walter A. Brown, general manager of the Boston Garden, was honored Saturday (17) for his efforts to help underprivileged children, by 500 sports celebrities and civic and religious leaders at the Hotel Somerset.

At a dinner opening the fund-raising drive for the Boston Association for Retarded Children, Brown presented an \$8,500 check, proceeds of the dinner, to the campaign. It was accepted by Edward J. Powers, Boston Garden treasurer, chairman of the drive.

Fair and the Norwich (N. Y.) Fair. At the latter spot two shows set a mark despite rain.

Bligh Dodds, of the Gouverneur (N. Y.) Fair, said a Saturday afternoon performance was the biggest in the history of his event. A shortage of ticket sellers and police resulted in the crowd getting out of hand at the Port Royal (Pa.) Fair. Two shows were given but many hundreds were reported disappointed when a third show could not be given because of Sunday blue laws. A date at the Petersburg (Va.) Fair was big.

At the North Carolina State Fair, Raleigh, the show was switched indoors to the Coliseum when faced with a rainout. Also there was only an hour's time and public address system to publicize the switch, the performance drew 4,500.

The advertising-publicity campaign was costly but had an important effect on many of the dates played, Beam said.

To Beam the success of the tour indicates that a novel attraction, with good publicity backing, will pay off handsomely at fairs.

Leahy Denies Sale of Fair

DANBURY, Conn.—Stories about the rumored sale of the Great Danbury Fair property, saying that the 1956 edition was the fair's last, are unfounded, John Leahy, general manager, said this week.

Leahy said the 88th running of the novel Eastern event will be from next September 28 thru October 6, featuring improvements to the Gold Town, New England Village and Windmill Park attractions.

A development which should improve access to the grounds is the new and wider street thru Danbury, which opened at a celebration November 15.

Leahy said the 1957 fair will offer several new features, still retaining the old, such as the traditional oxen-drawing contest, which will be held eight of the nine fair days. One day, Wednesday, is devoted to the "parade of champions" in which all livestock on the grounds is paraded along the walkways and before the grandstand.

Saskatoon Adds Barn

SASKATOON, Sask.—Construction has started on a \$24,000 race horse barn and a \$2,000 greenhouse at the fairgrounds of the Saskatoon Exhibition.

Martin Anticipates Nifty Season Repeat in 1957

BOSTON—Business was up for the Al Martin Agency this year and, as a result, the booker is encouraged to plan a more liberal use of names, a full-scale revue with novel features, package-type presentations and some giveaway gimmicks planned to heighten interest in fair activities in particular.

Some of the contemplated formats were used experimentally, although only partially, last season, Martin said.

Giveaway devices designed to boost attendance will be borrowed from the successful store of such

GEORGE FLINT JOINS BARNES

CHICAGO—George B. Flint, veteran outdoor attractions booker, has joined the staff of the Barnes-Carruthers Theatrical Enterprises here as a sales representative.

Flint has been with the Boyle Woolfolk Agency for 16 years and for two years with the Woolfolk subsidiary of the Associated Booking Corporation. With the Barnes office, he will retain his fair accounts of long standing in the Midwest and South and will also break in some new territory under the agency's expansion plans.

Propose 100G Kiddieland at Calif. Fair

SACRAMENTO, Calif.—A proposal to install a \$100,000 Kiddieland on the California State Fair & Exposition grounds was made by the George W. Paige Enterprises of Chicago to the fair's board here last week.

According to the proposal, the park would be installed either on the present fairgrounds or the proposed site. The Kiddieland would operate thruout the year with the possible exception of two winter months.

The board instructed Dudley T. Fortin, fair manager, to investigate the offer and make a report.

Maple Leaf Arena Nets 289G For Best of 25 Winning Years

TORONTO—The highest net profit in its history was scored for its unbroken line of 25 financial victories by Maple Leaf Gardens. Its financial report showed a net of \$298,786 for the year ended August 31.

The venture has rung up a profit each one of its 25 years. This year's figure represents a gain of 45.5 per cent over 1955 profits of \$199,163.

The sports center was launched during the depression by Conn Smythe, president. Since then its use has grown steadily and its walls have rung to everything from circus calliopes to grand opera—as well as its bread-and-butter hockey business.

The sponsors faced a grim struggle financing the project. Workmen putting up the structure agreed to accept 20 per cent of their wages in shares. Those who

GOTHAM NOTEBOOK

Lack of Show Scrip Hobbles Train Travel

NEW YORK—Gloom encompassed that group of brethren who are used to taking in both the New York and Chicago outdoor show festivities, by using railroad show scrip to solve the costly transportation problem. In decline for the past several years and eliminated now, the bulky scrip after added up to a bushel or more on a single train heading for the Windy City.

First Miss for Bess

Bess Hamid missed her first National Showmen's Association Banquet and Ball in 19 years because of a virus. The bothersome bug also kept the past president and sparkplug of the Ladies' Auxiliary from attending the testimonial dinner.

From North and South

The Ottawa contingent, partied by the World of Mirth and GAC-Hamid, was headed by Stan Higman. Manager Jack Clarke was absent because of the concurrent staging of the Ontario fair meeting in Toronto. He will be in Chicago, however. Another sizable group, also hosted by the WOM, was from Richmond, Va. It included Mr. and Mrs. L. T. (Pete) Christian and Ben Tucker, along with many friends of Mr. and Mrs. Frank Bergen.

A Fashion Plate

Sartorial splendor marked the attire of Bernard (Bucky) Allen, NSA past president and dais guest. The overseas operator, who took time off from his Dominican Re-

public World's Fair activities, wore a handsome ruffled shirt.

Basiles Double Up

The brothers Basile, Joe and Charlie, waved the baton for dinner music. Genial Joe, who has been on hand for every one of the 19 banquets, started the proceedings and the left then left for table hopping.

Some of Everything

It was a time for fun, business and reminiscing. The fun was everywhere; business lurked in dark corners. The reminiscing took the form of such choice bits of nostalgia as Phil Isser's recollection of the time Uncle Harry Eddels worked his concession made up as a Chinaman, with pigtailed, yet.

Proud Ride Papa

Proud papa Harry Flanagan was showing off photos at the open house, but instead of baby pictures, they were shots of the new Scrambler which has arrived for addition to his Shamrock Shows. Harry set the ride up as soon as it arrived. Got to have all the pieces before he takes the unit out, he noted.

Pants Take Long Trip

Jeff Harris went thru a ton of frustration getting his tuxedo from Boston to the New York banquet, because the pants arrived via *(Continued on page 57)*

Mickey Rooney Tours Arenas For Food Chain

HOLLYWOOD—A unit featuring Mickey Rooney is playing auditoriums in Texas, New Mexico and Colorado for two weeks, starting Saturday (17).

The tour is sponsored by the Kerry Market chain and calls for Rooney and comic Joey Forman to do 10 one-nighters, one two-night and one three-night stand, starting in El Paso. The public will be admitted free as part of the markets' promotion.

Rooney and Forman, who just concluded a two-week engagement at the Cocomat Grove, Los Angeles, will wind up their tour December 1 in Lubbock, Tex.

Lethbridge, Alta., Receives License For Pari-Mutuels

LETHBRIDGE, Alta.—The Lethbridge Exhibition board has received a license to promote pari-mutuel flat racing and harness racing.

C. E. Perry, secretary-manager, said efforts to obtain the right to run pari-mutuel racing in Lethbridge have been under way for three years. Next step is to obtain membership in the Western Canada racing circuit.

If Lethbridge is accepted into the circuit, Perry said, there may be pari-mutuel racing next year. The races would not be held in conjunction with the exhibition.

Under the license received, the board can conduct one flat race meet lasting 14 days, or two seven-day race meets with an interval of 20 days between each. It can also sponsor 14 days of harness racing without stipulation as to the length or frequency of meets.

Edmonton, Alta., To Expand Use Of Grandstand

EDMONTON, Alta.—Edmonton Exhibition officials are seeking ways to increase the use of the 8,000-seat grandstand at the fairgrounds.

A. J. Anderson, general manager, said consideration is being given to presenting productions along the lines of Vancouver's Theater Under the Stars, now a summer institution. He said plans for this project might include a removable canopy for the attractions platform.

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ST. DOM'S LEVELED
500G Blaze Ruins Arena in Lewiston

LEWISTON, Me.—A sudden, devastating fire on Sunday (25) destroyed the 2,600-seat St. Dom's Arena here, with the loss of \$500,000 only partly covered by insurance. Built only seven years ago, the wooden building had been steadily improved over the years of its operation by the Dominican Fathers.

The building, measuring 240 feet by 130, was insured for \$100,000, according to Omer Cloutier, chairman of the operating committee. An emergency meeting was held the night of the fire by gen-

eral manager Rosaire L. Halle and other directors of the corporation, but no plans were made for the future.

The blaze happened just after the opening of the hockey season on the previous night, when the Bates Fabrics won a game with the Waterloo (Que.) Maroons. They were to have played again on Sun-

(Continued on page 53)

Ontario Arena Group Elects

NIAGARA FALLS, Ont.—Officers and directors of the Ontario Arenas Association were announced here last week by Clare C. Dahmer, manager of the Stamford Memorial Arena and secretary-treasurer of the association.

Officers were elected at the association's recent business meeting. They are:

James Webb, Orillia Community Center, Orillia, president; Dahmer, secretary-treasurer; H. M. (Bob) Crosby, Kitchener Memorial Auditorium, Kitchener, past-president; W. J. Dahmer, Welland-Crowland Arena, Welland, first vice-president, and Walter Smillie, Sarnia Arena, Sarnia, second vice-president.

Directors are Tom Dickson, Leamington Recreation and Agriculture Center, Leamington; Gord Mavity, Classic City Arena, Stratford; Larry O'Brien, Oakville and District Memorial Community Center, Oakville; Frank Westoby, Dundas Arena, Dundas; Ted Steadman, Town Hall, Trenton, and H. W. J. (Barney) Barnett, Sault Memorial Gardens, Sault Ste. Marie.

Wes Allsopp, Barrie Arena, Barrie, is public relations director.

1st Drive-In Starts Boom In Australia

SYDNEY, Australia — The first drive-in theater in Australia opened Wednesday night, October 24, in the suburb of Bankstown. Named the Twin Drive-In, it was erected by Twin Drive-In Theaters, an M-G-M subsidiary which bought the license from a private subsidiary for a reported \$225,000.

Cost of the installation is said to be \$675,000 and the capacity is 1,320 cars. Tops of the screen towers are 72 feet from the ground. Separate car parks for 800 vehicles are provided for cars waiting for the second nightly session.

This is a 22-acre location and is one of five drive-ins licensed in New South Wales. The others are all under construction, and are of the single-screen type.

Golden State Concentrates On Pyro Shows

SAUGUS, Calif.—Golden State Fireworks Manufacturing Company will again concentrate on pyrotechnic displays after six years of specializing in defense work for the Armed Services, Patrick Lizza, owner-president of the company and head of the Bermite Powder Company, said here last week.

The fireworks company has produced the displays at the Tulare County Fair, Tulare, Calif., since 1921; the California State Fair and Exposition, Sacramento, since 1922, and the Los Angeles County Fair since 1926.

Golden State returned to the fireworks manufacturing business following World War II, during which it produced ammunition. When the Korean War came in 1950, the company and Bermite Powder Company went into full operation on defense work. During that time, however, Golden State handled pyrotechnical contracts, mostly in California. This unit also developed new pyrotechnic devices, including the simulated atomic bomb for military training.

All-Nite Sing Gospel Units Turnouts Boom

TALLAHASSEE, Fla. — Although relatively unnoticed, the All-Nite Sing promotions in the Southeast are fast gaining in stature as an entertainment medium. Loy McCormick, operating out of this city, offers sturdy competition to the rock 'n' rollers thru 10 or more of the leading gospel-singing groups which he books into auditoriums hereabouts. On occasion, ball parks have been used, and units have also been featured at Southern fairs.

Tours booked by McCormick run upwards of 300,000 miles a year, attracting over 2,000,000 attendees at an average top of \$1.25. His annual payroll approximates \$1,000,000. A typical example is Thomasville, Ga., where the sings have packed a local auditorium for performances spaced over 97 consecutive months for a conservative 200,000 total attendance.

CNE Studies \$6 Million Sports Arena

TORONTO—Plans for a gigantic horseshoe-shaped \$6,000,000 sports amphitheater to seat 64,840 have been submitted for consideration by the Canadian National Exhibition.

The plans, as envisaged by general manager Hiram McCallum, will incorporate the 21,000 seating capacity of the present CNE grandstand.

By building an upper deck on one of the proposed new stands, using temporary portable bleachers at the end of the field and filling three bays at the north end of the largest new stand, the seating capacity could ultimately be increased to 79,015.

The structure would be of reinforced concrete up to and including the first seating deck. Above that, it would be steel frame with a reinforced concrete second deck.

The exterior walls would be brick to the top of the third-floor level. Above that, they would be of aluminum siding. Midway concession spaces under the large stand would be provided with removable shutters.

McCallum predicted the stadium would bring in \$305,000 a year in gross revenue. With maintenance

WINTER FAIRS

- Florida
- Arcadia—DeSoto Co. Fair, Jan. 14-19. A. G. Erickson.
 - Dade City—Pasco Co. Fair Assn. March 6-9. J. F. Higgins.
 - De Land—Volusia Co. Fair Assn. March 4-9. Lee Maxwell.
 - Eustis—Lake Co. Fair & Flower Show Assn. March 11-17. Karl Lehmann.
 - Fannin Springs—Suwannee River Fair & Livestock Show, Jan. 23-25. L. C. Cobb, Trenton.
 - Fort Myers—Southwest Fla. Fair Assn. Feb. 4-9. Robert Hippelheuser.
 - Largo—Pinellas Co. Fair Assn. Feb. 26-March 2. J. H. Logan.
 - Orlando—Central Fla. Fair Assn. Feb. 18-23. C. T. Bickford.
 - Palmetto—Manatee Co. Fair Assn. Jan. 28-Feb. 2. W. H. Kendrick.
 - Plant City—Hillsborough Co. Jr. Agri. Fair Assn. Dec. 13-15. D. A. Storms.
 - Punta Gorda—Charlotte Co. Fair Assn. Jan. 14-19. Harry Jack.
 - Sarasota—Sarasota Co. Fair Assn. Jan. 14-19. Kenneth Clark.
 - Sebring—Highlands Co. Fair Assn. Feb. 25-March 2. B. J. Harris Jr.
 - Tampa—Fla. State Fair, Jan. 29-Feb. 9. J. C. Huskisson.
 - West Palm Beach—Palm Beach Co. Fair Assn. Jan. 18-26. Lamar Allen.

deducted, he said the net revenue would be more than \$200,000.

The largest single revenue producer would be parking—bringing in at least \$100,000 a year. Baseball, rental and concessions would draw \$85,000; football, \$75,000; other sports, \$30,000, and restaurants and miscellaneous, \$15,000.

There is a potential of between 8,000 and 10,000 parking spaces on the CNE grounds, said McCallum.

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ARENAS & AUDITORIUMS

Droettboom's Cage Plan Serves Many Purposes

By TOM PARKINSON

A LITTLE-HERALDED annual program is about to get under way at the Field House of the College of Puget Sound in Tacoma, Wash., and with it come illustrations of community service and good auditorium-arena management at the same time.

Some years ago, Manager Ted Droettboom found that the Field House was being damaged nearly every weekend. This expense for broken windows, damaged doors and other vandalism reached \$100 and \$150 weekly, an unpleasant discovery for each Monday morning.

Droettboom knew that the damage was caused by youths who wanted to use the Field House basketball courts, and they wanted this bad enough to try breaking in. The manager's reaction was the reverse of that many people would have taken.

WITH AUTHORITY FROM his board, he arranged to open the basketball courts to the teen-agers that wanted to play. First there were about 30 or 40 youngsters. Now—three winters later—the usual attendance is 300 to 400 per Saturday. These now range from 7 to 8-year-olds to middle-aged men. The enthusiastic turnouts continue from about Christmas time until mid-March.

The action ended the damage, saving that repair expense. But more, it has earned good will thruout the city. Public school facilities are closed over the weekend, the very time their gyms could be used. Tacoma recreation department facilities are not available then either. So it is the Field House which fills the need.

DOETTBOOM'S SYSTEM works this way: Each person is charged 25 cents admission. This covers the cost of lights and heat, he figures. His own services are donated. The Field House is open from noon until 5 p.m. each Saturday and Sunday. Six baskets on the three courts are available.

Droettboom himself supervises the activities. He watches to see that all persons get turns at the baskets for free-throw practice. Sometimes basketball players from the college also are on hand, and they or high school cagers often act as unofficial "coaches" for the other boys who are playing.

An added development is that such groups as Boy Scout troops now have begun asking for court time, and Droettboom finds himself keeping a reservation book for these special groups.

HE HAS GONE FARTHER. For a specific period the boys keep a count of how many baskets they score. The youth who runs up the largest total is awarded a Field House trophy by the manager. The ten runners-up are awarded passes to the State's "B" tournament of high school basketball, which is held at the building in March.

The Field House was in the spotlight when President Eisenhower appeared there recently. It is making news by winning a vote from the State board to keep the cage tourney there, and the college has a plan for a new stadium to be built in a couple of years, increasing Droettboom's activities. There is a new 2,000-car parking lot.

But it is for news that the Field House is open again for weekend basketball that many in Tacoma wait most eagerly. That announcement is made without fanfare, because Droettboom is convinced there would be many more cagers than they could accommodate if there were any additional publicity.

EYE-CATCHERS

Low-Cost Signs Rated High At N. C. Events

A NOVEL, low-cost sign with plenty of flash was developed this year by Dr. J. S. Dorton for use at the Cleveland County Fair, Shelby, N. C.; Southern States Exposition, Charlotte, N. C., and the North Carolina State Fair, Raleigh.

Produced for directional, informative and labeling purposes, the signs feature lettering on a translucent cloth-type material on two sides. Twenty-five-watt bulbs border the narrow interior space between the two sides and make the opaque printing stand out vividly at night. Modern design adds to their attractiveness.

A little lumber, comparatively simple wiring and the services of a lettering artist were needed. Signs can be changed with a minimum of effort.

Cedar Rapids, Ia., Ends Fiscal Year With 16G Surplus

CEDAR RAPIDS, Ia.—The All-Iowa Fair ended its year's activities, including the fair, with an excess income of \$16,640.99 over expenses before depreciation, it was announced at the organization's annual meeting. Non-fair activities included several State and national livestock shows, sales and type conferences.

Judge Charles Penningroth was re-elected president of the fair; Edwin C. Evans, vice-president; Lumir Stritesky, secretary, and Robert H. Caldwell, treasurer.

The executive committee, in addition to the officers, includes O. J. Elsenbath, W. O. Fraser, Ray Hoppel, Herbert Killian, William B. Quarton and Charles Sovern. New directors are James Coquillette, Duane Arnold, Harold Woito and Harry Chadima.



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Arena Recap

Great Falls Arena Plan Falls Short . . .

GREAT FALLS, Mont.—A petition by which a bond issue would be proposed to voters here failed to produce enough names. Therefore a proposal to issue bonds for a \$2,250,000 arena will not be made.

Bayonne, N. J., Plans Municipal Stadium . . .

BAYONNE, N. J.—A municipal stadium costing an estimated \$500,000 has been proposed here. The structure would be near Bayonne High School.

Sports Arena Planned At Taunton, Mass. . . .

TAUNTON, Mass. — A proposed sports arena here would cost an estimated \$2,000,000.

Saskatoon Names New Arena Manager . . .

SASKATOON, Sask.—Appointment of R. J. Norman Couch as manager of the Arena rink for one year has been announced by city council's Arena committee. Six applications were considered.

Start New Arena At Estevan Fair . . .

ESTEVAN, Sask. — Work is under way on construction of the Estevan Agricultural Society's arena at the fairgrounds. Cost is expected to be about \$150,000. Money is being raised by loans, donations and community projects.

Louisville Armory Lists Major Show Events . . .

LOUISVILLE—Schedule of the Louisville Armory included Elvis Presley, November 25 and Harlem Globetrotters, November 26. Coming are "Show of Shows," with Julius La Rosa, December 10; three-quarter midget auto races, January 6, with four more tentative dates set if the event clicks; "Holiday on Ice," January 29-February 6, and Polack Bros. Circus, February 18-24.

Texas Town Plans New Auditorium

McALLEN, Tex.—A \$500,000 municipal auditorium is being planned here.

New Jersey Town Proposes Building

MADISON, N. J.—A \$900,000 project proposed here would include a 1,500-seat auditorium, a gymnasium and a swimming pool.

Toledo Sports Arena In Busy Season

TOLEDO, O. — Sports Arena here had the Carabinieri Band on Friday (16), Victor Borge Tuesday (20), and Elvis Presley, Thursday (22). "Holiday on Ice" runs November 26-December 2; Fred Waring, December 5, and the Cisco Kid on December 18, for a high-paced schedule. In addition to these shows are sports events and other bookings.

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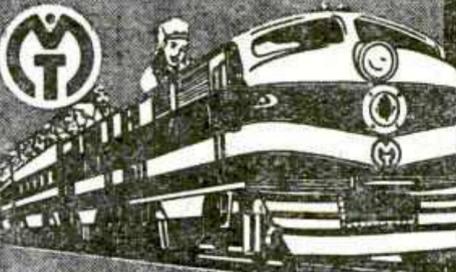
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TOLEDO, O.—A new cotton candy machine, that is said to produce floss that is finer and at a faster rate of speed, has been perfected here. The unit, known as the Kotton "Kandy King," has a pre-heater and can thus give immediate production as the spinner head is turned on. The machine is equipped with 110 steps of heat control to give the operator more production from each pound of sugar while it produces a finer grade of candy at a faster rate.

Special features include a 25-inch pan and a 14-by-11-inch base equipped with an easy-to-clean aluminum front panel. The entire unit is mounted on compression springs for quiet operation and is powered by a one-third-horsepower General Electric motor. Each candy maker carries a money-back guarantee and a one-year guarantee on most materials and all workmanship, the maker announced.—Concession Supply Company, 3916 Secor Road, Toledo 13, O.

Automatic Coffee Urn

MASSILLON, O.—A fully automatic electric percolator urn for making large quantities of coffee without heavy pans or screens has been introduced. Action is said to start in seconds and stops at the peak of the flavor. Current is automatically turned to low heat to keep the brew hot. Two sizes are available, 48 and 72-cup capacities. The unit is 14½ inches wide at the base and operates on 110-120-volt alternating current. — Enterprise Aluminum Company, Massillon, O.

Speedy Shake Maker

ROCKTON, Ill.—An automatic continuous freezer that is said to speed up preparation of malts and shakes is being manufactured here. The mix is poured directly into a refrigerated hopper which holds it at low temperatures. Automatic mix feed, synchronized with the draw-off rate, keeps the freezer properly loaded for continuous

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service. Air is filtered thru a sterilizer.—Tekni-Craft, Rockton, Ill.

Simple Food Warmer

NEW KENSINGTON, Pa.—A food warmer that heats and freshens hot dog and hamburger buns, rolls, muffins and pre-cooked meats, has been introduced. Tiny jets of dry steam penetrate foods in seconds so that it can be served hot to patrons. Unit is 14½ inches wide, 15 inches deep and 11 inches high.—Aluminum Cooking Utensil Company, Wear-Ever Building, New Kensington, Pa.

Animal Keep and Care Added To Strates' Winter Chores

NEW YORK — James E. Strates, long weighted with the responsibility of operating a huge railroad show, has added worries now in the between-seasons period with the keep and care of the large stock of animals acquired several months ago.

The beasts, including three elephants, a hippopotamus, some lions and bears, along with assorted lesser animals, have ravenous appetites. A number, of course, are meat eaters and the cost of fulfilling their diet requirements is considerable.

A carload of hay from Strates' upstate New York farm was added to the show train and hauled to the Orlando, Fla., winter quarters. This will do for a starter for the hay burners, but much more will be needed.

Strates is not dismayed, however. He is sure that the cost of acquisition and upkeep will be more than met by the value of the menagerie as an attraction with this midway organization.

When acquired, it was reasoned that the animals would provide a prime attraction when presented in a special top immediately behind the shows' main entrance at still dates. Patrons will view the beasts free after paying their admission to the grounds. At fairs the animals will be used as a pay attraction.

Strates, in here for the National Showmen's Association festivities, still has no thought of sending out a second railroad unit, altho he has considerable surplus equipment. This is so, despite the fact that the

Carnival Routes

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All Valley: Donna, Tex.
Empire State: Elsa, Tex.; Mission Dec. 3-16.
Hottle, Buff. No. 2: La Place, La.
Latin American: Hebronville, Tex.
Louisiana Greater: Galliano, La.
Miller, Ralph R.: Varberie, La.
Shoporama: Sierra Vista Ariz.
Tinsley, Johnny T.: Greenville, S. C.
Turner, Scott Rides: Orlando, Fla., 26-Jan. 1.

Circus Routes

Gould, Jay: Black River Falls, Wis., 4;
Medford 5; Mondovi 6; New Richmond 7;
Red Wing, Minn., 8; Ladysmith, Wis., 10;
Viroqua 11; Tomah 12; Rushford, Minn., 13; New Prague 14; Springfield 15; Appleton 17; Fulda 19.
Henson Bros.' Indoor Circus: Tullahoma, Tenn., 28; McMinnville 29; Shelbyville 30;
Murfreesboro Dec. 1.
Polack Bros. Western: Charleston, W. Va., 29-Dec. 2.
Strong, John A.: (Country Club Mart) Sacramento, Calif., 26-Dec. 1.

Miscellaneous

Burke's Wild Cargo: Spartanburg, S. C., 27-29.

THE FINAL CURTAIN

ASTLEY—Fred, 82, in private life Fred Lorenzo Crick, proprietor of Astley's American Circus, in his hotel in Northants, England, November 4. (Details in Circus Section.)

ELLIS—Douglas, former showman, November 18 at his home in Augusta, Ky.

RIECK—Johnnie H., 76, former stuntman who appeared in silent films, with medicine shows and as a stunter at outdoor events, October 26 at his home in Greenville, S. C. Born in Espjberg, Denmark, November 20, 1880, he came to this country to tour with many outdoor shows and work as stand-in for such well-known

old-time stars as Lon Chaney, Douglas Fairbanks and Harold Lloyd. Survived by his widow, Adelia. Burial in Woodlawn Memorial Park, Greenville.

THOMPSON—Myrtle, 54, organist for Barnes-Carruthers grandstand shows from 1950-1955, November 15 after an extended illness. Burial in Oskaloosa, Ia.

Catskill Animals In Store Work

NEW YORK—Twenty-four animals from Roland Lindemann's Catskill Game Farm, Catskill, N. Y., form the hub in the Christmas promotion of Gimbel's department store which got under way Saturday (17).

Ice Shows

Holiday on Ice of 1957: Toledo, O., 27-Dec. 2; Kansas City, Mo., 4-9. Ice Capades, 16th Edition: El Paso, Tex., 27-28; San Diego, Calif., Dec. 1-9; Phoenix, Ariz., 25-Jan. 2. Shipstads & Johnson's Ice Follies of 1957: Hershey, Pa., 27-Dec. 8; New Haven, Conn., 9-16; Philadelphia, Pa., 25-Jan. 13.



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PRODUCT HYPOS:

Survey, Auction Help California Exhibitors

LOS ANGELES — The Consumer Survey Council at the California State Fair and Exposition in Sacramento and the Mystery Price Auction at the Santa Clara County Fair in San Jose were two of the outstanding product merchandising plans featured at California fairs during 1956.

The Consumer Survey Council, a scheme of tabulating honest public opinion on appliances, grew out of a chance remark by Kenneth Fry, chief of the State Fair's bureau of exhibits. He suggested the fair's assistance to California industries thru professional judging be extended to give the manufacturer more conclusive evidence of his product's selling potential.

The Survey Council was open to any national manufacturer whose products were either made or distributed in California. It offered California State Seal Medals in all classes, with the winners determined by the State fairgoers themselves. It also provided personal and public reaction, duly authenticated, that would require an investment of thousands of dollars plus the services of a professional research staff if undertaken by the manufacturer himself.

From the manufacturers' point of view, the Survey Council gave opportunity of showing what was new in his products and enabled a personal demonstration of the functional features of each product to prospective buyers.

Santa Clara's "Mystery Price Auction" seems to have taken up where the Survey Council left off. For in San Jose the products shown during the seven-day fair were sold to fairgoers on closing day. William A. Straub, who assumed the management of the fair early this year, worked closely with the exhibitors in putting over this new type of selling.

As the State Fair's Survey Council started only this year, entries were limited to the appliance field. As an added inducement for fairgoers to act as judges for the council, they were given an opportunity to win one of the appliances which they rated. All of the displayed appliances were given away on the final day of the fair. They included refrigerators, freezers, ranges, washers, dryers and dishwashers in addition to the combination refrigerator-freezers and washer-dryers.

Frank Allen, supervisor of exhibits at the State Fair, said he felt that one of the outstanding features of the new attraction was that it "... solved the manufacturers' problem of having to draw their best sales personnel from usual lines of endeavor to staff exhibits of conventional type..."

In addition, the program gave the public a chance to become acquainted with 10 of the outstanding features of each of the

(Continued on page 50)

Name Cullman Top Yank for Brussels Fair

NEW YORK—United States participation in the 1958 Brussels World's Fair will be under supervision of Howard S. Cullman, long-time chairman of the New York Port Authority.

Cullman has been sworn in as commissioner general in charge of the American displays. Congress has passed on a \$4,000,000 appropriation for the project, which is viewed as insufficient and likely to be supplemented.

Dates of the vast enterprise, in which 50 nations have indicated they will participate, are mid-April thru October, 1958. More than 35,000,000 visitors are expected to view the event, which will reportedly be at least as big as the New York World's Fair of 1939.

La. State Maps \$100,000 Plant Bldg. Program

SHREVEPORT, La.—The Louisiana State Fair has proposed the expenditure of between \$100,000 and \$150,000 on plant improvements in time for next year's run.

Joe Monsour, secretary-manager, said that proposed improvements would include additional sidewalks, new rest rooms, improvements in the stage and other facilities in the grandstand area, refurbishing of livestock barns and the installation of seats on the east and west sides of the Youth Building.

N. C. McGowen, president of the fair, announced that the 1957 fair would be held October 19-27.

Western Assn. To Feature Advt. Clinic

SACRAMENTO—The Western Fairs Association will feature an ad clinic during its annual convention, which opens Monday (3) at the Hotel Del Coronado in Coronado, Calif., Louis S. Merrill, WFA general manager, announced.

The clinic, which will seek ways to help fair management build attendance thru an understanding of the best application of advertising techniques and to determine what constitutes a realistic budget, will be emceed by A. G. Marquardt.

He is manager of the Antelope Valley Fair and Alfalfa Festival in Lancaster, Calif.

Rilea Doe, vice-president of Safeway Stores, will discuss the importance of national defense establishments. Nelson McIninch, director of agricultural broadcasting services for KNX radio, Hollywood, is scheduled to speak on the impact of radio as an advertising

(Continued on page 50)

CNE Fem Bldg. To Include New Theater

TORONTO—When the Canadian National Exhibition Women's Building is completed next June it will include as one of its facilities a 1,350-seat theater.

The ramp-style house will be used during the big expo for demonstrations and fashion shows, but during the off-season will be expected to maintain itself.

The theater will have a fly-gallery with an opening 50 feet across and a depth of 40 feet, large enough to stage the best in theater, according to Jack Arthur, CNE executive producer.

Adequate parking facilities will be available and the theater will be equipped with modern lighting and a turntable stage.

Kentucky State To Run 10 Days

LOUISVILLE—The Kentucky State Fair will add a day to its '57 run and will operate 10 days, official: announced here last week. Tentative dates will be September 6-15, with the fair opening on Friday and ending on Sunday.

Success of a professional football game at the '56 fair may mean the promotion of two such games next year, with both slated for the two Sunday afternoons.

FAIR ASSN. MEETINGS

Western Fairs' Association, Hotel Del Coronado, Coronado, Calif., December 3-6. Louis S. Merrill, Sacramento, Calif., general manager.

West Virginia Association of Fairs, Huffner Hotel, Charleston, December 7-8. James T. Hetzer, P. O. Box 589, 307 Bank Arcade, Huntington, secretary.

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, Jan-

uary 2-4, Win H. Eldridge, 315½ 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.

(Continued on page 50)

Mich. State Ups Gate, Expands Auto Races

DETROIT — The Michigan State Fair will increase its outside gate admission price and expand its auto race program in '57, Donald L. Swanson, manager, announced.

The board of managers last week okayed an increase in admissions from 60 to 75 cents, with children under 14 still on a cuffo basis. The hike at the gate is the first since '51 and is due to increased expenses, Swanson said. Since that time the budget has jumped from \$550,000 to today's \$800,000, he pointed out.

Special days for veterans, children, teachers, old timers and other

groups will be continued with no charge at the gate.

Expansion of the fair's auto race program will see three meets instead of the one held in recent years. Auto races have been the biggest single money-maker for several years and it is planned to have races on the first Saturday and the two Sundays.

THRILLCADE
FLEET OF 57 CARS
Supercharged
SUICIDE STUNTS BY WORLD FAMED DAREDEVILS
LONGEST OF MOVIE TV STUNTMASTERS CIRCUS HEADLINERS POLO CHAMPIONS SPEEDWAY STARS And Others Who DEFY DEATH TO LIVE
P. O. Box 1533 • South Side Station
PHONE 66766 • Springfield, Missouri

\$60,000 Admin. Building Set For San Mateo

SAN MATEO, Calif. — Construction of the \$60,000 Administration building for the San Mateo County Fair and Floral Fiesta is under way here as another step in a long-term expansion plan.

The new structure will replace a 50-year-old house that has been used for the Fiesta administrative activities for some years, William M. Wilson, manager, said.

When the brick and stucco Administration building is completed,

(Continued on page 51)

FOR ENTERTAINMENT
—CONTACT—
JIMMIE DOWNEY
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WANTED
ACTS AND ATTRACTIONS
Of all types for 1957 Fairs and Celebrations.
HAL GARVEN AGENCY
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WE'RE READY TO BOOK

- ★ A GOOD CARNIVAL
- ★ GRANDSTAND ATTRACTIONS
- ★ FREE ACTS—THRILL SHOWS

1957 DATES: AUGUST 12-17

WESTERN N. C. FAIR

HENDERSONVILLE, NORTH CAROLINA

HERE ARE SOME FACTS

- ★ 30,000 paid admissions 1956
- ★ Large exhibit hall, building more space for 1957
- ★ WNC Hereford Show & Sale (opens circuit)
- ★ \$12,000,000 industrial income
- ★ \$10,000,000 Agricultural Income
- ★ Summer Vacation Mecca
- ★ No competition in area for 30 days

We are liberal with carnival and concessions.

This Fair is on its way up again

Contact: **DAVE W. COOLEY, Manager**
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Fair Manager also manages Horse Show, North Carolina Apple Festival and Chamber of Commerce

A NEW GRANDSTAND SHOW FOR 1957 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

Booked Exclusively By **GAC-HAMID**

8 S. Michigan Ave. Chicago, Ill.

For Your Fair...Park...Celebration Book

THE MALKO TROUPE

Flying Trapeze Artists
MIKE MALKO P. O. Box 322 Bloomington, Ill.

NAAPPB Convention Starts at Chicago

Election of Officers, Banquet-Ball Mark Activities Scheduled for Tuesday

CHICAGO — Amusement park men from thru the nation converged on Chicago Saturday and Sunday (24-25) for the 38th annual convention of the National Association of Amusement Parks, Pools and Beaches.

The conclave will be at the Sherman Hotel thru Wednesday (28).

In conjunction with it is the NAAPPB annual trade show, where manufacturers and suppliers of show equipment display their wares.

General park sessions are in the afternoons, while a special series of discussions about beach and pool operation is scheduled for the mornings.

By Tuesday (27), the park men will be well along in their schedule

of business sessions and discussions of various phases of park operation.

On Tuesday morning directors of the NAAPPB will meet to elect officers. A slate of six directors will have been elected on the floor of the convention Monday.

Tuesday night will bring the annual banquet and ball in the grand ballroom of the hotel. Following the dinner there will be a show, produced by MCA, and the evening will be rounded out with dancing.

Wednesday afternoon sessions will complete the convention. One of the highlights then will be the awarding of plaques for service to various sections of the amusement park industry.

Kiddieland operators will take part in the attendance sessions this year, and attendance is expected to be limited to NAAPPB members.

Expectations are that several buyers of equipment for new Kiddielands and similar layouts will be on hand during the convention.

Housing Will Add Residents For Playland

NEW YORK — Another major section of Rockaways' Playland boardwalk midway has been paved with colored concrete, the color being Egyptian green and the space covering 7,500 square feet.

The project also includes tunneling to contain conduit and piping. Playland is using A. C. Horn's Colorundum for the job. A division of Sun Chemical Company of Long Island City, the firm will have a speaker at the Chicago convention of the National Association of Amusement Parks, Pools and Beaches, who will discuss maintenance.

The Tilt-A-Whirl has been taken down for refurbishing, while boardwalk footage at its site is being replaced with paving.

Twenty-eight new eight-story apartment buildings will be on the Rockaway property designated by Robert Moses, chairman of the Committee on Slum Clearance. The 45.17 acres, assessed at \$4,628,000, ends seven blocks from Playland, and Moses said the property would be sold at public auction before May, 1957. He said summer rentals would not be permitted in the area during the coming season.

Long-range effect on the amusement area may be beneficial as there are 1,763 low-income all-year families affected, which will be replaced by housing for 2,107 apartments at average rentals of \$38 per room. There have also been 1,400 summer rentals which will be lost to the area, however, but the permanent housing contemplated will be to families with much higher incomes.

Section to be converted is adjacent to the beach, from 74 to 90 streets.

terests at the beach claim victory by the dregs will ruin the resort. Some beach businessmen are threatening to move away. Others are looking into the possibility of seceding from Salisbury.

Sans Souci Expanding Parking, Picnic Areas

WILKES-BARRE, Pa. — Bad weather effects were offset somewhat last season by moving Sans Souci Park's picnic facilities indoors. The spot suffered from weekend rains which were prevalent in the area, and the management decided to shift picnic tables and restaurant facilities into the enclosed ballroom.

James L. Brown, park secretary-treasurer, notes the activity had moderate success in affording shelter and conveniences to picnickers, encouraging them to try and wait out the showers rather than make a break for home.

The park this year increased all of its advertising outlets, including newspapers, radio, TV and outdoor media. In addition, a combination rate for kiddie ride strip tickets was very well received. Also stimulating kiddie attendance was the regular Wednesday award of a bicycle.

Plans for 1957 are to build two

more picnic groves complete with roof shelter sheds and fireplaces. This will stretch to 10 the total of picnic groves available. In addition, the opening will find an expanded parking field, since black-topping for 500 more cars has just been completed. This facility has become one of the management's major problems.

Picnicking as a major aspect of the park operation has developed steadily over the years. The 53d season, 1956, saw a good many societies, schools, churches, PTA's and civic organizations continuing the tradition of mass turnouts featuring basket lunches. One of the big days was the annual Orphanage Day outing, wherein hundreds of volunteers working for the orphanage helped make the affair a big success, with all money raised at the picnic being given to the charity.

President and general manager of the park is Edward J. Lee.

New Motels To Adjoin Seaside Park

NEW YORK — In the planning stage for some time, and now reaching the actual construction phase, is the lavish motel development of Dudley Cooper and Jack Greenspoon, who also operate Seaside Park at Virginia Beach, Va.

The motel will be called Ocean Ranch and will be located just north of the park area. First phase of the project will have 42 units on two levels. Second phase, likewise to have 42 living units, will also feature a swimming pool. The motel is expected to open next summer, Greenspoon reported.

Seaside Park was the scene of extensive rebuilding this year, following a fire which did more than \$200,000 worth of damage in late 1955.

Recout Okays Package Sales For Salisbury

SALISBURY, Mass. — Things aren't going to be quite so arid at this big beach resort, after a recount of the dry vote on package stores. Voters last week outlawed all forms of liquor to be consumed on the premises was 778 against and 776 for.

The recount changed this to 770 for and 762 against. The tally on killing the sale of liquor to be consumed on the premises was one-sided, and was not recounted.

Concessionaires, night club and cafe owners and other business in-

Survey, Auction Help Expo

• Continued from page 49

appliances on display, an accomplishment made impossible in the large department and appliance stores. Participants were then asked to rate these features.

For so doing, the participants were awarded a certificate stating that they had personally judged in the Council Survey.

Early Planning

A great deal of research went into planning the Survey Council. It was on solid ground for the State Fair had featured the Consumer Reaction Council, suggested by Fry, five years ago. It was a public opinion survey of processed food products in which the reactions of hundreds of persons were recorded as to both sight and taste of the array of sample products. In 1954 over 11,000 samples were passed out in the Foods and Hobbies Building, along with questionnaires upon which the consumer indicated his like or dislike of a particular food.

All products and entries were identified only by code numbers. Gold medals were awarded the winning product of each type, on the basis of attainment of a predetermined score. Scoring was done under the supervision of trained home economists.

The Consumer Survey Council took over from this point. But before it was attempted, manufacturers were contacted and asked for their reaction to the program as possible aid to both the producer and consumer.

At the Santa Clara County Fair the Mystery Price Auction was balled by signs and over the loud speaker system. The items were moved into an open area and surrounded the auctioneer's stand.

When the final afternoon came to a close, the gavel hit and the products were on sale. A dress that sold in a downtown store for \$40 had the mystery price of \$25. Appliances, contour-type chairs and other items were also available at low prices.

Oddly enough, the products selling for the most money went first and fastest. One fair representative explained that buyers knew the retail prices of these and were immediately cognizant of the savings being offered.

These two types of judging and selling were successful at these fairs. No doubt they will be continued, for they show conclusively that the fair is a market's best showcase.

Thompson Adds 3d Kiddieland

ALEXANDRIA, La. — Jimmie Thompson here has contracted with the city of Lake Charles, La., to operate a Kiddieland there and he has returned from a buying trip on which he acquired rides for the project.

He also reported that his Kiddieland at Alexandria has shown a 25 per cent increase in business this season, a hike he attributes to the new rides installed there. These are a new Coaster, new Merry-Go-Round and new Kiddie Train.

Meanwhile, his Mobile, Ala., Kiddieland has had a set-back this year, with the blame going to a six-week period of rain at the height of the season.

Acquired for the Lake Charles Kiddieland are Merry-Go-Round, Tank ride, Boat ride, Jolly Caterpillar, Sky Fighter, Kiddie Ferris Wheel, Kiddie Train, and Pony Cart ride. He expects to add major rides shortly.

Thompson said he plans to attend the Chicago convention.

FAIR ASSN. MEETINGS

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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, Snowhegan, 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.

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.

Oklahoma Association of Fairs, Hucklins Hotel, Oklahoma City, February 4-5. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

Texas Association of Fairs and Exhibitions, 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.

Western Assn.

• Continued from page 49

medium. Terry H. Lee, of KOVR in the San Joaquin Valley, will talk on television's part in the promotion of fairs. Ben Reddick, of the California Newspaper Publishers' Association, will demonstrate how a newspaper ad can be the key to gate building success.

Other speakers will include J. Rembrandt George, of Foster & Kleiser, outdoor advertising company; Leon Pratt, staff artist with Larry E. Klump Company, Inc., of Stockton, Calif.; and Sam Abbott, of The Billboard, Hollywood. Abbott's talk will be a report on the publication's publicity clinic held earlier this year in Chicago.

ROLLER RUMBLINGS

Nat'l Skating Queen Contest Set by RSFA

NEW YORK—Glamour-packed finals at a plush vacation spot like Miami Beach, Hollywood or Las Vegas are planned for the 1957 National Skate Queen Contest, first major project of the newly formed Roller Skating Foundation of America. Action on a rink level is tentatively pegged for February 1 to March 15.

Early planning calls for city and State competition to follow, March 16 to April 15, with finals coming in early May.

According to Joseph F. Shevelson, executive secretary-treasurer of RSFA, the contest should be a sure-fire publicity getter on all levels. Unlike many other events of its type, emphasis will be on the All-American, well-scrubbed, kid-sister-type girl that best typifies the American roller skater. Shevelson feels these girls should be naturals for newspapers, magazines and TV.

To foster competition and publicity on all levels, local committees will soon be formed.

"Much credit for the Skate Queen contest on a national basis should go to men like Cap Seferino, who has long advocated such a promotion," said Shevelson.

"We are also using many ideas from the highly successful metropolitan New York area Skate Queen contest, conducted annually by Bill Love's New York Journal-American skating column since 1941. It is expected that Love will work closely with us on the National event."

According to Shevelson, the J.-A. event drew up to 3,500 entrants when conducted with eliminations at 10 rinks and Stork Club finals—and as many as 600 when run as a one-rink promotion at Empire in Brooklyn. Winners generally received an all-expense cruise to Bermuda as main prize.

The RSFA plans to use the Journal's age-bracket, 16 to 26, and the same judging standards: charm, natural attractiveness and personality. Present thinking calls for a finalist in each State plus

additional ones from cities with populations over the half-million mark.

For additional publicity on a nation-wide basis, the final winner will be flown to New York for a network TV appearance.

50 Skaters Compete In Colorado Contest . . .

DENVER—Nearly 50 contestants from five Eastern Colorado rinks participated in the first dance-of-the-month contest last week at Mammoth Rink here. The competition, designed primarily as a business builder and to get more skaters interested in dance competition, provides amateur skaters with an opportunity to compete against others of equal experience. Harry Sigman, owner of Mammoth Gardens, says that the monthly competitions to be held at a different rink in the State each month, is a co-operative venture between rink owners, but that Mammoth will also have its own dance competition each month for skaters of his rink.

Amateurs Only

The only requirement for entries in the dance-of-the-month competition is that they be able to prove their amateur standings. Winners of each month's contest will be ineligible for further participation in the monthly competition, but will participate in the grand finale in May, just prior to the State RSROA competition.

This month, Mammoth is providing two plaques for first-place winners, silver medals to the dance team taking second place and bronze medals for third place.

Five Rinks Participate

Five rinks participated in the first competition, with judges from Greeley's Warnoco; rinks in Boulder and Pueblo, and Skateland and Mammoth, Denver, officiating at the meet that was limited to the society blues dance.

Bill Booth, publicity director at Mammoth, said that letters were sent to each rink in the State and that more representation is expected for next month's meet at Warner Norcross' rink in Greeley. "One of the biggest factors of this competition is giving inexperienced skaters a chance to gain experience in contests that undoubtedly will help build their self-confidence, even if they don't win," Booth asserted. He pointed out that many excellent skaters are eliminated in regional, State and national competition because of the mental strain that accompanies such events.

Promotion Increased

Booth urged other rinks in the Rocky Mountain area to jump on the Archie promotion band wagon being conducted by Chicago Roller Rink Company. He said that already Mammoth Gardens is handing out Archie comic books which are devoted exclusively to the roller skating industry. He says that this tie-in with a national organization should be extremely successful to any rink that pushes the promotion.

Mammoth has a heavy schedule of skating parties on deck for the coming six weeks, with civic clubs, social organizations and church groups making up the majority of

such events. A special Archie party is scheduled by Sigman in December. He held a Thanksgiving party and has also set Christmas and New Year's Eve parties.

Concession business at Mammoth has shown a sharp rise over last season, according to Booth. Installation of a new five-dispenser carbonated drink machine has jumped the number of persons that can be served at a given time to such an extent that the cash box is noticeably heavier at the end of the evening.

Mammoth is dark on Monday nights, but Sigman says that plans are under way to use the rink for other events and hopes to have the building in use seven nights a week by the first of the year.

Skaters Set for MRROA Meet, Queen Contest . . .

RUSH CITY, Minn.—Skaters in Minnesota, Wisconsin and North and South Dakota were poised Sunday (25) for kick-off of the third annual Roller Skating Competitions and Queen Contest at Moulton's Rollerdrome here under auspices of the Midwest Roller Rink Operators' Association, composed of rinkmen in the aforementioned States, reported Warren Moulton, association secretary.

Each rink in the association is sending a local queen to enter the association competition, judging of which begins in the afternoon and continues into the evening. The winning queen will receive a large trophy to be displayed in her home rink, plus a smaller trophy of her own, cash gifts from the association plus awards from rink supply companies.

The morning competitions will get under way with speed contests in all brackets, diaper, juvenile, junior and senior divisions. Competition in the afternoon will embrace free style and dancing for men and women. A half-hour concert by the Rush City Band will open the evening program. It will be followed by competition in show acts, enhanced by scenery and lighting effects supplied by the Rollerdrome.

Secretary Moulton reported the addition of many names to the MRROA's membership roll during the past year, and said that additional operators have evidenced interest in becoming members because of the association's promotional work and its program aimed at improving rinks and their managements.

Inter-Rink Dance Meets Debuted in Connecticut . . .

NEW BRITAIN, Conn.—The New Britain Bowl-O-Rink Figure and Dance Skating Club hosted two other groups at an inter-rink competition November 18. Some 35 teams from Riverside, Groton and New Britain participated in the first of three inter-rink dancing contests.

Blames Floor Supervision For High Insurance Rates . . .

ALBANY, N. Y.—Fred W. Miller, who spent many years in the rink business as an operator and now calls on the trade in New York State, blames lack of good floor managers as the principal reason for high rink casualty insurance rates and the rash of accidents that have been plaguing operators. Miller said that on a recent tour thru the State he noticed only one spot that had a floor man who did a good job of controlling skaters. Miller related that he put roller skating into Carlin's Park, Baltimore, in 1921, and at that time had as many as a thousand skaters on the floor on a Sunday afternoon there. In spite of these large crowds, he said, accidents were kept to a minimum because of an adequate crew of eight floor men at work, among them such well knowns as Art Launey, Bill Henning and Leo Doyle.

Thomas Recalls Old Days Of Skating in Detroit . . .

DETROIT—In a reminiscent mood, Sid Thomas recalls the old

days of roller skating in Detroit, "which boasted of two of the largest and finest roller rinks in America, the Wayne and Palace Gardens rinks. "It was at the Wayne where Detroit's Mayor Albert Cobo met his bride-to-be in 1910," said Thomas. "The late Jerry McCarthy, millionaire auto dealer; John Fry, president of the Michigan Stove Company; Judges Scallen and Ralph Liddy, and Jim Mahon, fire commissioner, all successful business and professional men, frequented the Wayne when they were kids. Old-timers still remember the big skating parade Manager Peter Shea staged on Woodward Avenue. Thousands of roller skaters skated behind the Straub brass band in the parade. In those days Shea was known coast-to-coast as one of the country's outstanding rink managers. The Wayne rink had floor space of 30,000 square feet, and it was a common occurrence to see a thousand or more skaters in the rink on a Saturday afternoon. Years later Shea promoted the Palace Gardens, a 25,000-square-foot structure, and eventually he became general manager of the whole operation, which consisted of the rink, ballroom and amusement park. The park was known as one of the best amusement centers in the country."

San Mateo Bldg.

Continued from page 49

value of the 48 acres comprising the fairgrounds in South San Mateo (locale of the Fiesta since 1948) plus improvements will have an estimated value, based on today's prices, of \$1,300,000. Actual cost of land and improvements over the years will total \$811,264.29.

Payment for the current addition to the Fiesta plant will be made from funds earned by the event and from a State allocation of \$50,000 from the California Fairs Construction fund derived partly from pari-mutuel betting.

Anthony J. Gaggro, president of the Fiesta board, said future expansion plans include an Industrial building to be devoted to exhibits of county industry and a building for Home Arts and Crafts where fine arts, home economics, textiles and crafts will have adequate display space under one roof. Further enlargement of Junior Livestock facilities is also contemplated because of the large increase in that department since it was started in 1954. At the 1956 Fiesta there were 100 per cent more county young people exhibiting livestock than in 1955 and 82 per cent more entries.

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Havana Date Goes To Packs People

Cuban Impresarios Contract For Sports Palace Winter Circus

HAVANA, Cuba—Cuban producers for the annual holiday circus at the Sports Palace here will present the show this season using talent and properties of the Tom Packs Circus.

Arrangements were completed at New Orleans where the Tom Packs Circus was appearing. Emilio de Armas Martin, sports figure and holder of the contract to produce circuses in the Sports Palace, and Ernesto Azua, Cuba sports official, were on New Orleans for the deal and now have returned here.

The show will be December 21 thru January 6, with an option for an additional week. The contracts were signed Tuesday (20).

Attractions and acts will be booked thru the Tom Packs office. Equipment will be brought from the Packs headquarters at St. Louis and quarters in Illinois to Havana. The equipment will be trucked to West Palm Beach, Fla., and then taken by boat to Havana.

Title of the circus to be produced in the Sports Palace will be one of several available to the Cuban officials.

Jack Leontini, who also is representative of Tom Packs Circus, will be director of the Havana show. Benny Fox will be arena director. Karl Wallenda will be aerial director. Plans call for announcing the names of principal acts shortly.

The Havana holidays date has been played by the Ringling Bros. and Barnum & Bailey Circus in past years. With the Ringling show disorganized this time, the date has been up for grabs. Among those pitching for the date have been the Clyde Beatty Circus. Swinging the contract in the new direction came as a surprise to most quarters in circus business.

Leonard Show Ends Season

SARASOTA, Fla. — Leonard Bros. Circus closed its season on November 12 in Georgia but may reopen for a brief tour that would bring it to Florida.

The show, owned by Arthur (Hardtimes) Leonard, opened in Ohio, played the Middle West and then turned to Missouri, Arkansas, Mississippi and Alabama. The show has been working with one middle piece most of the time. Acts include those worked by George Barton, Drougette and Teresa Morales.

Calif. Masons Order Shrine to Quit Shows

LOS ANGELES—Masonic officials in California have ruled that Masonic lodges, including the Shrine, may not sponsor circuses or any other type of entertainment.

The step has been taken "to avoid any taint of commercialism" it was reported.

This edict by the Grand Lodge was discussed at a recent meeting attended by potentates of various Shrine Temples in the State and other Masonic groups. The Grand Lodge has jurisdiction over all Masonic groups in the State.

An exception to the ruling was made in the case of Los Angeles, where the Shrine Temple already has a contract with Polack Bros. Circus for the coming year. That date, it was decided, will be played.

Also being allowed this year is the East-West football game, a

Packs Western Inks 3 Dates

NEW ORLEANS—Three new dates have been contracted by the Tom Packs Circus for its Western unit, it was announced here by the show.

The dates are Phoenix, Ariz., with the Shrine auspices, for May 3-4; Tucson, for the Shrine, May 6-7, and Rapid City, S. D., for June 14-16. General agent for the Packs Western unit is Bob Stevens. These three dates formerly were held by Polack Bros.

CONCELLO SEEKS FAIRS FOR R-B

CHICAGO—Art Concello, representing Ringling-Barnum Circus, is expected here this week for the outdoor conventions to contract fair dates for next fall.

Concello will be accompanied by Harry Dube, who has contacted several fair secretaries in regard to possible grandstand dates. It was Dube, holder of the program book concession on the show in recent years, who contacted arena managers this summer when the organization first announced it would quit outdoor dates.

Kansas City Builds, Closes To Good Gross

KANSAS CITY, Mo. — The Kansas City Shrine Circus, produced by Orrin Davenport, played to highly pleasing business, according to the Shrine Temple's potentate, Roy P. Swanson.

Business opened slow. The first night (13) had 3,000 people in the 8,189 seats. Attendance jumped to 5,000 the second, and there were 4,000 on November 15.

Then things picked up for the weekend. Friday (16) night had 7,500. Saturday night drew 7,000, and the Sunday afternoon show pulled 7,600. Kids' afternoon shows starting Wednesday (14) had 6,000, 5,000 and 7,100.

Swanson said the take was similar to that of recent years despite

holidays season event, since the tickets already were in circulation.

Several types of operations are affected by the decision, but most seriously hit is the Polack Circus, which has had many weeks of California Shrine dates in the past seasons.

It was anticipated that the show would seek to fill the gaps by contracting dates with other sponsors in the State and with additional Shrine groups in other territories.

Hunt Show to Feature Wild West Next Season

BURLINGTON, N. J.—Hunt Bros. Circus and Wild West Combined will be the banner under which the Hunt organization tours in 1957, it was reported last week. Plans are developing at the show's winter quarters here.

The proposed Wild West features are to be incorporated into the regular performance of the show and are not to be set apart as an after-show, it was understood.

Performers will divide their chores between the circus and Wild West work next season, according to the plans. Circus attractions will be limited to David Hoover's lions, Rohr's riding act, trampoline, riding mechanic, aerialists and clowns, plus the Hunt family's elephant and pony acts.

Wild West animals will be added

Beatty Arrives in WQ; St. Petersburg Strong

DE LAND, Fla.—Clyde Beatty Circus came into winter quarters here Wednesday (21) after giving its final performances of the season the day before at Sarasota.

Randolph Calhoun and Jerry Collins, part-owners of the show equipment, were on hand. They told of plans for expanding the show for next season. Calhoun is a Sarasota attorney and Collins has operated a dog track there. They are associated in ownership of the show with the operators, Frank McCloskey, general manager, and Walter Kerman, assistant

manager, plus Sid Karp, promotion manager.

The circus played to three-show business in St. Petersburg on Sunday (18), for a total attendance estimated there at 12,000 persons. VFA was the auspices. Sources there said the line in front of the ticket wagon for the afternoon show stretched for more than a mile. A second show was given to take care of the overflow.

At Clearwater, Fla., on Monday (19), the show had a light afternoon and a near-full house at night. Jaycees sponsored.

Iron Curtain Acts Compete In Festival

WARSAW, Poland — Circuses from Iron Curtain countries will participate in an International Circus Festival at Warsaw December 1-16.

Plan calls for each circus to give a show of between two and three hours. Each act is expected to work about 12 times during the festival. The winning act in each class will receive a trophy. There will be other awards of gold, silver and bronze medals.

Shows from Poland, Hungary, Bulgaria, Czechoslovakia, Romania, Eastern Germany and Soviet Russia will take part, according to advance reports.

Fred Astley Dies at 82

NEW YORK—Word has been received of the death in England of Fred Astley, 82, Continental circus veteran and proprietor of Astley's American Circus. A descendant of the famed Astley circus family, which established the first permanent circus in England, he had been ill for some time with kidney trouble.

Astley, in private life Fred Lorenzo Crick, passed away November 4 in the Bell Hotel, his home in Botesdale, Northants. Astley's American Circus toured far and wide thruout the British Isles. Burial was in the family grave at Barkingside, Essex.

Macon Shriners Approximate '55 Business Level

MACON, Ga.—At mid-week the 22d annual Macon Shrine Circus was enjoying excellent business, practically on a par with the 1955 show, Chairman W. J. Bailey reported.

The Monday night crowd was the biggest opening night on record, and on Tuesday there was a capacity audience. Only matinee of the week on Wednesday drew a large crowd of children and was followed by another capacity crowd at night.

Admission is 25 cents, with reserved seats in the balcony selling for 35 cents. Principal source of revenue is the concessions, operated by the Shriners. Concession gross is running about 5 per cent ahead of the same time last year, Bailey said.

Konyot, Allen Accidents
Oscar Konyot's chimp act is missing from the program due to an accident while en route to Macon from Sarasota. Konyot was reported injured when his truck overturned near Lakeland, Fla., and is hospitalized in Sarasota.

Allen's bears arrived just 15 minutes before show time Monday night due to a truck-auto collision while en route from Houston. Neither Charles nor Beverly Allen nor the four bears was injured, but there was extensive property damage.

The Dingler-Jackson bar and trampoline acts were booked to replace the Konyot number. Red Dingler and Shelby Jackson happened to be in Macon at the time. Total running time of all acts is one hour and a half.

Other acts on the program include: John and Minnie Scott and their dogs; Ward Hall and Company, juggling and knife throwing; Helene and Eddie Hendricks, aerial and wire; Freddy and Ortans Canistrelli, unsupported ladders and rola-bola; Gabby and Kitten Wendt, perch and aerial, and the Great Eugene, high wire. Clowns are Bagonghi, Pepi and Lopez Duo, plus members of the Shrine's own contingent of clowns. Music is provided by Phil Doto, trumpet; Ernie Daulton, Hammond organist, and Bill DeArment, double drums.

A circus parade at 5 p.m. on opening day, with all uniformed Shrine units participating, attracted a large crowd on the streets.

Serving with Bailey on the general circus committee are Robert Cain, Paul M. Conaway, Will C. Ragan, Charley Ragan and Grady Cofer. The announcing is handled by Boyce E. Miller, Julian V. Kennedy and Nat W. Massey.

Boston Opens Split Week; Three Injured

BOSTON — Injuries notwithstanding, the Aleppo Shrine show, a Hamid-Morton Circus offering, did well as it opened an unusual schedule of operating days. Carded were six days encompassing a pair of three-day week-ends, November 16-18 and 23-25.

There were nine performances, with three apiece on the Saturdays, and three on Friday (23). Added shows were at 10 a.m.

At the matinee Saturday (17) Mrs. Virginia Vess (Miss Florette) of Hollywood, Calif., lost her grip while sliding down a rope, and took a 20-foot fall. She suffered a fractured vertebra and left foot fracture. At the opening show Friday (16) the Ferronis, Carmen and Casper, fell from their rollabola platform and suffered cuts and bruises, missing the entire week-end. Mrs. Vess was admitted to General Hospital.

Show followed a successful engagement in Atlanta, with business reportedly up a few points over last year's.

Boston lineup included the LaBlondes; Tuckers, trampoline; Dime Wilson, rocking table fall; Mike Monroe, comedy trampoline; Pat Anthony's wild animals; Wiswell's Funny Ford; Slim Collins, contortion; Odette and Her Doves; Angelito, juggler; Mazurs, iron jaw; Miss Joyce, high school; Mr. Beverly, high school; Ali Omer, elephant-pony act; Dorchesters, riding act; Vesses, head-to-head; Four Angels, acrobatic; Frank Cook, high wire; Costine's Chimps; Flying Malko; Jack Joyce's camels; Vidbel's elephants; Great Wilno, cannon act; Bill Bushbaum's Liberty horses, and Miriam France, trapeze.

In addition to many of the above, acts in Atlanta also included Cicolini's chimps; Billy Wells and the Four Fays, tumbling; Flying Marilees; Arrignonis, aerial; Bob Aiterbury and Company, high act.

Jack Dean, Bill & Bea, Jerry Dickinson, J. Candrea, G. Bernard, contact me.

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UNDER THE MARQUEE

Charles Pops was injured recently when attacked by a bear in a cage at a trailer camp near Philadelphia. Bernard Bertolet, owner of the bear, rescued Pops. . . . Catching the Tex Carson Circus at one of its last stands of the year were Jimmy Hamiter, Bill Moore, Tommy Randolph, D. R. Miller, Jimmy Rossi, Bill Woodcock, the Ed Widamans, Bum Henry and the A. Morton Smiths.

George, Vates and Roxy Engesser are playing celebrations and Christmas parades in Kentucky and Tennessee with their Jungle Rat Exhibit. They will winter in Dallas. . . . Also in Dallas later will be the Engesser's other daughter, GeeGee Powell, who has her dog act, GeeGee's Alaskans, playing Northern States now for Christmas shows and indoor dates. The dogs work as a sled team. Roxy Engesser will join her sister in December.

Bill Green, who has the Rare Bird and Animal Farm, Fairlee, Vt., reports that he has received a shipment of reindeer from Lapland. One pair has been delivered to the Jardin Zoologique, Quebec, and the others will be kept at the farm for bookings on TV and elsewhere.

Ed Hiler writes that he has been engaged for the 1957 season as a contracting agent for Cristian Bros.' Circus, a post he held in '56. He recently has visited with Benjie Fowler, Charlie Campbell, Gene Christian, Jack Arnott, Bill Garvey, Eddie Exline, and R. E. Miller.

Paul Ringling, son of the late Richard T. Ringling, was elected to the State Senate in Montana. . . . Jake Disch writes that he and Jack Guill and Charles Tiede visited Jake and Irene Tschudy, when the Tschudys had the Wisconsin Historical Society's Historymobile, which has a circus theme, in Racine. The Historymobile ended its season Monday (19).

C. S. Primrose, recuperating from surgery, was returning to his Oak Park, Ill., home last week. . . . Lee Virtue, clown, reports from his Zanesville, O., home that he is recovering from an illness and may be able to troupe next year.

Bill Bailey reports he has completed his second year of clowning at the Overton Park Zoo, Memphis, where Tommy O'Brien is manager. Jack and Ruby Lanrus write that they have closed with Gil Gray and are wintering at Glendale, Ariz. They will be with Gray's show again next season.

Bob Lorraine clowns some fairs in California and may be on the road next season. . . . Buck Leahy visited the Hamid-Morton Circus in Boston and visited with Frank Cook, Slim Collins, Shorty Sylvester and Dime Wilson, clowns.

Earl Chapin May and his wife were in Chicago on their way to Atlanta last week. They reside now at Rochelle, Ill.

J. J. Isaacson, Glenn Trump, and Keith Carter, all of the Ak-Sar-Ben, Omaha, were planning to be at the outdoor conventions in Chicago.

The Wayne Newman Family, riders, has returned to Hugo, Okla., after its season with Hagen Bros.' Circus. They caught the closing show of the George W. Cole Circus at Trinity, Tex.

Mrs. Edna Millette, widow of Jimmie Millette, is at her home, 1912 East 30th Street, Oakland, Calif.

Hugo Schmitt is reported to be back with Ringling as elephant superintendent. . . . Burt and Jeanette Wallace, having completed

their season with Hunt Bros., motored to Corpus Christi, Tex. where they are vacationing. They bought a new trailer on the way.

Bill Ballentine has an article about the Zacchini cannon acts coming out in an issue of Cavalier Magazine. He has another story scheduled for Holiday Magazine, and he also illustrated a new book about commuting. Meanwhile, he is doing art work for Ringling.

Fred D. Pfening Jr., Columbus, O., fan and former operator of the Fred J. Mack Circus, spoke recently on "The 1956 Circus Season" before 100 West Virginia CFA members at a meeting in the Ruffner Hotel, Charleston. The next day he delivered his talk to 85 Ohio fans at the Diano Ranch, Canton, O. . . . Bob Conn, former dancing comedian of burlesque, tabloid and minstrelsy, and well known to circus folks, is in Municipal Tuberculosis Sanitarium, 5601 North Pulaski Road, Chicago 30, and would like to hear from friends.

Alta. Rodeo Loop Names Depew Prez

LETHBRIDGE, Alta. — Raymond Depew, of Raymond, was unanimously elected president of the Southern Alberta Rodeo Circuit for 1957 at the loop's annual meeting. Lou Bradley, of High River, was elected vice-president, and re-elected were Herman Linder, of Cardston, general manager, and Bert Gibb, of Cardston, secretary-treasurer.

First show of the 1957 season will be at Taber May 20. Other dates are Lethbridge, July 25-27; Medicine Hat, July 18-20; Coleman, July 6; High River, July 2-3; Cardston, July 15-16; Fort Macleod, June 29-July 1. Claresholm will not have a rodeo next year as it alternates on a joint show with Fort Macleod. No date has been set for the rodeo at Foremost.

Lewiston Blaze

Continued from page 46
day, only two hours after the fire was spotted at 12:30 p.m. "Holiday on Ice" was to have wound up its pre-Christmas tour in St. Dom's with a week-long engagement starting Monday (26). Instead, the troupe closed a week early in Bangor, Me. Refunds will be made on more than 5,000 advance sales tickets.

It was stated the fire apparently started in the rear of the building where the heating plant and ammonia facilities are located. But, Fire Inspector Landry said, there was no evidence of an explosion at the heating plant.

5,000 View Fire
Some 5,000 residents watched the holocaust, which spread so rapidly that it was impossible to check it. The flames were fanned by the season's first major snowstorm.

St. Dom's had one of the East's finer rinks, the entire project being developed as a community undertaking in 1949, with much of the equipment, material and labor being donated. Stands and new seats costing \$55,000 were installed in 1955, and a \$30,000 roller skating floor. A \$100,000 ice surfacing unit was one of the building's features.

Other losses included all equipment and uniforms of both teams, \$1,600 time clock, \$1,000 intercom system, \$750 skate sharpening unit, \$5,000 worth of skates in storage and \$300 Jeep ice scraper.

Mayor Georges Rancourt, in expressing sympathy to the Dominican Fathers, said the city now feels more than ever the need for a recreational center for youth and the sports loving public.

New Orleans Opens Strong For Tom Packs

NEW ORLEANS—The Shrine Circus here got off to a big start that led Tom Packs Circus officials to predict a new attendance record. The show opened Friday (16) and runs thru Sunday (25). Sunday (18) had a turnaway afternoon show, with firemen stopping admissions when the building reached capacity. The Monday night show had a 1,000 more attendance than did the corresponding date of a year ago. Tuesday night was a full house. A special afternoon show for Thursday (22), Thanksgiving Day, was sold out in advance.

Zemater Has Evansville Date

EVANSVILLE, Ind. — Charles Zemater Agency of Chicago is producing the Shrine Circus here this year. Show is in the Coliseum Thursday (22) thru Sunday (25). Acts include George Keller's Wild Animals, Ruby's Dogs and Ponies, Six Sailors, Billy Irwin, Cycling Sidneys, Page and Jewett, Harrison Duo, Valitha and Aldino, Art's Liberty Ponies, Hunt's Elephants (5), eight-girl web, La-Blonde Trio, Henry's Dogs, Four Eriksons, Lemke's Chimps, La-Norma, St. Leon Troupe, Flying LaMarrs, Jimmy Douglas and Company, Saluto, Carl Marx, and Don Adams.

Signs Moose Circus

FULLERTON, Calif. — Ken Jensen, formerly promotional director with Rudy Bros.' Circus and with The Billboard both in Chicago and New York, has been signed to produce the indoor circus here December 20 for the Moose.

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Top Names Again Liven N. Y. Frolic

By IRWIN KIRBY

NEW YORK — With another gala banquet under their belts and many of those attending looking forward to continuing the festivities in Chicago, the National Showmen's Association members this week were taking stock of the year's financial results.

Socially, at least, the week just ended was a satisfying one for all concerned. Jamboree moneys were recounted again at Wednesday's (21) banquet in the Hotel Commodore, and additional announcements were expected about the Yearbook and award book revenues, which may total in the neighborhood of \$15,000.

The banquet followed Monday's (19) testimonial affair for president Gerald Snellens, past president John S. Weisman, and Dr. Jacob Cohen, and Tuesday's memorial services and open house. Some 750 people in the Commodore's grand ballroom waded thru a scrumptuous roast beef dinner, heard a minimum of speeches, and gave varying degrees of appreciation to the offering of a long line of entertainers.

Comics Galore

In fairness to the talent list, it was noted that more comedy names were offered than usual, making it difficult for the tail-enders to command the necessary concentration. The Torriani juggling act and Wazzan Troupe, pyramid builders, started things off solidly, creating a lively atmosphere into which Julius La Rosa fitted just right. Jean Carroll's comedy was a hit as it was in 1955, and vocalist Lonnie Sattin scored well before an audience which is usually difficult to please.

Comedian-emcee Leo DeLyon was among those performing, as were Cathy Carr, and comics Artie Dann and Pat Henning. Dorothy Lamour walked on with a brief "hello" appearance.

Harry Hershfield again entertained as toastmaster. Joe Basile's orchestra played during the dinner, as did the George Williams crew for dancing, following the show. Guest conductor during the show was Nick Francis.

Four presentations were made during the night, three of them being gold life membership cards, and the fourth a bas relief bust in bronze of president emeritus George A. Hamid. The cards went to counsel Sidney Levine, for services rendered in negotiations for the new club home; and to Charley Davenport and Danny Thaler, for membership and booster name accomplishments, respectively.

Dais List

Dais guests included Gerald Snellens, president; George A. Hamid, president emeritus; vice-

presidents Morris Batalsky, Jeff Harris and Alfred McKee; Is Trebish, secretary; Harry Rosen, treasurer; Harry Eddels, assistant treasurer; Louis D. King, chaplain; Dr. Jacob Cohen, club physician; Sidney Levine, counsel; James McHugh, The Billboard; Max Cohen, American Carnivals Association; Sam J. Solomon, Showmen's League of America.

Also Richard L. Geist, Michigan Showmen's Association; Bernard Allen, Greater Tampa Showmen's Association; Sam Glickman, Hot Springs Showmen's Association; Oscar Buck, Miami Showmen's Association; Jeremiah Bloom, Councilman; Donald Hock, Mayor of Allentown, Pa.; and past presidents Allen, Buck, Weisman, James E. Strates, Frank Bergen, Phil Isser, and Joseph A. McKee.

Banquet chairman was Harry Rosen, who received credit from many quarters.

20th Century Inked For Okla. City Expo

OKLAHOMA CITY—The 20th Century Shows have been contracted to provide the rides, shows and concessions at the Oklahoma Semi-Centennial Exposition to be held at the State Fairgrounds here June 14-July 7.

Announcement of the signing was made by Jack Lindsey, co-owner of the 20th Century Shows. E. D. McCrary is the other owner of the 20th Century Shows.

Lindsey said that all concessions will be of the hanky-panky variety and that semi-permanent fronts will be used on the concessions. The semi-permanent fronts were introduced by him in 1954 at the Kansas State Fair, Hutchinson, Kan.

James Burge, who last year managed the eight-day Southwest Exposition held in May at the fairgrounds here, is manager of the Semi-Centennial Exposition.

Allan Herschell Sells 27th M-G-R

NORTH TONAWANDA, N. Y.—With the sale of a new Merry-Go-Round to Crystal Beach, White Lake, N. C., the Allan Herschell Company chalked up the 27th sale of its new all-steel ride since the first of the year. The amusement park, which is operated by William and Lawrence Corbett, bought a 36-foot three-abreast Merry-Go-Round along with a Roadway Ride and Sky Fighter.

SEASON ENDS:

Midway Folk Turn Out at Phoenix Fair

PHOENIX—The Arizona State Fair was the gathering place of many show people making their last date before the winter season.

Among those on the independent midway and the lot of the Siebrand Bros.' Circus and Carnival were Helen and Steve Vaughn, who had four concessions on the Siebrand show with Joe (Red) Dauer. Sam Dolman, chairman of the Pacific Coast Showmen's Association membership committee, signed up several new members. Among these were Chet Barker and Olivia Waldron.

Mr. and Mrs. Swede Blair, who operate kiddie rides in and around Albuquerque, made the fair with one of their devices. Jack and June Beam pinch hit for Frank Pipitone at his food stand near Pipitone

(Continued on page 55)

NSA HONORS THREE

1-2 Opening Fine For Festive Week

NEW YORK—The annual festive week of the National Showmen's Association opened strong on Monday (26) with one of its most successful testimonial dinners, then followed up with the traditional memorial services-open-house combination the following night.

Coupled with the Tuesday festivities was the annual award night, at which the following prizes were won: 1957 four-door Chevrolet, John Arthur Exhibitions, Inc.; case of Scotch whisky, Mickey Timin, of Miami Beach; matched luggage set, A. Satozky, of Brooklyn; bike, Brockton (Mass.) Transport, Inc.; bike, Massocchi, of Cliffside Park, N. J., and clock-radio, Bligh A. Dodds, of Gouverneur, N. Y. The affair was followed by the usual spread of food by Frank Rappaport, club garcon, and a capable crew from the Ladies' Auxiliary.

Indications were that the event would possibly net as much as last year's event, in the neighborhood of \$7,000.

Cuff Links Presented

The testimonial, held in the Tropical Room of the Park Sheraton Hotel, was attended by about 200 people as homage was paid and gifts presented to Gerald Snellens, outgoing president; John Weisman, immediate past president, and Dr. Jacob Cohen, club physician. All got impressive gold, diamond-studded cuff links.

The chicken dinner was ample, presentations were brief, entertainment was snappy and pleasing, and dancing to Nick Francis'

band was under way at 11:30 p.m. Acts entertaining the gathering included dancers Berk and Hallow, singers Joanne Tolley and Ruth Gillis, comics Allan Drake and Milt Douglas ("This Is Your Wife") and the Club's own Doc Marcus, with fun and magic.

The honored trio and their wives were joined on the dais by George A. Hamid, president emeritus, who apologized for his absence at recent meetings. He noted that the passing of Col. Robert Morton increased his responsibilities for management of the Hamid-Morton Circus, requiring him to spend much more time on the road than has been usual.

Snellens, introduced by Phil Cook, noted the good work done for the affair by Dave Cohen, Harry Rosen, Louis (Dada) King, Ethel Weinberg and all other committee workers. Dr. Cohen was introduced by Sidney Levine, club attorney, and Weisman was labeled by Hamid as the "sparkplug" of the NSA's new home ambitions.

The two nights' activities proved, as usual, a fitting climax-builder for the annual banquet on Wednesday (21) in the Hotel Commodore, with the usual 700-odd people anticipated.

A smaller number, more than 100 persons but enough to jam the clubrooms, turned out for the memorial services and open house. As was the night before it, this was another notable evening, with many favorable comments on the new program, featuring a solid black cover with legends imprinted in white.

The solemn occasion mourned the passing of 13 NSA members during the year, and five Ladies' Auxiliary members. They were Sol Wahnish, Curtis L. Bockus, Herbert Pincus, Thomas J. Quincy, John L. Glynn, Albert Burt, August Berni, Joseph Schubert, Raymond Young, Leo Brenner, Robert H. Morton, Arthur Campfield, William Rabkin, Ruth C. Forde, Alice Mundy, Frances Foster, Josephine Flower and Mildred Isser.

Spiritual songs were sung by the

(Continued on page 55)

Name Ross Manning To Head Miami Slate

MIAMI—Ross Manning, operator of the shows bearing his name, was named last week to head the regular ticket of the Miami Showmen's Association by the nominating committee. Ben Weiss, bingo operator, was named first vice-president; John Vivona, of the Amusements of America, second vice-president, and Harry (Buster) Westbrook, of the Penn Premier Shows, third vice-president.

Other officers named are Ep Glosser, secretary; Paul Prell, assistant secretary; Mel C. Dodson, treasurer, and William J. Tucker, assistant treasurer.

Named to the board of directors were: Raymond S. Blumberg, William C. Bryant, Tommy Carson, Joseph Cennamo, Isaac Cetlin, Phil Cook, Richard J. Coleman, John Campi, Danny Dell, Sydney Daniels, Jack Essner, Russel Erdele, David E. Fineman, Patrick J. Finnerty, Joseph (Ross) Grosso, and Ben Glasberg.

Also Sydney Goodwalt, Harold Hesch, Edward (Pud) Hartman, John Hoffman, Ed Horwitz, Fred Holtzman, H. William Jones, Harry Katz, William Lish, Andy Markham, Frank C. Miller, Harry Modele, Robert Negus, Pete Norman.

Also Alton Pierson, Joseph Prell, Abe Prell, Louis Rice, Rhody Ridings; Claude Sechrest, Lloyd Serrass, Harry Schreiber, Max Sharp, Irving Sherman, James E. Strates, James Stabile, William Tara, L. I. Thomas, Dominick Vivona, Mose (Rip) Weinkle, Harry Weiss, A.

R. Whiteside, Charles Wright and John W. Wilson.

Members of the nominating committee are Daniel Dell, chairman; A. R. Whiteside, Robert K. Parker, John Hoffman, Edward (Pud) Hartman, Alfred R. Ridings and R. D. Erdele.

Vivonas Adds Statesville, Begin Tour Thru Florida

MIAMI—Winter schedule of the Amusements of America has begun in suprisingly good fashion. The Vivona operation, on 27th Avenue, N. W., started Saturday (17) and will move to other lots before showing at the South Florida State Fair in Homestead, beginning February 1. Joe Ross and other show regulars are on the lot here.

Contract signings and acquisition of equipment were recent developments. Morris Vivona, general representative, reported signing the fairs in Statesville and Sanford, N. C., the latter being a repeat, and also signing another three-year pact for the Charleston County (S. C.) Colored Farmers Fair. The current contract still has a year to run, which means the show will play there until 1960, at least.

John Vivona reported buying three revolving light towers from Bob Parker, delivery of which was taken here.

33 Weeks; Six States Show closed a 33-week season

November 10 in Charleston, S. C., after covering six States from the time it opened in Lexington Park, Md. Played were New York, New Jersey, Pennsylvania, and the Carolinas. Much of the equipment now reposes in the winter quarters in Sumter, S. C., where John Dempsey and Babe Vivona are in charge, while several units were shipped to Miami to provide the nucleus for the Florida dates.

Harry Wilson returned to his home in Gibsonton, Fla., after a serious heart attack in Miami. He will remain home until the 1957 season opens. Art Spencer, who had been with the Marks Shows in recent seasons, has signed his Lion Motordrome with the Vivonas for 1957.

Latest additions of \$50 pledges for the Cemetery Plaque Fund of the Miami Showmen's Association are those of Barney Berman, Alton Pierson, William Tara, Sam Prell, Sam Kaplan, and W. J. (Bill) Tucker.

Detroit Fair Pacts Wade for Sixth Year

DETROIT—W. G. Wade Shows has been awarded the Michigan State Fair midway contract for the sixth consecutive year, Donald L. Swanson, fair manager, announced. The new pact calls for the same number of rides and shows as in '56, when the Wade organization set an all-time fun zone gross of \$321,719.60.

In preparation for the '57 fair, Wade plans to pave and widen a 15-foot strip of the main midway thoroughfare to prevent congestion that has occurred in recent years. The bunching up of patrons in front of shows prevented traffic from moving down the street.

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BILL MOORE REFLECTS

1956 Season Pretty Good; Standby Mdse. Successful

NEW YORK—William B. Moore, concession manager of the Cetlin & Wilson Shows, typified the experience of concessionaires generally during the past season when he reported the over-all results very good, especially in view of the notable number of bad breaks from the weather.

Moore and his associate, Claude Sechrest, spent a full week here winding up post-season business affairs, attending the various functions staged by the National Showmen's Association and previewing merchandise for next season.

The public's preference for various kinds of merchandise remains pretty much stable but a few new items each year, such as the Emmett Kelly doll this past season, serve to create new desire and interest among the players, Moore said.

Jack Wilson III

Always active in the booking activity of the show, Moore's role will likely be increased as the result of the present incapacity of Jack Wilson. Word was received here that Wilson has undergone an eye operation and, as a result, will miss the meetings in Chicago. The ailment is a recurrent one but is expected to respond to treatment.

While here Moore also completed arrangements for fulfillment of the Christmas project of his

wife, Irene. Mrs. Moore annually provides two toys for each of the patients in the Variety Crippled Children's Hospital, Miami.

MIDWAY CONFAB

Walter B. Fox, veteran general agent who recently underwent surgery in Mobile, Ala., for removal of an infected tear duct from his right eye, has been discharged from the hospital but will be confined to his apartment for another 10 days. Recent visitors to the Fox apartment at 753 Conti Street have included Charlie Campbell, Harry Bartlett, Jimmie Rates, Charles Crichton, M. J. Dessen, Johnnie Adams and Earl and Edna Chapman. . . . R. W. Bassett, co-owner of the Bassett & Haffords Shows, recently took delivery on a new truck and is mulling addition of another one, according to Nancy Jane Bassett, Rockaway Beach, Calif.

Mrs. Irene Hester is back at her old palmistry stand in Opelika, Ala., and is now driving a new Mercury. . . . Frank Panisko writes that the White Swan show lot in Butte, Mont., will be a trailer court by next spring. The property has been graded and will be black-topped. . . . Ken and Kitty Slaughter are busy commuting between Augusta, Fla., and Miami. They're helping stage Honey Lee's new show in the latter city.

Lucky Land, currently visiting in Hebronville, Mass., postals that he plans to again be with Mr. and Mrs. Vivian Rickley's mitt comp.

Phoenix Fair

• Continued from page 54

tone's Italian Village. Bert and Ed Lang were back in their usual spot near the fair's main entrance with their baby strollers and wheel chairs at their Mom's Aid concession. Harry Flax was on hand with Hum-a-tunes near the entrance to the entry office and at the Plaza stage. Don (Mr. Speed) Kirby worked the Siebrand-presented Plaza stagemat as a tramp clown. W. B. Carter put in his tenth year with his hot roasted peanut machines. Morry Levy was on the grounds for the 11th year with Freedman Concessions. Marie and Eddie Tait, with Stuart Tait, well-known Manila showman, visited on the lots. Norman Schue, who recently installed a Kiddieland in West Covina, was on hand with a Derby Racer. Dave Barham had his hot dog-on-a-stick concession on the Avenue of Flags, as did Jack Pyland with his foot-longs. Fred Pyman moved his jewelry stand from the Commercial Exhibit building to the Avenue of Flags.

Josephine Lynch helped out her sister, Jeanne Branson, sell tickets for the sea lion exhibit. Frank Murray had his "Mobile Aquarium" spotted on the Avenue of Flags. W. R. Jones brought in his Living Desert exhibit.

Fair managers visiting the Arizona State included Paul T. Mannen, of the Southern California Exposition, Del Mar; Leo Dailey, of the North Montana State Fair, Great Falls, and Paul Jones, former manager of the Arizona State Fair.

NSA Honors 3

• Continued from page 54

Broadway Quintet, directed by Donald Gerlach; taps was played by Joseph Basile, chaplain Louis D. King offered the invocation, chaplain Florence Van Raalte of the Ladies' Auxiliary, the invocation, and addresses were delivered by Rabbi Jacob Radin, of Inwood Hebrew Congregation, and the Rev. Dr. Allen E. Claxton, of Broadway Temple Methodist Church. The roll call of departed members was read by Gerald Snellens and Ann Brown, presidents of the NSA and Auxiliary respectively.



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.

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MERCHANDISE TOPICS

Standard Industries, 1112 South Wabash Avenue, Chicago 5, has announced that it will hold virtual open house for customers during the Chicago outdoor conventions the week of November 26. Special showings of merchandise at its conveniently located headquarters will be held featuring its lines of nationally advertised articles. Included in the name brands are Lionel trains, Tinkertoys, Wilson sporting goods and Dan River clothing, to name a few. Other items being featured currently at Standard are complete lines of men's and women's jewelry and watches, plus thousands of other articles that are priced right, in the categories of appliances, housewares, giftwares, tools, cameras, soft goods, etc.

Pet Fair, 235 North Avenue, New Rochelle, N. Y., is introducing the Flowering Miracle Bowl. Calling it a garden on your window sill, the firm says no green thumb is needed. All you do is add water to the plasticized bowl which contains the finest of seeds and plant food in a soilless plant base. Then colorful, healthy flowers grow indoors without fuss or muss. Retail for \$1 plus 10 cents postage. Send for sample.

Parkit is a device which The House of Baird, 610 Frederick Street, Lockhaven, Pa., claims will help you park your car in the first attempt. Just attach the dial device with convenient suction cup and one glance will tell you exactly when to turn your wheels for a perfect curb side landing. The firm claims no practicing is necessary and that the device is used by leading driving schools. "It's the cheapest fender insurance I know," says firm owner David Baird. Instructions come with each unit which is said to find particular favor with women drivers. Send for complete price structure.

Marvel long-life light bulbs have been developed because of increas-

ing public demand for a light bulb that will last twice as long. Marvel Lamp Company, Inc., 307 Newark Street, Hoboken, N. J., has developed a bulb which it says will last 2,000 hours. This has been achieved by using a sturdier filament which operates at lower burning temperature. This cooler burning filament results in a much slower rate of tungsten evaporation which in turn makes possible longer life. The firm is offering 50 per cent discount from list prices and ships f.o.b. Hoboken, but will allow full freight on any order of five or more cartons. A complete listing will be sent on request.

Presto Fireworks, R.F.D. 4, Box P-77, Muskogee, Okla., says its new dud firecracker, Safecracker, is selling well. This is a regular firecracker with fuse but no powder. When lit the fuse burns furiously, but nothing happens. It's good for loads of fun, says Presto, which points out that Safecracker, coming with 10 fuses, retails for 25 cents and is proven profit-maker. Dealers double their money when buying from wagon jobbers, while jobbers double their investment, too. Anyone selling jobbers on direct bookings makes 25 per cent over-ride commission on the order. Write for prices. A sample will be sent for 30 cents.

One of the most complete catalogs in the business is being offered the trade at a \$1 price which will be refunded with first \$10 order. Catalog shows thousands of nationally advertised products at low dealer wholesales prices. The catalog of 300 pages will promptly be forwarded by Hall of Distributors, Inc., 8713 12th Street, Detroit 6. The firm currently features three items which permit solid mark-ups: A three-in-one fry pan, skillet and griddle; rum and brandy fruit cakes and wholesale-priced Helbros watches. The firm says it prices on these items are the lowest in the trade.

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PIPES FOR PITCHMEN

By BILL BAKER

PIPING IN FROM... Jacksonville, Fla., that old campaigner, Jack Clark, relays the info that most of the pitchmen in town have about called it a season. Bill Summers and Heavy Rittenhouse, in particular, did well with coils at the front gate of the Cetlin & Wilson Shows during a recent stand at the Gator Bowl, said Clark, and while "Jacksonville wasn't a red one, it was pink." Along with the aforementioned, Clark has met such stalwarts of the tripe and keister trade as Earl Davis, Danny Morehouse, Smiley Ward, Tony Hicks, E. C. Jones, the Frenchmen and Jack Anthony, all of whom reported a season better than passable. Jack also passes on a word of praise for the "wonderful story on the UBSA, Atlantic City," in a recent Pipes column, and concludes with the thought that "Old pitch fakers don't die. They just fade away."

at the Waterloo fairgrounds brought a couple of new pitchmen into town, according to Wilson, who relays the info that auctions in the area have not been too hot of late. Wilson reports that Big Jack Anthony has been doing well in Shreveport, La., and that Grace Haven, formerly of the Royal American Shows, expects to be released soon from an Illinois hospital. "The latest word is that they are going to let the boys work downtown Chicago during pre-Christmas weeks," says Al. "I don't know how true the report is, but I'm going to be there, anyway." Word from Fernadle, the monkey importer, is that he has a new supply of ringtail and moustache monks, but they are untamed and too large for Christmas store work, says Al, who plans to put his baby monks or mice back into department stores. "If the boys don't get it this Christmas, they can only blame themselves," opines Al, who would like to read a pipe from Tom Kennedy. Other Wilson news notes include that fact that med man Al Rice is in Iowa territory, Marcia X. Hosberg is doing well at Southern fairs and Luke Wilson is in Reno, Nev. Pipes from the boys is Al's most fervent request. Being inactive, time is heavy on the veteran pitchman's hands and news from the field is a pleasant diversion for him.

ALTHO STILL LAID UP... in Blackhawk County Hospital, Waterloo, Ia., Big Al Wilson has kept his ear close to the ground and pipes in a batch of trade gleanings picked up in recent weeks. Wilson's troublesome hip has kept him on the sick list, but he says it is showing improvement and he expresses hope of being out of the infirmary in time to make his Christmas bankroll. A recent rodeo

LITTLE ATOM

World's Smallest Pistol
COMPLETE WITH RUMOR AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS

ACTUAL SIZE

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List... \$1.95 ea.

Actually shoots caps with terrific report... sells on sight with a bang!

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Dependable accuracy! Jeweled Beauty sell on sight!

Ladies 17 Jewel WATCH
Special

Rebuilt like new!

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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, 50c extra)

WEINMAN'S
Dept. B-1
182 S. MAIN MEMPHIS, TENN.

COMING EVENTS

Arizona
Phoenix—Aris. 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.
Turlock—Far West Turkey Show, Dec. 4-6. M. S. Johnson, 207 Orange 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 Feary.
Kissimmee—Kissimmee Valley Livestock Show, Feb. 14-17. Carlyle Bronson.
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.
Plant City—Fla. Strawberry Festival, Feb. 18-23. P. W. Nutter.
Quincy—W. Fla. Livestock Assn. Fat Cattle Show & Sale, Jan. 22-24. A. G. Driggers.
Winter Haven—Fla. Citrus Expo., Feb. 11-16. Philip E. Lucey.

Georgia
Atlanta—Southern China, Glass & Gift Show, Jan. 20-23.

Illinois
Chicago—National Boat Show, Feb. 8-17. Guy W. Hughes.

Indiana
Fort Wayne—Fort Wayne Sports, Vacation & Boat Show, Jan. 29-Feb. 3. Ben Cowall.

Massachusetts
Boston—New England Sportsmen's & Boat Show, Feb. 2-10. Albert C. Rau.

Michigan
Bay City—Poultry Show, Jan. 10-13.
Detroit—Junior Livestock Show, Dec. 4-6. W. J. Chambers, 6750 Dix.
Detroit—Detroit News Boat Show, Feb. 2-10. Frank Jenkins.
Jackson—Turkey Show, Dec. 4-6. Don Miller.

Missouri
Kansas City—Kansas City Sports, Boat, Trailer & Travel Show, Feb. 1-10. F. W. Kahler.
St. Louis—Auto Show, Jan. 19-27.
St. Louis—Midwest Sports Show, Feb. 23-March 3. Wendell Emrick.

New York
Buffalo—Buffalo Boat, Travel & Sports Show, Feb. 22-March 2. George W. Collins.
New York—National Automobile Show, Dec. 8-16.
New York—Retail Toy & Gift Sale, Dec. 8-22.
New York—National Sports & Vacation Show, Feb. 15-24. Vic Oristano.
New York—National Motor Boat Show, Jan. 19-27. Joseph E. Chote.

Oregon
Portland—Portland Boat Show, Feb. 22-March 3. The Oregonian.

Pennsylvania
Harrisburg—Pennsylvania State Farm Show, Jan. 14-18. H. R. McCulloch.

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.

Texas
Houston—Fat Stock Show & Livestock Expo., Feb. 20-March 3. Herman Engle, Box 2371.
Laredo—Washington Birthday Celebration, Feb. 19-March 3.

Gotham Notebook

Continued from page 45

Washington. Rather than crease the suit, he hung it up in his plane, then debarked in New York without the pants. Phone calls located the trousers in Washington and they were air-shipped back to Gotham.

Piped Music Competes

Music piped into the testimonial ballroom intruded on a couple of speakers as they were using the microphones. Chaplain Louis D. King had to compete with the music, as did George A. Hamid.

Tough to Follow Doc

A competent entertainer in his own right, Milt Douglas went on with a terrific handicap at the testimonial. His "This is Your Wife" act followed a turn by the club's own Doc Marcus, who had the crowd in convulsions for a long while.

Dais Chair Vacant

Banquet chairman Harry Rosen, club treasurer, was the first dais guest introduced by toastmaster Harry Hershfield, but Rosen was on the floor seeing to banquet matters. "Fine start," Hershfield reported, "the first guy's not here, already."

Medical Booster

If word of mouth does any good for a doctor's practice, Sidney Levine has probably scouted up scores of customers for club physician Dr. Jacob Cohen. Levine, club counsel, extolled the doctor's competence and bedside manner both at the last club meeting and the testimonial banquet. He has good reason, tho, having been operated on recently by the doc.

Jersey Scene Refreshed

The New Jersey games situation was refreshed and put thru a still wringer in the banquet lobby, during an intense discussion among Assistant License Commissioner Doyle, Dick Geist of Rockaways' Playland, Max Tubis of the Million-Dollar Pier, and Al McKee of Fairyland, Queens.

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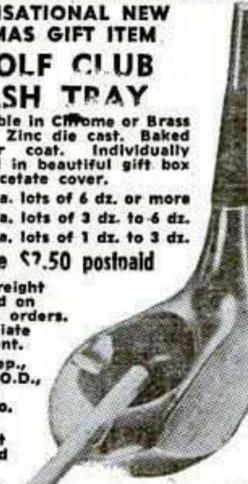
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NEW YORK OFFICE: 200 FIFTH AVENUE • CHELSEA 2-1150
September 27, 1956

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Attention: Legal Department
Merchandise Managers
Buyers
Department Heads

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1820 Westminster St. Providence, R. I. BILLFOLDS—HAND MADE AND LACED of genuine leather. Lady and gent styles, \$9 to \$18 per doz.; 3 samples, \$4 prepaid. Harold Bradley, 921 N. Highland St., Gastonia, N. C.

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JEWELRY CLOSEOUTS E-1—Tailored earrings, asst. gr. \$18.00 E-2—Stone earrings, asst. gr. 21.00 B-1—Bracelets, asst. gr. 24.00 T-1—Tailored Tie Sets, bxd., dz. 3.50 T-2—Stone Tieside Sets, bxd., dz. 4.50 O-1—Odd lot necks & bracelets, ef. 15.00 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—6-piece Watch Set, each. 5.95 (Ladies' 30¢ 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 Pro. 2

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. 3 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

All the news of your industry every week in The Billboard...

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: Acts, Songs, Parodies Agents and Distributors Animals, Birds, Pets Business Opportunities Costumes, Uniforms, Wardrobes Food and Drink Concession Supplies Formulas For Sale—Secondhand Goods For Sale—Secondhand Show Property Help Wanted Instructions, Books, Cartoons Magical Apparatus Miscellaneous Musical Instruments, Accessories Partners Wanted Personals Photo Supplies and Developing Printing Salesmen Wanted Scenery, Banners Tattooing Supplies Wanted to Buy 3 Indicate below the type of ad you wish: REGULAR CLASSIFIED AD—20¢ a word, Minimum \$4. DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14. (14 agate lines to the inch) 4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established. The Billboard 2160 Patterson St. Cincinnati 22, Ohio Please insert the above ad in..... issue I enclose remittance of \$..... Name..... Address..... City..... State.....

LIQUIDATING AMUSEMENT PARK, COMPLETE or piecemeal. Ten Rides, 72 Arcade Machines, miscellaneous equipment. Only park here. Write, phone 34910, South W. Hampson, Pa. de8

LONG RANGE LEAD SHOOTING GALLERY, dismantled, used in park as 20 ft. gallery, partly rebuilt for 14 ft. gallery, \$200 as is. 12 steel sheets for sides, Mangels make \$200. Sell separate or as whole; to buyers of all will give 2 ton Studebaker truck, flat body, free of charge, good running condition. Grover Kortonic, 4353 Warner Road, Cleveland, O.

SEVERAL 32' MERRY-GO-ROUNDS, MANY other rides. List your rides to sell now. Young's Carnival Sales, 5218 Wadena, Duluth 7, Minn.

SHORT RANGE TRAILER, VERY NICE, \$250. Will trade on '51 or newer 1 1/2 T. truck and pay difference. Warren Hams, 13212 Nebraska Ave., Tampa, Fla.

THIS IS A 14-LINE AD FOR ONLY \$14

You can buy this space to profitably buy or sell Used Show Equipment

TRAINS—ALL SIZES, GAUGES, TYPES, new, used trade-ins. Photographs, details, bill (refundable). Miniature Trains, 338 Winthrop, Rehoboth, Mass. del

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

1000 BENTWOOD CHAIRS, BLEACHERS, Tents, Folding Chairs, Tables, Theater Chairs, Folding Benches. Lone Star Seating Co., Box 1734, Dallas 1, Tex.

INSTRUCTIONS BOOKS & CARTOONS

HOW TO "RULE OTHERS WITH Thoughts." (Adults) Telepathy being controversial, no promises made. Satisfied or refund; \$2. Delmar Wisdom, 846-E7 Sunnyside, Chicago 40. de15

INCREASE YOUR INFLUENCE. MENTAL telepathy, miracle healing, deep (trance-like) relaxation, personal magnetism, occult sciences. How to practice; complete textbook, \$5 postpaid. Highbrow, not lowbrow! Ideal gift. Impossible describe book adequately. Examine 5 days; \$5 refunded instantly if dissatisfied. Practicing telepathy, I got two cash gifts, \$5,000. John Crehore, Walpole, N. H.

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2. np

NEW 152 PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophones for mentalist, easily concealed. Brochure, prices on request. Nelson Enterprises, 338 South High, Columbus, Ohio. de8

MISCELLANEOUS

INEXPENSIVE CANVAS TRAILER AWN-ings. Closeouts, discontinued patterns, 10.10 ounce treated duck, valances, many colors. Write Canvas Center, Tampa 10, Florida. de15

END-OF-SEASON TOY CLOSEOUTS

16" CLOTH DOLL \$5.00
\$5.50 doz. In gross lots. dz.

13 1/2" HUNGARIAN DOLL \$6.25
Plastic face, fully dressed, cotton stuffed, hair braids ea.

10" PLUSH SCOTTY DOG \$5.75
\$4.00 doz. In gross lots. ea.

9" ALL PLASTIC ASST'D \$6.50
STUFFED ANIMALS ea.

8" CHENILLE ANIMALS \$6.75
Foam rubber stuffed ea.

Minimum Order: 3 Dozen.

No extra charge for samples.

60 PIECES (12 of each) \$31.00

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

MECHANICAL TOYS FOR CHRISTMAS

Begging Fur Dog . . . Gr. \$57.00; Dz. \$5.50

Jumping Fur Dog . . . Gr. 37.50; Dz. 3.75

Jumping Fur Dog . . . Gr. 37.50; Dz. 3.75

w/Voice Gr. 45.00; Dz. 4.00

Jumping Fur Kitty . . . Gr. 42.00; Dz. 4.00

Funny Clown Rocker . . . Gr. 42.50; Dz. 4.50

Mechanical Cowboy on Horse . . . Dz. 7.50

Small Jumping Fur

Dog Gr. 21.40; Dz. 2.00

Roller Cat Gr. 48.00; Dz. 4.25

Dog With Shoe Gr. 43.20; Dz. 4.00

Mechanical Santa & Sled Gr. 43.20; Dz. 4.00

Big Playful Puppy Dz. 7.50

Include postage with order.

25% deposit with C.O.D. order.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

GIVE TO DAMON RUNYON CANCER FUND

JUGGLING CLUBS AND ROLLING GLOBES made to order. Finest craftsmanship and material. Jack Miller, 1895 N. Kansas Ave., Springfield, Mo. de8

STRIP TEASE PHOTO SET—INDIVIDU-ally printed, no copies. Unprofessional, at home look. Your friends will think you took them yourself. 12 actual 4x5 photographs, \$3. Don Meadows, 13 Cool Springs Dr., Greenville, S. C.

M. P. FILMS & ACCESSORIES

ROADSHOWMEN — 16MM. SOUND FEAT-ures. New, late major titles: Ma & Pa Kettles, Abbott & Costello, Heidi, Man With a Million, new Audie Murphy, Catalog free. Minot Films, Inc., Milbridge, Me.

TWO COMPLETE POWERS PROJECTORS, Rectifiers, strong Lamp House, RCA Sound Heads, Amplifiers. All complete. Cost over \$2700. Sacrifice for \$275. Theater closed. Opera House, Milbridge, Me.

PERSONALS

ADULT NOVELTIES — LARGE ASST. \$5. All orders express. None less sold. Free lists available. Discount Toy Shop, 5607 No. Kimball, Chicago 45, Ill.

PHOTO SUPPLIES DEVELOPING—PRINTING

ENLARGEMENTS, HEAVYWEIGHT, EIGHT 5x7's or five 8x10's, \$1. No negative 25¢ additional for each different photo. Jack Koons, Huntington Mills, Pa. de22

NO CHARGE DEVELOPING ROLLS. PAY for prints only. Jumbos, 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-1fn

WALLETS FROM PHOTO OR NEGATIVE, 20, \$1; 48, \$2, heavy paper. 8x10 tinted, \$1; original returned. Paramount, Box 524 B, Hutchinson, Kan. de8

PRINTING

ADVERTISING NEEDLE BOOKS, 21 NEE-dles and threader, your copy 6 lines \$27.50 per 500 postpaid. Chester Snyder, 260 Flagami Blvd., Miami, Fla.

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

200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes. \$3.75; black or blue ink. Mailo Press, 767-B Leith St., Flint 5, Mich. del

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-134, Chicago 32, Ill. np

GOLDMINE OF 600 MONEY MAKERS—Free copy Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago ch-1fn

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 63rd St. Los Angeles Calif. del

NEW MALLEABLE FRAME TATTOOING machines. Artistic designs. Complete outfit. Bright colors, concentrated black ink. Milt Zeis, 728 Lesley, Rockford, Ill. de29

WANTED TO BUY

PRIVATE COLLECTOR WILL PAY \$20 each for old barbershop shaving mugs with occupational design. Louis Evans, Lenexa, Kan. del

WANTED—USED 45 PHONOGRAPH REC-ords, top price paid for late top numbers. Herbert Fischer, 14923 Edbrooke, Dolton, Ill. Dolton 5067. ja14'57

WANTED—16MM FILM OF TEN NIGHTS in Bar Room; also Religious and Moral Lesson Subjects. Box 535, Erwin, N. C.

100 ARKANSAS PUNK CATS. IF YOU manufacture cats, please write promptly. Harlan, Box 126, Wildwood, N. J.

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

NEED GUITAR MAN (ELECTRIC SPANISH) or bass man that doubles clarinet or brass instrument for job with top combo. Must be outstanding musician and have all these requirements: commercial without being hillbilly, modern but no progressive jazz, must know tunes, fake, read, play Latin, sing parts. This group works only finest locations. Salary good, no layoffs. Write all details and send photo. Box C-112, c/o Billboard, Cincinnati 22, O.

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

TRUMPET — COMMERCIAL COMBO, steady, locations. Some singing harmony. Prefer a double. Write or wire Orchestra Leader, Gold Front, Cheyboygan, Mich.

XMAS SPECIAL EDITION, 20-YEAR-OLD paper. Catholic interests. Flint, Mich. Night. Ph. CE 9-4403, Geo. Gobel, call. Day Ph. CE 43-9-43, Bob Beck.

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

AGENTS & MANAGERS
AT LIBERTY FOR SEASON 1956—CIRCUS Gen. Agent. First time at liberty in 20 years. No wires. Write. Address John D. Foss, 1108 W. Providence, Spokane, Wash.

CIRCUS & CARNIVAL
NATIONALLY KNOWN HORSE WOMAN. Riding Director and Instructor, harness horses a specialty, high jumping and high school. Ten years with Ringling Circus and top organizations. Top references. Write: Box C-111, c/o Billboard, Cincinnati 22, O.

MISCELLANEOUS
FEMALE IMPERSONATION ACT OPEN for club booking. Expensive wardrobe, rumba and exotic. S. L. Burgess, 339 W. Broadway, San Diego, Calif. de15

GILDA LEE—FEMALE IMPERSONATOR. "America's Most Beautiful Boy in Female Attire." Available. Contact Gilda Lee, c/o Billboard Pub. Co., St. Louis, Mo.

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. wh30'57

MUSICIANS
A-1 ORGANIST AVAILABLE FOR COCK- tail lounge, restaurant, rink. Address Organist, 601 W. 180th St., Apt. 45, New York, N. Y. de22

A-1 RINK ORGANIST DESIRES POSITION year round operation. Pleasing style, good beat, reliable and sober. Box C-113, c/o Billboard, Cincinnati 22, O. de8

AVAILABLE IMMEDIATELY BASS MAN, name band and combo experience. Age 34. Also some comedy and vocals. Misrepresentation the reason for the ad. Consider any thing come preferred. Musician, Box 31, Cadillac, Mich.

ELECTRIC FENDER BASS MAN, DOUBLE others, vocal, experienced country-western field. Union. Available immediately. Write Jimmie Motis, 1411 Gurley St., Waco, Tex. de15

ELECTRIC GUITARIST, AGE 21, SINGLE, sober, reliable, experienced. Prefer western band. Will travel, have car. Ron Thompson, 329 So. 7th, O'Neill, Neb. Phone 169-W. de8

ENTIRE BAND AVAILABLE INTACT. IN-dividual offers considered. Art Taylor, Phone 30451, Joliet, Ill.

FAST ACCORDIONIST DESIRES WORK throughout Southwestern States. Bud Kovick, 1725 W. Wilson Ave., Chicago 40, Illinois. de8

GIRL COMBO, ALL TYPES OF MUSIC IN-cluding Dixieland, South American. Present location one year, furnish references. Good dancer or expanding unit. No agents. Band Leader, 1322 Fletcher, Phone 9825, Anderson, Ind. del

ORGANIST WITH ORGAN RINK EXPERI-ence, go anywhere. Majal 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—UNION; READS; DESIRES PO-sition combos or orchestra. Prefer location. Letha Townsend, Bruce, S. D.

PIANIST DOUBLING HAMMOND ORGAN. Commercial, union, sober, read, fake, cut shows. Experienced all lines. Jesse Jackson, 2420 Selwyn Lane, Charlotte, N. C.

VIOLINIST — UNION, EXPERIENCED IN all lines, good tone, fast reader. Leo Johnson, 820 S. Haman Ave., Chicago, Ill.

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

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shaffer, 1041 S. Dennison, Indianapolis 21, Ind. de15

THRILLS FOR SALE—UP, UP, UP, HIGHER, higher, 100 seconds the top an air ball low that blazing tank surrounded by sharp ugly spears. Down, down, down, faster, faster, boom! Crowd applauds, diver bows low, mission accomplished 3 seconds. A Capt. Mac Production, 456 Lamphier Place, Warren, Ohio. Tel 45337. del

Free Wholesale Catalog CONTAINING
• Expansion & Photo Idents •
• Heart & Disc Pendants •
• Aluminum Chain Idents •
• Rings • Pins • Pearls •
Closeouts Etc.
SEND FOR YOUR COPY TODAY
Please state your business.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones: Franklin 2-2567

SPONGE BALL TO RABBIT
A colored sponge ball mysteriously changes into a rabbit when pressed into the palm of the hand.
\$9.60 Per Doz. Sample \$1.50
Open account to rated firms. Otherwise 25% dep., bal. C.O.D.
LAKEVIEW NOVELTIES—DISTRIBUTORS
4727 N. Monticello Ave., Chicago 25, Ill.

POCKET SECRETARY SAMPLE \$1.25 Postage Prepaid



Wanted Right Now!

with the **EXCLUSIVE TELEPHONE INDEX and BALL POINT PEN of FINEST QUALITY**

- ★ UNBOXED WITHOUT PEN, Per Doz. \$7.80 This "HOT" Item
- ★ UNBOXED WITH PEN, Per Doz. \$9.00 is Ready for
- ★ GIFT BOXED WITH PEN, Per Doz. \$9.60 Immediate Shipment!

For Extra Large Quantity Prices PHONE • WIRE • WRITE

CLUB SPECIALTY, inc. All Phones DElaware 7-0072
1855 N. Halsted St. • Chicago 14, Ill
Terms 25% with order, balance C.O.D. F.O.B. Chicago
For reference: Contact Exchange National Bank, LaSalle and Adams Street, Chicago

WRITE TODAY! For illustrated literature on our complete line of "HOT" items. If you need something, we have it!

EYE-APPEAL! BUY-APPEAL!



Luxurious **6 Pc. Set** Priced for ACTION

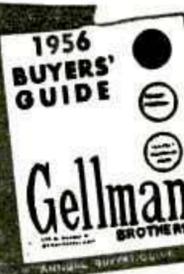
Includes:
• All metal, top action pen
• All metal automatic pencil
• Stunning Tie Bar
• Smartly styled Cuff Links
• Handy Pocket Knife
All in plush, satin-lined metal gift case.

Now . . . an item so popular in appeal . . . so high in value . . . and so low in price it's bound to make sales history. In a choice of gleaming chrome or rich gold tone, it's a profit-packed "natural."

25% with order, balance C.O.D.

MODERN PEN Mfg. Co., Inc.
384 B'way, N.Y. 13, N.Y.

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.

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Quick Photo Invention!



PDQ CAMERA

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER Camera.

PDQ CAMERA CO.
1546 W. Cortez Chicago 22, Ill.

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMP—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways

84-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

M. K. BRODY
1116 S. Halsted St., Chicago 7, Ill.
L. D. Phone: MOnroe 6-9520
In Business in Chicago for 37 Years

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 Undersells "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.

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ELVIS PRESLEY SCARF

Hottest Craze—Sells Like Mad EVERY TEENAGER WANTS ONE

Extra large size. Life-like, technicolor prints on gorgeous white fabrics. Autographed by Elvis Presley.

CASH IN NOW!

LEONET CORP.
(Exclusive Licensee)

ELVIS PRESLEY HEAD SCARF
Retail Price \$1.50
Dealer **\$10.80**
Cost Doz.

F.O.B., N. Y. C.
Minimum order 3 dozen
Sample dozen, \$12.00 prepaid
1907 Park Ave., New York 35, N. Y.
ENright 9-1870

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, Lilly, H. J.
Stage Mgr. & (2 Catalogs, 50¢ due)
Showman (Col)

Allen, Arthur Conrad
Allen, Mrs. Audrey
Allen, Mrs. Virginia
Alitto, Robt. (Bob) L.
Anaya, Mrs. Edna L.
Andreano, Frank
Armentrout, Robt.
Armstrong, Matthew
Arnott, Mrs. J. K.
Atkinson, Hosea
Ayers, M. C.
Baker, Bennie
Baker, Walter Elmer
Barney Bros. (Buddy)
Barren, Sal & Mrs.
Bartley, Willie E.
Beatty, R. Gene
Beckwith, Gerald
Bergman, Leo H.
Bernard, Bill
Berns, Evelyn
Blankenship, J. A.
Blankenship, Watter
(Slim)

Blankenship, Watter
Bohn, John & Mrs.
Brady, F. J.
Brady, Henry S.
Brady, Jess
Broeffie, H. J. & J.
Brown, Elna
Brown, Les
Brownfield, Mary M.
Burke, Mrs. Merle
Burre, Howard
Bush, Bernice
Bush, Mrs. Catherine
Butcher, Ralph & Mrs.
Butcher, Mrs. M.
Butler, Bill
Callers, Roy
Camelison, Mrs. Wm.
Camp, John
Cannon, Monty & Mrs.
Carawan, Mrs. Meiba
Carey, Esther
Carl, James H. & Mrs.
Carpenter, Mrs. Nancy J.
Carpenter, Walter
Carras, Mrs. Ross
Carreon, Seoor
Castro, Carlos

Castle, Louise
Chambers, Earl
Chavanne, James N.
Chavanne, Louise
Cobb, Paul Edw.
Coburn, James A.
Coleman, Max
Coleman, Wm. L.
Collins, Ray
Conlon, Edw. A.
Cortes, Rita
Coyne, Thos. J.
Cozart, John
Cragg, Mrs. Margo
Culloms, Phillip
Dameron, Al
Dansey, Roy
Darling, Clifford
Davis, Earl C. & Mrs.
Davis, Frank
Davis, J. H. L.
Dean, Jack
Delano, M. W.
Del Rio, Carmen
Demetro, Archie
Demeter, Frank
Dernoga, Mrs. Ann
Dickerson, Joe
Dickerson, Mrs. Mary E.
DiCorte, David V.
Dieman, Frank
Dillow, Robt. D.
Dolschal, Roy
(Farmer)

Dorso, Danny
Ducharme, Henry
Dumond, Maurice
Dunkin, Mrs. Dal
Eliot, Jack
Elliott, Maggie
Epperly, Dalias
Fallin, Shorty
Faye, Sandra
Ferguson, Richard
Fish, A. H.
Fitts, Goldie
Fletcher, H. J.
Forkum, Bill
Fowler, Conway
Franz, Oliver
Frederick, Mrs. Mae
Friedheim, Morris
Gage, Ron W. & Mrs.
Gaines, Theron
Garry, Mrs. Claire
Gibbs, Walter A.
Glosser, Olga
Gray, Larry
Green, Nicholas
Groezinger, Harry
Hagensick, C. E.
Haish, Fred
Hayden, Don
Healy, Michael
Heck, Bobby
Henry, Warren
Hicks, Geo. Richard
Hobby, Alvie
Hoffman, Mrs. John E.
Hofmann, Lottie
Hoge, Clarence & Mrs.
Holstead, Arthur R.
Hopkins, Bill
Howells, John W.
Hudson, Paul & Mrs.
Hutchy, Walter
Hunt, A. & Mrs.
Hunter Jr., Chas.
Husband, Chas.
Jacobs, Dolly
James, Paul
Jenkins, Mrs. Stella
Jerry & Ann (Hat Concessions)

Johnson, Mrs. Fred
Johnson, O. D.
Joseph, Geo.
Juliano, Joe
Kalbaugh, William
Kandell, Ben
Kaneva, Gus
Kaye, Paul
Kelly, C. O.
Kelly, Helen
Kibbey, J. D.
King, Howard H.
King, Bob
Kirkman, Frances
(Bill Carl)

Klug, John J.
Kochman, Charles
Kridello, Mrs. Lillian
Lancaster, Cliff
Lane, Mrs. Mike
Layton, Willie C.
Leasars, C. C.
Leavitt, A. L.
Levy, Stanley
Lund, Lucky (Land)
Lynch, Eddie R.
Lynch, Robert & Mrs.
McAlister, Tate
McClain & Clark
McCray Jr., David
McGarry, K. C.
McGraw, John
McLane, F. J.
McSpadden, J. R.
McSpadden, Mrs.
Manstein, William
Martin, Earl
Martin, Edward
Martin, Harry of Ethel
Matro, Van
Matthews, Scherry
Mathews, Mrs. Kay
Mczer, Walter F.
Miller, Mrs. Charles
Miller, Col. Calvin
Miller, Fred
Mitchell, Lawrence
Mooney, Bob
Moore, Mrs. Daisy
Moore, Mrs. Goldie
Moore, Jan L. or Tan L.
Moore, Mike
Moreland, Junior
Morton, Louis E.
Morton, Robert
Munroe, Wm.
Murphy, E. J.
Murray, Marion
Myers, C. N. & Mrs.
Nash, Charles
Newville, Mrs. Phyllis
O'Brien, Blanche Ruth
O'Brien, Richard J.
O'Brien, Thomas J.
O'Day, Torchy
O'Day, Wm. H.
O'Riley, Jimmy & Mrs.

Ogden, Charles
Omers, Mechanical City
Ortagus, L. H.
Osborn, A. J. & Mrs.
Owen, Edward John
Owens, Mrs. Jack
Palaf, Charles
Painter, Mrs. Martha
Palanque, Serge (or Madeleine Claude)
Palmatier, Richard & Mrs.
Pasterczyk, W. S.
Pate, Virgil
Patrick, Judith
Pelcher, Anthony
Pelcher, Mrs. Eunice
Phillips, James E.
Piercy, H. W.
Porter, Bill
Pugh, Mrs. Getty
Pulett, Dick
Qualls, Mrs. Bea
Rabbit Foot Minstrels
Raca, Marcelo
Rankin, Josephine
Ravelli, Blanche
Reed, James E.
Reed, Rosa
Reiner, Stanley
Roachman, Mrs. Stash
Roberts, Max
Roachman, Mrs. Ethel Mae
Roe, Bill
Rogers, Lewis Dixon
Rogers, William
Ross, C. H.
Rucker, E. H.
Rumsower, A. T.
Ryver, Herbert Mike
Sabobie, Mrs. Myrtle
Salyina, John
Salyina, Pete
Sanders, James A.
Santalone, Louis
Saunders, Robert
Saxe, Reggie
Scheible, Geo. D.
Schneider, Lou
Schuch, Clarence J.
Sears, Calvin & Mrs.
Sello Bros. Circus (manager)
Severance, Chuck
Shaffer, Billy
Sharp, Max
Shea, Peter J.
Shelton, Julius C. Pat
Showers, Jimmy
Sierman, Joe
Sivestri, Antonio
Sivestri, Sandy
Simmis, E. W. Patrick
Simpson, William L.
Sloat, Roy S.
Smaha, Herr Johann
Smiga, Jole
Smith, Charley (Cook House)
Smith, Harold
Smith, Little Ashby
Snow, Mrs. Myrtle
Sodders, Orvin & Mrs.
Sodders, Orvin
Spears, Sammy
Sprang, John F.
Starny (Girl Show)
Sturdivant, Arthur O.
Sunday, Sid
Swank, Ruth
Swart, Tommy
Tate Jr., L. A. & Gloria
Taylor, Joe
Teahan, John
Tezans, Frank
Thomas, Ben
Towers, Tom
Travis, John
Trivette, Clyde
Vinson, Jack
Vomberg, A. A.
Wagner, Jack
Walker, Theodore F.
Wandol, John
Wants, Mrs. Ruby
Warren, Frank
Warren, Fred P.
Webb, Bob
Wildentenbeck, C. W.
Wilden, Dorothy

Williams, Curt
Williams, Mrs. Jay
Williams, John M. & Mrs.
Williams, Mrs. Lawrence
Williams, Ralph
Wilson, Dick & Mrs.
Wines, Mary Ann
Witham, John Eugene

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 36, N. Y.

Beeman, Tex E.
Blair, Don
Burke, George
Chiz, Pam
Cosgrove, Robert B.
Dayton, Leslie
Ewana, Mr. & Mrs. Thomas A.
Grossman, M.
Hart, Margie
Jerauld, J. J.
Jenny, Happy
LeMar, Elaine
Logan, Scotty
Lorraine, Blanche

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.
Chicago 1, Ill.

Brooks, Peggy
Carter, Mrs. June
Chisholm, John E.
Fude, Frank
Hamilton, Walter F.
Hamilton, Ray L.
Hannigan, Lorraine
Jones, Otis
Lea, Jane
Morino, Tony

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.
St. Louis 1, Mo.

Adams, Michels
Allen, H. S.
Allen, Robert
Anthony, Marjorie
Babb, Jackson E.
Ballou, Gerald F.
Barnes, Mrs. Lowell
Barry, Alfred J.
Beecher, Mrs. Jean
Bell, Bonnie
Boudreau, Gil & Pete
Bowlin, Mr. & Mrs. Johnie
Boyle, Ruth
Brinn, Deana
Campbell, Mack
Chidester, Wm. J.
Chisholm, John E.
Chambers, Mrs.
Craig, Nina
Creighton, E. E.
Crowell, Mrs. H. W.
Cundiff, A. B.
Darling, Edward
Eckman, Fred
Finley, Evelyn
Garner, Mr. & Mrs. Louis
Gilk, George
Hagen, Eddie
Hartman, Mr. & Mrs. William
Harris, Marvin J.
Hart, Betty
Horowitz, Harold G.
Humphrey, C. H.
Kerens, James A.
Kingore, James J.
Koch Jr., Clifton
Lantz, John W.
Lee, Miss Toni
Long, Kenneth Eddie
Ludwig, Art
Lynch, Mark
McAllen, George & Skeeter
McClain, Obod
McHenry, Myron
McKenzie, Mae
McLeondon, Leon
McMillan, R. J.
Martel, A. E.
Medlin, James L.
Medlin, Sadie

Middleton, Ann
Miller, Mr. & Mrs. Charles
Miller, Paul H.
Moore, Jaunita
(Kester)
Morgan, T. Lance
Morrison, M.
Morton, J. M.
Neighburs, Barney
Neilson, H. E.
O'Haver, Mr. & Mrs. Jack D.
O'Reilly, Jerry
Owen, Billy Joe
Pearl, Walter J.
Phinney, Mrs. Margaret M.
Rains, Leo W.
Rawlings, James
Reed, James & Lois
Richards, J. T.
Riley, Louis
Robertson, Freddie
Robinson, Gordon W.
Roscoe (Fetty Boy)
Rose, Louis
Saunders, Mr. & Mrs. O. B.
Schwab, Alton H.
Shadel, Dick
Steer, Eddy
Sneed, Marvin
Spencer, Art
Sproull, Albert & Lorraine
Star, Miss Hedy Jo
Steece, David
Stone, Ed
Swank, Ruth Virginia
Sweetpea, Joe
Thomas, K. B.
Tomendale, Larry
Tucker, Barbara E.
Vaughan, Mr. & Mrs. Harold
Vinson, Jack
Wetherbee, Mrs. Harold
Whitlock, Al F.
Wildrick, Elmer
Williams, Walter
Zomp, Paul J.
Zucco, Joseph

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\$9.75 doz. sets

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Pearl and Gold Earrings, dz. 3.00
Tailored Earrings, dz. 3.00
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Tenco to Debut Dry Ingredient Coffee Vender

LINDEN, N. J.—A dry ingredient machine for coffee locations is currently in production, under contract, for Tenco, Inc., manufacturer of powdered coffee for the vending trade.

The unit is being made by Pneumafil, Charlotte, N. C., and will be distributed exclusively by Tenco distributors. According to Dave Hampton, in charge of Tenco's vending program, the 48-pack machine will list for less than \$60.

Hampton said that complete details about the vender will be disclosed when the machine is exhibited at the National Automatic Merchandising Association's convention in Chicago, Sunday thru Wednesday (2-5).

5-Cent Vend

He did say, tho, that the operator will be able to vend the ingredients—coffee, sugar and cream—for 5 cents. Cup dispensers will also be available, as will hot water units for those locations which require them.

Hampton said the unit was designed for locations which are too small for fully automatic equipment, and for motels and similar transient stops.

Du Gren. to Bow Can. Cig Vender

NEW YORK — Arthur H. Du Grenier, Inc., will bow a new Canadian cigarette machine at the annual convention of the National Automatic Merchandising Association in Chicago, December 2-5. Details will be disclosed at the convention.

Other Du Grenier equipment to be shown includes the 10-column Spacemaster cigarette unit; the 14-column Smokemaster, Candymart, Sandwichmart, Pastrymart, five-pack cigar vender and the tab gum and chicle machine.

Representing the firm at the show will be F. C. Du Grenier, Richard E. Gibbs, Olivia McFadden, F. C. Du Grenier Jr., James H. Martin, Robert Kline, Julius Levy, John Parina, Charles Seussens, Sam Taran, Harry Wyner, David Franco, Jake Friedman, Marion Glass, Max Mallamad, Winford McDonald, Jack Chalcraft, R. H. Carpenter, Murray Baum, M. Goldman, Prince Hayles, Irving Linderholm, J. Steele and Chester Trykowski.

Lehigh to Bow 15-Col. Cig Vender at NAMA

EASTON, Pa. — Lehigh, Inc., will bow a 15-column cigarette machine next week at the National Automatic Merchandising Association's annual convention in Chicago.

The new unit, called the MC15E, will have a capacity of 500 packs, against 437 packs for the old 12-column machine. Feature of the new Lehigh will be a new match magazine which swings out on a hinged door, with matches delivered separately on the side.

An improved magazine with an open top permits quicker loading, with a new access panel to the coin

L&M Denies FTC Charge of Unfair Trade

WASHINGTON — Maintaining that Sec. 2(d) of the Robinson-Patman Act is unconstitutional, Liggett & Myers Tobacco, maker of Chesterfield and L&M cigarettes, has denied Federal Trade Commission charges that it has violated this law by discriminating among customers in granting promotional allowances.

Sec. 2(d) of the Robinson-Patman Act, an amendment to the Clayton Act, requires that if promotional allowances are given, they be made available to all competing customers on proportionally equal terms.

One example of discrimination alleged in the FTC complaint concerns the distribution of Chesterfield and L&M cigarettes thru vending machines. The complaint alleged that, thru an agent, the Harrough Corporation, the company paid favored customers compensation for dispensing matches advertising its cigarettes on the basis of so much for each machine dispensing either Chesterfield or L&M brands.

The answer states, however, that Harrough Corporation was an independent contractor performing a service. The payments were not in interstate commerce, the services Harrough performed were not in interstate commerce, and the payments made by Harrough were not in interstate commerce, the answer states.

The answer adds that this program was primarily to enable Liggett & Myers' brands of cigarettes to be dispensed in at least one column per vending machine. This was "reasonably and necessarily" (Continued on page 65)

NAMA Expects Record 6,000 To Attend Conv. Dec. 2-5

CHICAGO—With advance registration as of Wednesday (21) showing a 25 per cent increase over last year's total attendance of 4,500 people, National Automatic Merchandising Association's convention promises to draw a record crowd to the Conrad Hilton Hotel December 2-5.

Climaxing some seven months of preparation, the show will offer the greatest display of new machines and vendible products ever concentrated under one roof for what is expected to be 6,000 vending operators, bottlers and dairymen who have made reservations.

Over 150 exhibitors have reserved space, an increase over last year's total of 138.

The convention will be officially

called to order with an address by William C. McConnell Jr., Automatic Merchandising Corporation, Medford, Mass., the general chairman of the 1956 convention.

The business program will include addresses and panel discussions on practical problems in vending such as securing locations, problems operators must overcome, operating figures and sanitation and equipment needs for the future, stated general program chairman, William F. Courtney Jr. of Automatic Refreshment Service, Youngstown, O.

Presiding over the business meeting, will be John T. Pierson, president of NAMA. Pierson will also deliver an address titled, "Automation Comes to Distribution."

"A Blueprint for Automatic Feeding Service" will be the title of a panel discussion, featuring actual operating figures of several operators; an outline of planning; physical preparation; taking place up to the point of actual installation of machines and general problems of operating the installation. Coordinating the panel will be James (Continued on page 69)

Tenco Partner In World-Wide Coffee Firm

NEW YORK — Tenco, Inc., manufacturer of soluble coffee for the vending trade, has formed a new corporation with the International Basic Economy Corporation for the purpose of distributing soluble coffee on a world-wide basis.

Nelson A. Rockefeller, IBE president, and Edward Aborn, Tenco president, said the new company would be named Ibenco, with each of the older companies owning 50 per cent interest.

The first blending and packing plant for the new firm is expected to be set up in Canada, with another plant in Holland under consideration.

IBE is an international finance and investment company which operates primarily in South America. Tenco, in which IBE recently acquired a one-eleventh interest, was formed by 10 coffee companies to create a research and manufacturing organization to supply the corporate stockholders with soluble coffee.

Bally Hot-Cold Cup Drink Unit First in Line

CHICAGO—The Bally Beverage Bar, a five-way, hot-cold cup drink vender, is the first in the new line of vending equipment to be produced by the Bally Vending Corporation.

In addition to four selections of coffee, the vender will serve hot or cold chocolate with cream, hot soups, fruit juices and non-carbonated soft drinks.

Selection can be made by turning a finger-knob, right or left, with the desired selection lighting on an eye level panel. Cup capacity is 600 cold, and 480 hot.

The unit will feature a refrigerated compartment for the liquid ingredients such as cream, and the cold drinks. The heating unit is controlled by an automatic circuit breaker, which will prevent the ingredient temperature from rising above 50 degrees.

Each model will contain extra sets of ingredient containers, container caps, stainless steel tubes, valves and spouts. The measurements are 71 inches by 29 inches wide and 26 inches deep.

The new vender will be previewed at the National Automatic Merchandising Association convention at the Conrad Hilton Hotel, December 2 to 5.

Bally Announces Vending Company

Set Up Separate Firm to Sell, Mfr. New Vender Line With Own Hdqrs., Plant

CHICAGO—Bally Manufacturing Company has announced the formation of the Bally Vending Corporation, a separate tho affiliated company, which will exclusively develop, manufacture and sell the new Bally vending line.

The announcement was made simultaneously with the news that Fred Mills Jr. was appointed sales manager of the vending operation. (See separate stories this issue.)

Bally Vending Corporation will operate as a separate corporation, having its own headquarters and plant entirely divorced from its parent firm. The site of the new plant and offices have not as yet been disclosed, but company officials stated they would be established about the first of the year.

Distribution

While the actual sales and distribution policies have not been settled, Bally officials state they will follow the normal distribution pattern followed in the vending industry today, emphasizing that plans would be worked out to suit the situation as it develops.

First in the new vending line will be the Bally Beverage Bar which will be previewed at the National Automatic Merchandising Association convention held at the Conrad Hilton Hotel, December 2-5. (See separate story.)

Bally's decision to enter the vending field was announced earlier this year (The Billboard, September 15). It was felt that the increased interest on the part (Continued on page 75)

Lorillard Sets NAMA Exhibit

NEW YORK—The giant Old Gold Filter King pack on a revolving pedestal and a mechanical Kent cigarette display will highlight the exhibit of the P. Lorillard Company at the National Automatic Merchandising Association convention which opens in Chicago Sunday (2). A similar Lorillard exhibit won the Trade Show Award at the National Association of Tobacco Distributors show in March.

On display at the booth will be stickers and decals for vending operators, including price stickers and service call tabs which list the operator's name and telephone number.

The Lorillard contingent will be headed by President Lewis Gruber and will include Harold Temple, vice-president and director of sales; W. A. Jordan, Northern States sales manager; Fred Storm, director of sales promotion, and H. C. Goldstein, Chicago field manager.

Fred Mills Jr. Bally Vending Sales Chief

CHICAGO — Appointment of Fred L. Mills Jr. as sales manager of Bally Vending Corporation was made last week by Bally president, Ray Moloney.

Mills will be in charge of the selling and marketing functions of the newly formed corporation.

Having spent some 10 years in the vending industry, Mills started his career in 1946 by entering the training program of Mills Industries, Chicago, manufacturer of coin-operated and refrigerated vending machines and ice cream freezers.

Moving successively thru purchasing, production control and plant management, he was appointed

vice-president in charge of manufacturing in 1952. In 1953 he was promoted to vice-president in charge of engineering.

Developed Products

While there he helped develop new vending products, some of which were a selective bottle drink vender, a non-coin-operated machine for mixing and serving milk shakes and a coffee vender.

He left the company in 1954 to organize his own coffee vending operation with which he has been associated for the past two years. The business will be disposed of by Mills prior to his taking the Bally post.

Moloney Statement

Moloney in announcing the appointment said: "Because of his years of experience in the coin-operated vending field, we are very happy to obtain Fred L. Mills Jr.'s services."

"He was formerly associated with a leading vending manufacturer in various executive capacities which gave him a grass-roots understanding of every phase of the vending business from basic engineering thru manufacturing to sales and sales financing."

"He has recently been active in the management of a highly successful operation which gives him a sympathetic knowledge of the operators' problems."

A native of Winnetka, Ill., he is 34 years old, married with one child, two years old. Along with his business interests, Mills is an active member in the Dartmouth Alumni Association and the Chicago Athletic Association.

mechanism permitting servicing without removing the chassis.

Price Selectivity

Any combination of nickels, dimes and a quarter are accepted by the coin mechanism, with mechanical price changing for each column. Cigarettes may be vended at any one of three prices in all columns.

The new unit, to be displayed at Booth 519, will have the same dimensions as the 12-column model—61 inches high, 32 inches wide and 12.5 inches deep. The illuminated display area is 4.5 square feet, providing space for six brands.

NAMA Exhibit Guide

A
A.B.T. Manufacturing Corp., 715 N. Kedzie Ave., Chicago 12, Ill. (coin mechanisms); South Hall 203, 205.
Advance Engineering Co., 740 N. Washington Ave., Minneapolis 1, Minn. (canned food machines, can-opener, spoon holder stand, portable steam cleaners); Exhibit Room 528-A, 5th Floor.
American Chicle Co., 3030 Thomson Ave., Long Island City 1, N. Y. (gum); South Hall 207, 209.
American Hand Dryer Corp., 1324 Locust St., Philadelphia 7, Pa. (hand dryers, hair dryers, read-life emergency lights); Lower Foyer 714.
American Home Foods, Inc. (See Washington G., Div.)
American Tobacco Co., The, 111 Fifth Ave., New York 3, N. Y. (cigarettes); South Hall 114, 116.
Apco, Inc., 1740 Broadway, New York 19, N. Y. (cigarettes, coffee, cup beverage, hot food & milk vendors); South Hall 402, 404, 406, 408, 410, 412, 414, 416, 418, 420; North Hall 801, 901; Williford Room 309-W, 3d Floor.
Armour and Co., Union Stock Yards, Chicago 9, Ill. (canned meats for "hot food" vendors; canned provisions for sandwiches, and concentrated soup mix); Williford Room 333-W, 3d Floor.
Austin Packing Co., Inc., 2930 Washington Blvd., Baltimore 3, Md. (peanut butter sandwiches, cookies); South Hall 510, 512.
Auto-Photo Co., 1100 East 33d St., Los Angeles 11, Calif. (photo machines); Exhibit Room 560, 5th Floor.

B
Bally Manufacturing Co., 2640 Belmont Ave., Chicago 14, Ill. (coffee & cold drink machines); Williford Room 325-W, 329-W, 3d Floor.
Barvend, Inc., P. O. Box 97, San Marcos, Calif. (hot drink machine); Exhibit Room 553-A, 5th Floor.
Beech-Nut Life Savers, Inc., Canajoharie, N. Y. (gum, Beechies, Life Savers); North Hall 902.
Bennett Manufacturing Co., The, Railroad St., Alden, N. Y. (self-closing waste receptacles); Exhibit Room 502, 5th Floor.
Bestest Tube Testing Co., 19963 Livernois, Detroit 21, Mich. (tube tester); Room 535A.

Blue Jay Food Prod. Co., Inc. (Lord Byron Products), 36 Bainbridge St., Brooklyn 6, N. Y. (cracker sandwiches, cookies); Exhibit Room 556-A, 5th Floor.
Blumenthal Bros.' Chocolate Co., Margaret & James Sts., Philadelphia 37, Pa. (candy); Lower Foyer 715.
Bowey's, Inc., 679 N. Orleans St., Chicago 10, Ill. (chocolate syrup for vending); Exhibit Room 557, 5th Floor.
Brandt Automatic Cashier Co., 515-517 First St., Watertown, Wis. (coin handling machines); South Hall 101.
Brown & Williamson Tobacco Corp., 1600 West Hill St., Louisville 1, Ky. (cigarettes); South Hall 515-517.

C
Cadbury-Fry (Export), Ltd., 200 Madison Ave., New York, N. Y. (candy); North Hall 908.
Campbell Sales Co., 100 Market St., Camden 1, N. J. (soups, juices, canned hot food products); South Hall 103; Exhibit Room 515-A, 5th Floor.
Canada Dry Ginger Ale, Inc., 100 Park Ave., New York 17, N. Y. (beverage syrups, cups); South Hall 609, 611, 613.
Chase & Samborn (see Standard Brands, Inc.)
Chicago Coin Machine Co., 1725 W. Diversey Blvd., Chicago 14, Ill. (comb. vibrator, scale and horseshoe vending machine); Room 534A.
Chicago Lock Co., 2024 N. Racine Ave., Chicago 14, Ill. (cylinder locks, cabinet locks and padlocks); South Hall 507.
Chocolate Products Co., 415 W. Scott St., Chicago 10, Ill. (beverage syrups, hot chocolate powder); North Hall 906.
Chunky Chocolate Corp., 655 Dean St., Brooklyn 38, N. Y. (candy); South Hall 509.
Cigarmat Corp. of America, 1315 Walnut St., Philadelphia 7, Pa. (cigar machines); South Hall 312, 314.
Clark Co., The D. L., 503 Martindale St., Pittsburgh 12, Pa. (candy); Exhibit Room 509, 5th Floor.
Clark Brothers Chewing Gum Co., Merchant & Martindale Sts., P. O. Drawer 6753, Pittsburgh, Pa. (gum); Exhibit Room 509-A, 5th Floor.
Coan Manufacturing Co., Inc., 2070 Helena St., Madison 4,

Wis. (candy, cigarettes, food, coffee, chocolate machines); South Hall 620.
Coca-Cola Co., The, 310 North Ave. N. W., Atlanta 1, Ga. (beverage syrups, dispensing equipment); South Hall 423, 424, 524.
Coffee-Mat Corp., 888 North Ave., Elizabeth, N. J. (coffee & cold drink machines); North Hall 803, 805.
Coin-A-Matic, Inc., 56 North Ave., Mount Clemens, Mich. (coin mechanisms); Williford Room 310-W, 3d Floor.
Cole Products Corp., 39 LaSalle St., Chicago 3, Ill. (coffee, chocolate, milk, soup, tea, cup beverage machines); South Hall 212, 214, 216, 218, 220.
Continental Can Co., Inc., 349 Oraton St., Newark 4, N. J. (cups); Lower Foyer 702, 703.
Continental Coffee Co., 375 W. Ontario St., Chicago 90, Ill. (coffee, soup, hot chocolate); Williford Room 304-W, 3d Floor.
Continental Vending Machine Corp., 956 Brush Hollow Rd., Westbury, Long Island, N. Y. (cigarette machines); South Hall 300, 301, 316, 318; Lower Foyer 700, 701, 706, 707; Williford Room 314-W, 318-W, 3d Floor.
Curtiss Candy Co., 1101 W. Belmont Ave., Chicago 13, Ill.

D
Dad's Root Beer Co., 2800 N. Talman Ave., Chicago 18, Ill. (beverage syrups); South Hall 407.
Dariomatic, Inc., 1827 Pontius Ave., Los Angeles 25, Calif. (milk and canned beverage machines); South Hall 130.
Dazey Corp., Warne & Carter Aves., St. Louis 7, Mo. (electric automatic and manually operated hot food can opening machine). Room 563A.
Dean Milk Co., 3600 N. River Rd., Franklin Park, Ill. (powdered cream, chocolate drink); Lower Foyer 704.
Dee-Lee Sales Co., 231 S. LaSalle St., Chicago, Ill. (water conditioners); Williford Room 332-W, 3d Floor.
Delicia, Inc., 50 Antin Place, New York 62, N. Y. (candy); Lower Foyer 711.
Dixie Cup Co., 24th & Dixie Ave., Easton, Pa. (cups, cup dispensing equipment); South Hall 518, 520.
Dr. Pepper Co., P. O. Box 5086, Dallas 2, Tex. (cup beverage machines, beverage syrup); North Hall 809.

E
Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass. (cigarette and food machines); North Hall 810, 812.
Electric Valve Division (Skinner Chuck Co.), 95 Edgewood Ave., New Britain, Conn. (Solenoid valves); Lower Foyer 705.
Encyclopedia Britannica, 14 E. Jackson Blvd., Chicago 4, Ill. (encyclopedia); Booth 806.

F
Fairlane, Inc., 1121 Spring St. N. W., Atlanta 9, Ga. (hot drink vending machines, ingredient packages); Williford Room 308-W, 3d Floor.
Fearn Foods, Inc., 9353 Belmont Ave., Franklin Park, Ill. (soups); North Hall 910.
Federal Sweets & Biscuit Co., Inc., 60 Clifton Blvd., Clifton, N. J. (candy, cookies); South Hall 118.
Firestone Steel Products Co., Firestone Parkway, Akron, O. (steel tanks for cup beverage machines); Lower Foyer 713.
Food Engineering Corp., 25 S. Bedford St., Manchester, N. H. (bulk milk machines); South Hall 104, 106.
Frigid Fruit Co., 1301-03 S. 20th Ave., Yakima, Wash. (fruit machine); Exhibit Room 533-A, 5th Floor.

G
General Electric Co., Large Lamp Dept., Nela Park, Cleveland 12, O. (lamps and lighting for vending machines); South Hall 108.
Gordon Foods, Div. of Sunshine Biscuits, Inc., 1075 Sylvan Rd. S. W., Atlanta, Ga. (cakes, cracker sandwiches, nuts, potato sticks); South Hall 204.
Granny Goose Foods, 916 98th Ave., Oakland 3, Calif. (Krazy Korn, nuts, shoestring potatoes); Exhibit Room 537-A, 5th Floor.
Green River Corp., 4554 Broadway, Chicago 40, Ill. (beverage syrup and concentrate); North Hall 903.

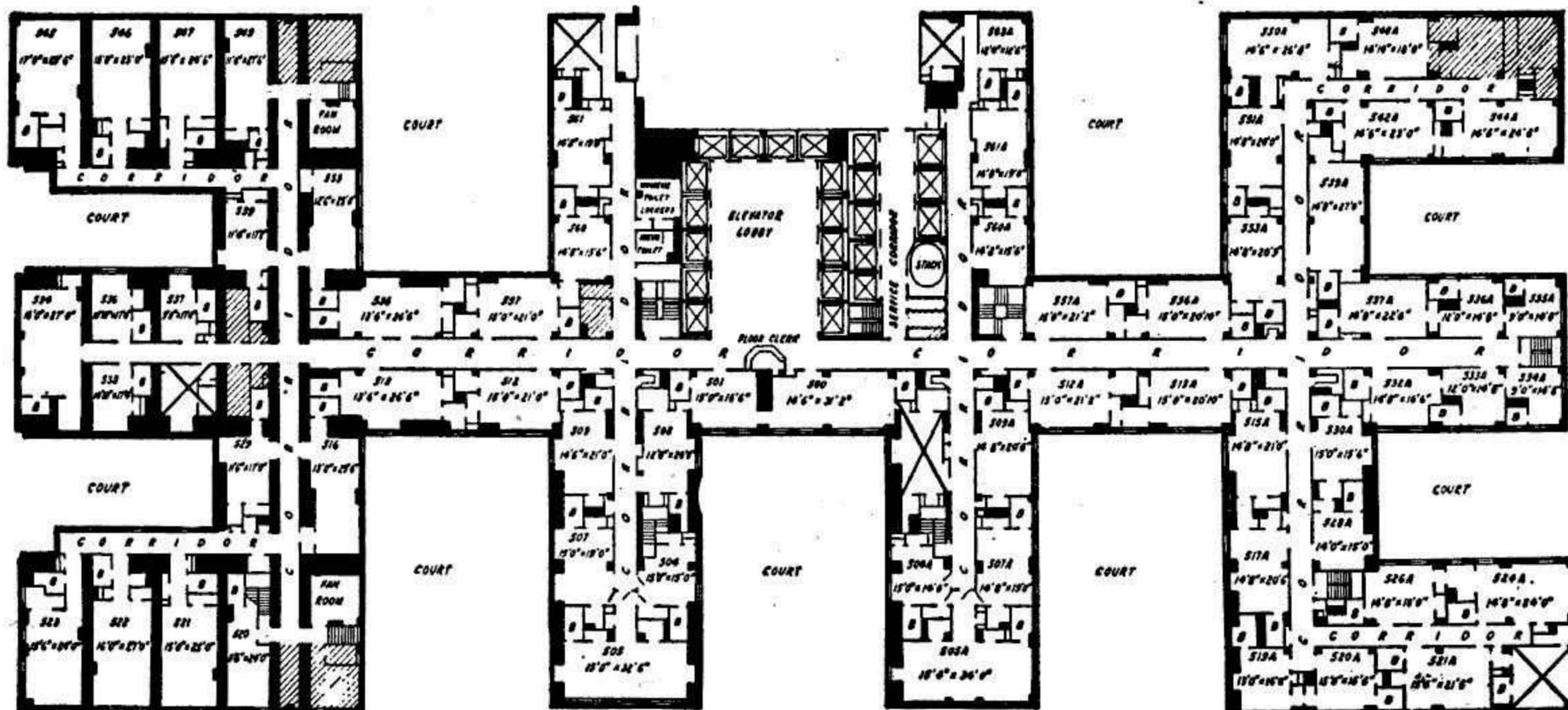
H
Halkirk Co., P. O. Box 612, Manhattan Beach, Calif. (portable steam cleaners); Exhibit Room 560-A, 5th Floor.
Harrough Corp., The, 290 Madison Ave., New York 17, N. Y. (advertising material for cigarette vendors, advertising matches); Williford Room, 316-W, 320-W, 3d Floor.
Hebel Corp., The Fred, 101 Factory Rd., Addison, Ill. (ice

cream, hot food vendors); South Hall 511, 513.
Hedeman Products, Inc., 117 Cutter Mill Rd., Great Neck, L. I., N. Y. (beverage machine components and equipment, hot and cold drink conversion units); South Hall 127.
Heinz Co., H. J., P. O. Box 57, Pittsburg 30, Pa. (hot food service); South Hall 223.
Hershey Chocolate Corp., 19 E. Chocolate Ave., Hershey, Pa. (chocolate bars and packages, vending syrup, powder); South Hall 504.
Hilton Seafoods Co., Inc., 1437 Elliott Ave. W., Seattle 99, Wash. (hot food service); Williford Room 313-W, 3d Floor.
Hires Co., The Charles E., 206 S. 24th St., Philadelphia 3, Pa. (dispensing equipment and syrup); South Hall 516.
Hollywood Brands, Inc., 836 S. Chestnut St., Centralia, Ill. (candy); South Hall 616, 618.
Hord-Lynnwood Co., 201 S. Central Ave., St. Louis 5, Mo. (bulk milk machines); North Hall 800.
Hurty-Peck & Co., 1423 Naomi St., Indianapolis 7, Ind. (beverage flavors, syrups); Exhibit Room 512, 5th Floor.

I
Ideal Dispenser Co., 509 S. McClun St., Bloomington, Ill. (milk vending machines); South Hall 508.
Illinois Lock Co., The, 800 S. Ada St., Chicago 7, Ill. (cabinet locks); South Hall 110, 112.
Industrial Vendors, Inc., 2010 167th St., Hammond, Ind. (coffee, chocolate, soup vendor, sandwich vendor); Exhibit Room 561, 5th Floor.
Institutional Products Division General Foods Corp., 250 North St., White Plains, N. Y. (coffee, chocolate mix); South Hall 102.
Interborough News Co., 76 Ninth Ave., New York 11, N. Y. (gum machine); North Hall 920.
Interstate-United Coffee Corp., 1015 W. Congress Parkway, Chicago 7, Ill. (coffee machine); Booth 822.

J
Jennings & Co. (Milk Vendor Division), 4307-39 W. Lake St., Chicago 24, Ill. (milk vending machines); Exhibit Room 513-A, 5th Floor.
Johnson Candy Co., Walter H., 4500 W. Belmont Ave., Chicago 41, Ill. (candy, ball gum); North Hall 916.

EXHIBIT ROOMS • FIFTH FLOOR



Johnson Fare Box Co., 4619 N. Ravenswood Ave., Chicago 40, Ill. (coin mechanisms); South Hall 323.

Keathley's Inc., 2255-75 Young Ave., Memphis 4, Tenn. (pastries, pies); Williford Room 321-W, 3d Floor.

Keeney & Co., Inc., J. H., 2600 West 50th St., Chicago 32, Ill. (cigarette, coffee, cookie); South Hall 224.

King Kup Candies, Inc., 749 E. Chocolate Ave., Hershey, Pa. (candy); Williford Room 334-W, 3d Floor.

Lay & Co., Inc., H. W., 4520 Peachtree Industrial Blvd., Chamblee, Ga. (peanuts, potato sticks, cookies, peanut butter sandwiches); Williford Room 324-W, 3d Floor.

Leaf Brands, Inc., 1155 N. Cicero Ave., Chicago 51, Ill. (candy, ball gum); South Hall 606.

Lehigh, Inc., 1500 Lehigh Drive, Easton, Pa. (cigarette machines); South Hall 519.

Lily-Tulip Cup Corp., 122 East 42d St., New York 17, N. Y. (cups, cup dispensing equipment); South Hall 313, 315, 317.

Lion Match Co., Inc., 11-49 44th Rd., Long Island City 1, N. Y. (matches); South Hall 222.

Lorillard Co., P., 119 West 40th St., New York 18, N. Y. (cigarettes); South Hall 401, 403, 405.

Lovitt Enterprises, Inc., 205 School St., Gardner, Mass. (milk shake machines); North Hall 820.

Lyon Industries, Inc., 373 Fourth Ave., New York 16, N. Y. (cup beverage machines); Williford Room 323-W, 327-W, 3d Floor.

M & R Dietetic Laboratories, Inc., 625 Cleveland Ave., Columbus 16, O. (powdered cream); South Hall 109.

Mars, Inc., 2019 N. Oak Park Ave., Chicago 35, Ill. (candy); South Hall 608, 610.

Martin, Inc., James H., 1343 S. Michigan Ave., Chicago 5, Ill. (cigarette, cigar, candy, food and gum machines); North Hall 811, 813, 911, 913.

Maryland Cup Co., 1100 S. Eutaw St., Baltimore 30, Md. (cups, matches, straws); South Hall 612, 614.

Maxwell House (See Institutional Products Division).

Mechanical Servants, 2704 W. Pratt Ave., Chicago 45, Ill. (general merchandise machines); Williford Room 306-W, 3d Floor.

Merkle Korff Gear Co., 213 N. Morgan St., Chicago 7, Ill. (vending machine drives); South Hall 100.

Merkle Metal Products Corp., 1010 W. Lake St., Chicago 7, Ill. (cup dispensing mechanisms, cup separator units); Williford Room 312-W, 3d Floor.

Mills Corp., The Bert, P. O. Box 379, St. Charles, Ill. (coffee, chocolate beverage); South Hall 320, 322.

Mills Industries, Inc., 1043 Spruce St., Detroit 32, Mich. (Heinz hot food service, coffee serving machines); South Hall 324, 325; Exhibit Room 557-A, 5th Floor.

"Mr. Robot" Inc., 5951 N. Broadway, Chicago 40, Ill. (milk vending machines); South Hall 200.

Morris, Inc., Philip, 100 Park Ave., New York 17, N. Y. (cigarettes); South Hall 503, 505, 602, 604.

National Automatic Merchandising Assn., 7 S. Dearborn St., Chicago 3, Ill. (membership and group insurance services); Williford Room, 315-W, 319-W, 3d Floor.

National Biscuit Co., 449 W. 14th St., New York 14, N. Y. (cookies, crackers); South Hall 502.

National Coffee Co., 1218 N. Halsted St., Chicago 22, Ill. (coffee machines); North Hall 824.

National Rejectors, Inc., 5100 San Francisco Ave., St. Louis 15, Mo. (coin handling equipment); South Hall 422; Williford Room 300-W, 302-W, 3d Floor.

National Vendors, Inc., 5055 Natural Bridge, St. Louis 15, Mo. (cigarette machines); South Hall 211, 213, 215, 217, 219, 221.

Nehi Corp., 1000 10th Ave., Columbus, Ga. (beverage syrups); South Hall 202.

Nestle Co., Inc., The, 2 William St., White Plains, N. Y. (chocolate bars, chocolate syrup, coffee, cream); South Hall 600.

New England Confectionery Co., 254 Massachusetts Ave., Cambridge 39, Mass. (candy); South Hall 319, 321.

Norris Dispensers, Inc., 2720 Lynedale Ave. S., Minneapolis 8, Minn. (3-way vending machine); North Hall 909.

Northwest Automatic Products Corp., 1700 Linden Ave., Minneapolis 3, Minn. (coffee machine, pre-brew); Exhibit Room 530-A, 5th Floor.

Northwestern Corp., The, East Armstrong St., Morris, Ill. (candy, nuts, package & tab gum, stamp machines); South Hall 208, 210.

Oak Rubber, The, Rayenna, O. (balloon machine); Lower Foyer 710.

Pepsi-Cola Co., 3 West 57th St., New York 19, N. Y. (beverage syrup); South Hall 601, 603, 605, 607.

Peter Paul, Inc., New Haven Road, Naugatuck, Conn. (candy); South Hall 119.

Planters Nut & Chocolate Co., 632 S. Main St., Wilkes-Barre, Pa. (peanuts, nuts, peanut butter sandwiches, peanut bars, cookies); South Hall 121.

Pneumafil Corp., 2516 Wilkinson Blvd., Charlotte 8, N. C. (saltine cracker machine). Room 536A.

Reese Candy Co., H. B., 203-205 W. Caracas Ave., Hershey, Pa. (peanut butter cups); South Hall 506.

Reliance Pencil Corp., 22 S. Sixth Ave., Mt. Vernon, N. Y. (pencil and ball point pen machines); North Hall 914.

Reynolds Tobacco Co., R. J., Fourth & Main Sts., Winston-Salem 1, N. C. (cigarettes, merchandising aids); Lower Foyer 708, 709.

Rigidized Metals Corp., 658 Ohio St., Buffalo 3, N. Y. (3-dimensional metals); Williford Room 317-W, 3d Floor.

Rowe Manufacturing Co., Inc., 31 East 17th St., New York 3, N. Y. (cigarette, candy, pastry, ice cream, coffee, drink machines, Auto-Snak); South Hall 302, 303, 304, 305, 306, 307, 308, 309, 310, 311; Exhibit Room 501, Fifth Floor.

Rudd-Melikian, Inc., Hatboro, Pa. (coffee, coffee machines); South Hall 120, 122, 124, 126, 128.

S & L Sales, Inc., 314 S. 12th St., Omaha 8, Neb. (egg, coffee, box lunch, hot food machines); Exhibit Room 512-A, Fifth Floor.

Sanna Dairies, Inc., 122 W. Mifflin St., Madison 1, Wis. (powdered cream, chocolate mix); Lower Foyer 712.

Schroeder Products Co., Inc., 325 Montvale Ave., Woburn, Mass. (coffee); South Hall 111, 113, 115.

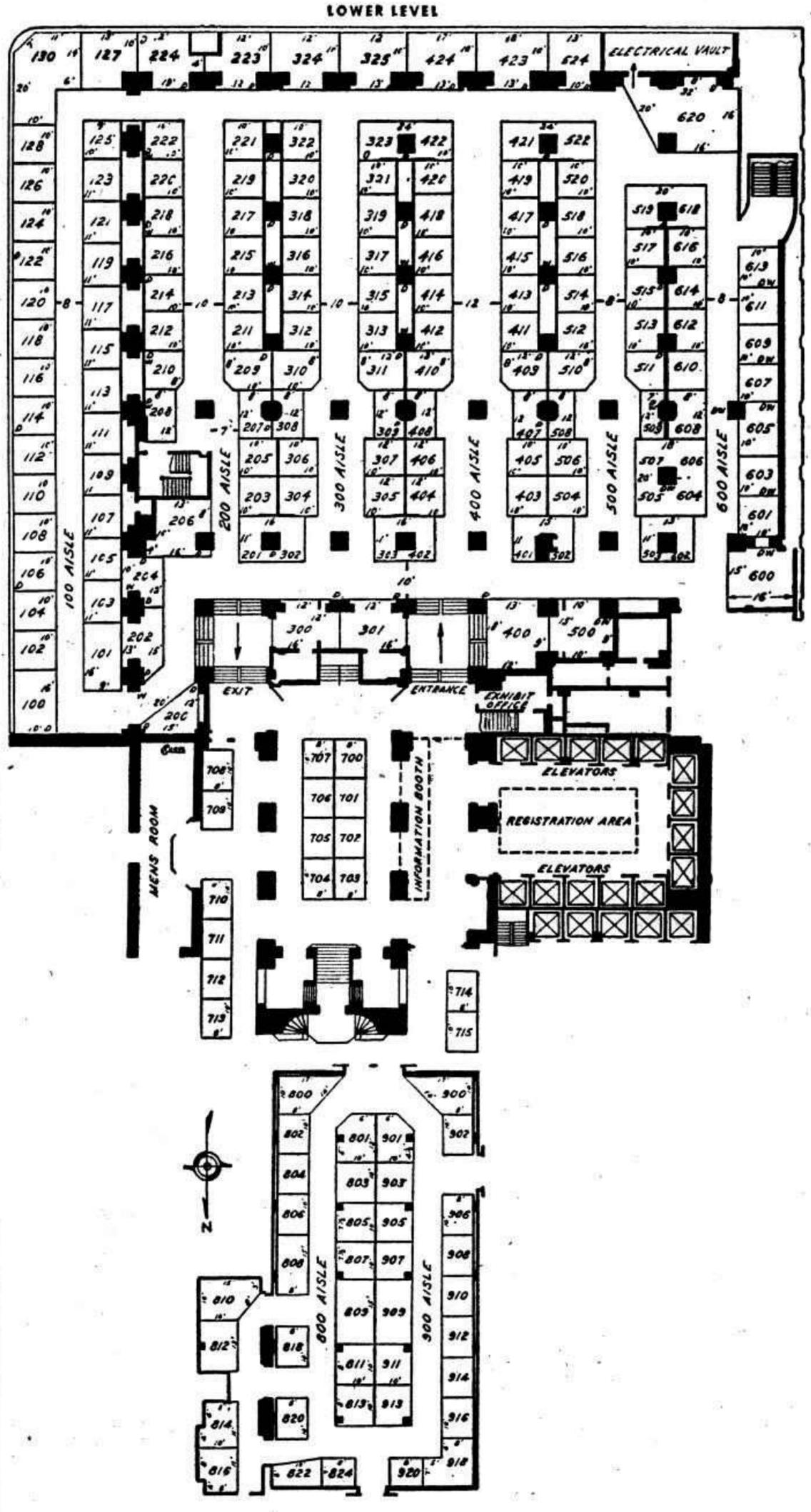
Schutter Candy Co., 4730 Augusta Blvd., Chicago, Ill. (candy); Williford Room 305-W, 3d Floor.

Silex Co., The, 6333 W. 65th St., Chicago 38, Ill. (coffee machines); Williford Room 303-W, 3d Floor.

Silver Skillet Brands, Inc., 7450 N. St. Louis Ave., P. O. Box 286, Skokie, Ill. (canned heat-and-serve foods); Williford Room 330-W, 3d Floor.

Standard Brands, Inc., 595 Madison Ave., New York 22, N. Y. (coffee); Williford Room 335-W, 3d Floor.

Standard Change-Makers, Inc., 415 Terminal Building, Indianapolis 4, Ind. (change-makers); North Hall 918.



Stange Co., Wm. J., 342 N. Western Ave., Chicago 12, Ill. (powdered soup mixes); Exhibit Room 556, Fifth Floor.

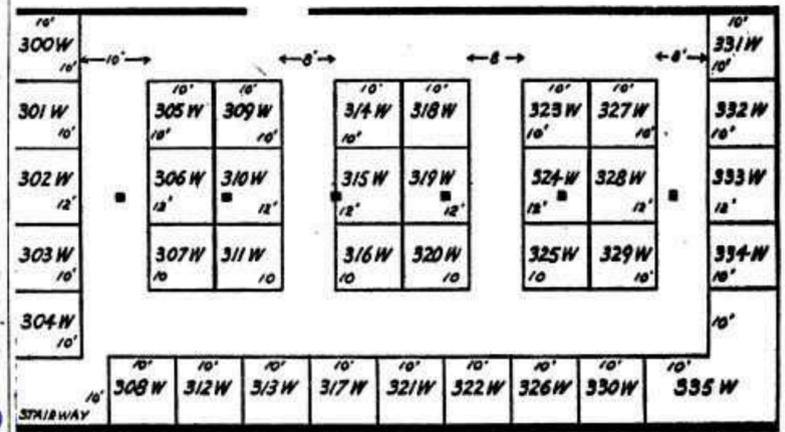
Stewart's, Inc., 653 Corrine, Memphis 2, Tenn. (cookies, crackers, salted peanuts); North Hall 804.

Stokely-Van Camp, Inc., 941 N. Meridian St., Indianapolis 6, Ind. (canned foods); Williford Room 331-W, 3d Floor.

Stoner Mfg. Corp., 328 Gale St., Aurora, Ill. (candy, cookie, gum, cigarette, soup, coffee, chocolate drink, pastry machines); South Hall 400, 500.

Superior Mfg. Corp., 2144 Ashland Ave., Evanston, Ill. (gum, cigarette machines); North Hall 802; (Continued on page 66)

WILLIFORD ROOM EXHIBIT SPACE THIRD FLOOR



COINMEN YOU KNOW

Miami

By RAOUL SHAPIRO

Most coinmen report that they are busy converting their jukes to dime play, with several reporting that they will be 100 per cent converted in another week or so. This reporter has not found one operator that didn't find collections up, even the first week after converting. Ed Mercer, of Orange Blossom, says he has changed over to dime play on every machine in the South Dade area, with just a

few machines in the Miami area to be converted.

Business is furthest from the mind of Bobby Schwartz, of B & B Vending, right now. Seems that Bobby's dad was hit by an automobile the other night, and is in very serious condition. We'd like to offer a little prayer for his rapid recovery. In the meantime, Buddy Cohen, partner in B & B, is doing double duty.

Another one laid up for a while

was Moe Koppel, of Magio Music Company. Moe was unfortunate to have a blood vessel burst in his leg, and was forced to stay in bed for a couple of weeks. Glad to report that he is now out and about, tho he still is limping slightly. Jim Robbins, of Okeechobee, in town this past week. Jim is getting ready for the winter season, but reports business is much better than he expected for this time of the year. Business down in Key West must be pretty good, too. Hear that Oscar Garcia, of Oscar Garcia Music Company, presented his lovely wife, Jean, with a brand-new Lincoln. Couldn't think of a nicer or more deserving person to get such a car.

Ken Willis and Ed Hancock, of Bush Distributing Company, took themselves a flight over to Nassau this past week. Ken says business on that little isle is really booming. Meanwhile, at Bush Distributing Company's home office, things are booming, too, with carpenters all over the place. Ted Bush decided that as long as Budisco is messing up things by expanding, he may as well go all the way and remodel the Bush showroom. By the time those carpenters are thru, we are willing to bet that Bush Distributing Company will have one of the most beautiful rooms in the coin machine business.

by George Hamilton, and "I Dreamed," by Betty Johnson.

Walter Harloff, Love Amusement Company, almost completely recuperated from recent surgery, reports that he is back on the job, altho required to "take it a little easy."

A "quickie" sales jaunt up to the (Continued on page 69)

MONEY BACK GUARANTEE

Victor's New Super Mart Vendorama (Regd. U. S. Pat. Office), is the greatest bulk vendor ever devised! It's a Combination Vendor! It vends capsules filled with charms or other bulk merchandise and 210 gum! It operates with either pennies or nickels, and for every 6¢ played it vends (5) five balls of gum and (1) one capsule! Super Mart Vendorama will take in more money than your present vendors. It's guaranteed to satisfy you 100% or send it back and your money will be refunded. We will give you 30 days to test this great vendor and if you don't think it's the best super-salesman you ever had on location, please return it. Super Mart Vendorama is packed and sold two machines to the case; only \$24.95 per machine. Or ask for special deal of (1) one Super Mart Vendorama filled with 210 ball-gum and capsuled charms. Takes in \$15.50; pay location 25% or \$3.88; leaves you a net profit of \$11.57. Cost of Special Deal Complete, ready to set on location, only \$30.95. Try this deal today and be convinced. You will be back for more. Watch the pennies and nickels roll in! Only Super Mart Vendorama can do this for you! Full certified payment with all orders; no COD's; FOB Chicago. VICTOR VENDING CORP., 5701-13 W. Grand Ave., Chicago 39, Ill.



Hear that Jack Semel, veteran coinman from New York City, is down here recuperating after a serious illness. Jack's many, many friends who now make Miami their home wish him a speedy recovery. Lenny Wolfe, major-domo of Broward Music Company, Fort Lauderdale, tells us that his Girl Friday, Betty Biggio, finally left her job to prepare for the coming blessed event. So please hurry up, Betty, you're getting us all nervous. It is very apparent that Sammy Marino, of Marino Music Company, has gone off his diet. He no longer has that sylph-like figure. Come boy, easy on that spaghetti.

Milwaukee

By BENN OLLMAN

Neil Nate, Lake Delton coinman, made the round of Milwaukee disk and equipment distributors on one of his regular business visits here this week.

A few more territory coinmen stopping in at Radio Doctors, one-stopper for music purchases, included Roy Subrod, Burlington; Herke Bartol, Green Lake, and Tony Hirt, Sheboygan.

According to Stu Glassman, top selling disks at Radio Doctors for juke box programming, include "Rose and a Baby Ruth,"

Great Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.

HEAVY SHEET METAL BASE, TIN SCOOP, DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE. Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

J. SCHOENBACH

Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N.Y.
President 2-2900



\$18.50

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

amco®
SINCE 1900
SANITARY VENDOR
Accommodates flat packages up to 1/4 x 2 x 3 inches.
25c — or 50c coin mechanism.
Coin returned when machine is empty.
Separate cash box.
Holds up to 160 packages.

HARMON MACHINE CO. INC.
BOX 147, WICHITA, KAN.

DESIGNERS AND MANUFACTURERS OF QUALITY VENDING MACHINES

write for CIRCULAR AND NAME OF NEAREST DISTRIBUTOR

Maximum
HOT SOUPS
Selectivity
WITH *High-Fidelity*
Flavor
Chocolate-HOT and COLD
COLD DRINKS
OF LIQUID INGREDIENTS
HOT COFFEE 4 WAYS

Bally Beverage Bar

SEE Bally Beverage Bar with new positive Light-A-Drink Selector in Spaces 325W-329W, Williford Room, Third Floor, Conrad Hilton Hotel, during Pageant of Vending, Chicago, December 2, 3, 4, 5, or write for descriptive literature.

BALLY VENDING CORPORATION
2644 BELMONT AVENUE CHICAGO 18, ILLINOIS

Coke Earnings Ahead of '55; Volume Highest

NEW YORK—Improved earnings for the first nine months of this year, and for the third quarter, compared with 1955, were reported this week by the Coca-Cola Company.

Net income for the nine months ended September 30 was \$24,242,976, or \$5.69 a common share, compared with \$22,989,062, or \$5.39 a common share in the corresponding period last year.

Earnings for the third quarter this year were \$10,778,449, or \$2.53 a share, compared with \$10,470,255, or \$2.46 a share a year earlier.

Record Volume

According to William E. Robinson, president, gallon sales for the first nine months of this year were the highest in the company's 70-year history.

The company's directors have declared a year-end dividend of \$1 a share on the common stock in addition to the regular quarterly payment of \$1 a share. Payments for the year total \$5 a share, the same as in 1955.

The company has announced the election of Lewis M. Dugger as vice-president. Dugger, who has been with the firm for 33 years, will continue as manager of market research.

U. S. Firm to Ship 1,000 Cup Drink Units to Germany; Plan Operation

FRANKFURT-ON-MAIN, Germany—About 1,000 used American cup-drink machines will soon be sent to Germany by an American firm, according to Arnold Cortell, president of the Ameropa Trading and Shipping Corporation, who is currently touring Europe to assess the vending situation there.

Cortell's firm is export agent

for Cole, Du Grenier, Dariomatic and other American vending machine concerns.

According to information given Cortell by various European operators, the American firm will be active in the operation of these machines.

Cortell pointed out that while one Berlin manufacturer is currently producing cold drink machines, and others plan to make both hot and cold units, German operators prefer American equipment.

He added that American manufacturers plan to set up assembly plants in Germany, while others plan to have equipment manufactured under a license agreement.

In France, Cortell said, substantial progress has been made recently in cup vending, with several hundred machines currently on location in transient and industrial locations.

Progress in machines vending carton or canned products is negligible, he explained, because the tins and containers must be imported.

In England, he continued, import restrictions shut the door to American vending machines. But, Cortell added, several American manufacturers are attempting to have machines made under their licenses, with royalty payments. German cup machines have been imported here recently, but Cortell said their performance was far below the standards of American-built venders.

Cortell reported that the progress of vending in Belgium, Holland and Luxembourg is extremely slow, primarily because the operator is not permitted to vend his goods at a price sufficient to give him a fair profit.

In Holland, tho, outdoor machines operate at a profit because of early store closing hours, Cortell said. Candy, chocolate and cigarettes are the big sellers.

Other than some outdoor vending of candy, chocolate, stockings and films, there is little vending in Sweden, according to Cortell. There is considerable interest in American equipment, but German and Danish competition is strong.

Cortell feels that international tensions keep European businessmen worried about the future and that, as a result, the importation of American equipment has suffered, but Cortell regards this development as a temporary one.

After visiting Austria, Italy and Switzerland, Cortell will return to Chicago in time for the National Automatic Merchandising Association convention, December 2-5.

SNAP-IT BELT
Day and Nite GLOW!
CAN BE SEEN IN THE DARK
15 M or more... \$650 M

14mm POPPIT (210 size)
Beautiful Pearlized Finish
100,000 or more . . . 2.50/M
Less than 100,000 . 3.00/M

NEW 12mm Pearlized POPPITS
100,000 or more . . . 1.50/M
Less than 100,000 . 2.00/M

LICENSE TAGS ARE A HIT!

CALIFORNIA B J L 623 \$12.50 per 1,000

Exact reproduction of colors and number for each state. Polished nickel metal frame as used by Disabled Veterans.
Order your TRADING CARDS Now!
1,000,000 1.50/M
100,000 1.75/M
10,000 2.25/M
Signify type machines operating.

PLASTIC PROCESSES INC.
83 HANSE AVE FREEPORT, N. Y.

modern careers
... in today's advanced Navy. Electronics, radar, guided missiles, ... careers of the future.
NAVY

COINMEN YOU KNOW

Boston
By CAMERON DEWAR

The solution to the mystery of why Bob Jones, sales manager of Redd Distributors (Wurlitzer) has been making all those trips to Cape Cod is finally out. Bob just took himself a wife, Ruth Fahey, of West Hyannisport. After a short one-week honeymoon (destination unknown) the couple will live in Needham. Bob also will inherit two beautiful children as well as a lovely wife.

Ed Ravreby, of Associated Amusements, Inc., reports that his firm is planning for a big showing of the Rock-Ola 200 around the first week of December. Ed and his missus, his daughter and son-in-law, Richard Mandell, made a handsome foursome at the Music Operators' Association of Massachusetts annual banquet.

Changes in personnel at Redd Distributors have brought in William Poole as bookkeeper. Bill is new to the industry and replaces Charles Splaine, who is going to Virginia to enter the oil fuel business.

SALESMEN AND SALES ORGANIZATIONS
Excellent opportunities to make big money selling the New Scoopy Gum Vendor. A new and different type of penny ball gum vendor. For complete information write or phone.
SCOOPY MANUFACTURING CO.
612 Charlevoix Bldg., 2033 Park Ave. Detroit 26, Mich.
Phone: Woodward 1-3802

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Since 1900
COMB VENDOR
Model No. 13A
9" WIDE
6 1/4" DEEP
15 1/2" HIGH
LARGE PROFIT ON SMALL INVESTMENT

Ten cent play. Coin returned when machine is empty. Holds one half gross of combs. You enjoy the profit when that lost pocket comb has to be replaced.

Write for Circular and Name of Nearest Distributor

HARMON MACHINE CO. INC.
Designers and Manufacturers of Quality Vending Machines

P. O. BOX 147 • WICHITA, KANS.

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

L&M Denies Charge

Continued from page 61

rily required," the company declared, "for adequate representation of respondent's products" in light of the fact that automatic vending machines have only a limited number of dispensing columns and in light of competitive practices. The company asked that the complaint be dismissed.

J. SCHOENBACH
Distributor For
Harmon Machine Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 7-2900
PHONE or WRITE FOR PRICES

Fedam's Hot Food Vendor Fits

ALL LOCATIONS 1-10 SELECTIONS



\$159.95
STAND EXTRA

- 50 CAN CAPACITY
- EASY TO INSTALL
- IDEAL FOR SOUPS, STEWS, CHILI, PREPARED CANNED FOODS
- PUSH BUTTON CONTROL
- EASY TO MAINTAIN
- ECONOMICAL

Send this coupon for full details

SEE IT!

NAMA Convention, Dec. 2-5. Campbell Soup Co.'s Exhibit, South Hall Booth No. 103 and Fifth Floor Suite 515-A, Hotel Conrad Hilton

FEDAM CO.
7924 W. GRAND AVE., ELMWOOD PARK, ILL.

YES . . . send me full information about the Fedam Hot Food Vendor.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

DIMENSIONS
29 1/2 in. long, 20 in. high, 11 1/2 in. deep, weighs 96 lbs. Use any standard 110 A.C. outlet.
Stand: 36 in. high, 26 1/2 in. wide, 16 in. deep.
Stores 240 cans. Weighs 50 lbs.

Use The Billboard classified pages for

RESULTS!

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 14 or 54	\$12.00
N.W. DeLuxe 14 & 54 Comb.	12.00
N.W. #39 14 Porc.	7.95
N.W. #33 14 Porc. B.G.	6.50
Columbus 54 Bulk	6.50
Silver King 14 B.G. or Mds.	7.45
ABT Guns	30.00
Acorn, 14 or 54	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.80
Pistachio Nuts, Large Tulip	.77
Pistachio Nuts, Vendor's Mix	.70
Pistachio Nuts, Sheik	.57
Cashew Whole	.61
Cashew Butts	.45
Peanuts, Jumbo	.32
Spanish	.45
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M. & M.), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Hershey-ets	.43

Rain Bio Ball Gum, 60 ct.	\$.28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain Bio 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

THERE ARE BIG PROFITS IN

NUTS

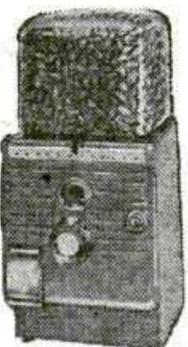
GET YOUR SHARE WITH

Northwestern

49 NUT VENDER

Interchangeable SANI-CARRY globe for faster servicing.
Displays merchandise to best advantage.

Also available in Hot Nut.



NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
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NAAPPB Program

SUNDAY, DECEMBER 2

Normandy Lounge—Conrad Hilton Hotel

10:30 a.m.—Coffee-roll service, sponsored by Institutional Products Division of General Foods Corporation.

FOUNDERS' DAY—MONDAY, DECEMBER 3
Grand Ballroom—Conrad Hilton Hotel

8:30 a.m.—Coffee-roll hour, sponsored by Chase & Sanborn Div. of Standard Brands—Grand Ballroom Foyer.

9:15 a.m.—Call to order.

William C. McConnell Jr., Automatic Merchandising Corporation, Medford, Mass.: general chairman, 1956 Convention-Exhibit.

Invocation

Dr. G. George Fox, Rabbi Emeritus, South Shore Temple, Chicago, Ill.

Introduction of J. B. Lanagan, Nik-O-Lok Company, Indianapolis, Ind., chairman, Founders' Day.

Mr. McConnell.

Responses by Founders

Messrs. Leverone, Greene and FitzGerald.

Introduction of John T. Pierson, president, NAMA. Mr. McConnell.

Introduction of Past Presidents

Mr. Pierson.

Annual Meeting of NAMA

President John T. Pierson presiding.

Report of Treasurer

Herb A. Geiger

Report of Executive Director

C. S. Darling

President's Address—"Automation Comes to Distribution." Pierson.

Report of Nomination Committee

Aaron Goldman.

Introduction of John W. Mock by McConnell.

"A Blueprint for Automatic Feeding Service." Co-ordinator: James F. Wanink, Automatic Merchandising Company, Detroit. (introduction by Mock).

Panel: Douglas Moore, Davidson Brothers, Los Angeles—Planning and Sales; Joel Kleinman, Automatic Canteen Company of America, Chicago—Physical preparation for service; Marcus Kaplan, Select-O-Mat of Virginia, Inc., Roanoke, Va.—Operating problems following installation.

"The Maturity of the Automatic Merchandising Industry." Carl W. Millman, Automatic Merchandising Corporation, Milwaukee. An inspirational presentation, emphasizing the problems which operators must overcome to build more respect for their business.

Introduction of Harold Sharp

William C. McConnell, Response by Mr. Sharp.

"The Shadow and I"

Courtesy of the Coca-Cola Company. A professional presentation demonstrating how route salesmen can "get in step" with vending customers and build good will for their companies.

12:30 p.m.—Adjournment.

8:00 p.m.—The Problem Workshop: "Servicing, Maintenance, Accounting, Stock Control Problems." Moderators: James W. Vipond, D. & B. Distributors, Scranton, Pa., and Gibbs MacDaniel, City Wide Vending, San Antonio.

8:00 p.m.—The Full-Line Work Shop: Automatic Feeding. Moderators: J. Richard Howard, Howard Vending Service, Indianapolis, Ind., and Charles Ashley, Cup Machine Service Corporation, Philadelphia.

(Continued on page 67)

NAMA Exhibit Guide

Continued from page 63

Exhibit Room 532-A, 5th Floor.
Switzer's Licorice Co., 612 N. First St., St. Louis 2, Mo. (candy); South Hall 201.

—T—
Tap-Rite Products Corp., 204 Railroad Ave., Hackensack, N. J. (cup vending machine parts); Exhibit Room 513, Fifth Floor.

Tenco, Inc., 720 Edgar Road, Linden, N. J. (coffee); North Hall 900.

Tested Appliance Co., 2627 W. 19th St., Chicago 8, Ill. (water purifiers, automatic chlorinators); South Hall 117.

—U—
United States Vending Machine Corp., 4300 N. Carlisle St., Philadelphia 40, Pa. (hot dog machines); North Hall 808.

Universal Match Corp., 1501 Locust St., St. Louis 3, Mo. (resale matches—vending pack, vendors stock designs); Exhibit Room 500, Fifth Floor.

Urney Chocolates, Ltd., 370 Lexington Ave., New York 17, N. Y. (chocolates from Ireland); Lower Foyer 717.

U-Test-M Mfg. Co., Inc., 4325 W. Lincoln Ave., Milwaukee 19, Wis. (self-service TV tube tester); Williford Room 322-W, 3d Floor.

—V—
Van Besta Co., Inc., Choc-O-Vend Division, 611 Bergen St., Brooklyn 38, N. Y. (chocolate mix); Williford Room 326-W, 3d Floor.
Vari-Vend, Inc., 4355 Sheridan Road, Chicago 13, Ill. (hot and cold product machines); Exhibit Room 539-A, 5th Floor.

Vend Magazine, 188 W. Randolph St., Chicago 1, Ill. (publications); Lower Foyer, Information Booth.

Vendo Co., The, 7400 E. 12th St., Kansas City 26, Mo. (bottle beverage coolers, coin changers, milk, ice cream, hot and chilled foods, cookies, peanut machines); South Hall 409, 411, 413, 415, 417, 419, 421, 522.

Vendomatic, Inc., 206 W. Elroy St. Minneapolis 8, Minn. (hot food, fresh-brew coffee machines); North Hall 818.

Vendorlator Manufacturing Co., 2550 S. Railroad Ave., Fresno, Calif. (bottle beverage machines); South Hall 206.

—W—
Welch Co., James O., 810 Main St., Cambridge 39, Mass. (candy); South Hall 514.

Wico Corp., 2913 N. Pulaski Rd., Chicago 41, Ill. (food machines, canned hot food); Williford Room 328-W, 3d Floor.

Williamson Candy Co., 4701 W. Armitage Ave., Chicago 39, Ill. (candy); North Hall 912.

Wittenborg, Inc., Box 8161, Portland 7, Ore. (hot and cold food and beverage machines); Williford Room 307-W, 311-W, 3d Floor.

AT BIG SAVINGS

Ball and VENDING GUMS
LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct.	27¢ lb.
Chicle Ball Gum, 130 ct.	35¢ lb.
Chlor-Vend Ball Gum	40¢ lb.
Chlor-Vend Chicks, 320 ct.	40¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	27¢ lb.
Tab (short stick), 100 ct.	38¢ box
5-Stick Gum, 100 packs	81.9¢

F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

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 or 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.
1/3 Deposit, Balance C.O.D.
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Decorative Christmas Charms

- ★ The Original **SNAPPERS** (trade mark)
TERRIFIC ITEM! Versatile, Decorative, Educational, Recreational, For Fun, Hobbies, etc. \$7 per M (15 M or over)
- ★ Vacuum Plated **ORNAMENT BALLS**
Brilliantly finished—they really sparkle—assorted colors. They'll dress up your machines. \$6.50 per M
- ★ **SANTA CLAUS RINGS**
Timely holiday items—a great value. Feature these beautifully plated rings with the white and red inlay stones. \$16.50 per M
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Charming, dazzling, realistic colors! Attach to gift packages, dolls, bracelets, etc. A fast-selling holiday item. \$7.50 per M

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SAVE MORE MONEY—MAKE MORE MONEY
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FULLY AUTOMATIC POPCORN MACHINE

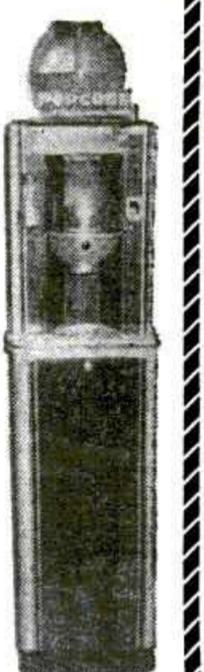
- POPS FRESH FRAGRANT POPCORN ON INSERTION OF COIN
- GLASS BOWL ON TOP FOR RAW CORN RESERVE
- AUTOMATICALLY SEASONED
- 10c PLAY • BIG PROFIT MARGIN
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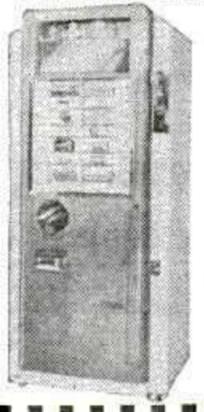
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"SWEET 16" CANDY VENDER

- Large Capacity
- Rapid Service
- Modern Display of Products in Handsome Cabinet

SEE US at BOOTHS #208-210 NAMA CONVENTION

PROFIT IS WHAT YOU GET WITH the Northwestern "Sweet 16" . . . now being delivered.



Mail Coupon NOW

The Northwestern Corp., 21261 Armstrong St., Morris, Illinois.
Gentlemen:
Please rush complete information and delivery date on the "Sweet 16."

Name.....
Address.....
City..... State.....

Neither of these Items will Jam Your Machines!

CRY BABY FALSE FINGERTIPS Perfect Vending Size per M **5.75**

AVAILABLE AT YOUR DISTRIBUTORS

ROUND BELT LINKS BEAUTIFUL COLORS Assembled per M **6.50**

Use Acorn vendors for smooth operation and versatile performance.

N.A.M.A. VISITORS!
Will be glad to see you at the Congress Hotel.

M. J. ABELSON
2033 Fifth Avenue
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FINEST RECONDITIONED VENDORS

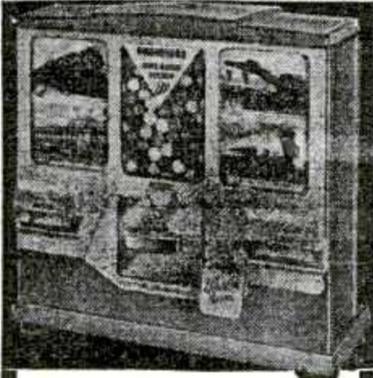
Silver King, 5c \$ 8.50
Acorn, 5c 10.00
N. W. 49, 1c 12.50
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Asco Hot Nut 7.50
N. W. Model 39 7.50
N. W. Model 33, Ball Gum 7.50
Perfume Mach., 3 Selection 29.50
Du Grenier 6 Cols., 1c Tab Machine 17.50
Acorn 1c or 5c, Look Like New Write for Price

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
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TERRIFIC DEAL!



3 OAK "PREMIERES"
PLUS
• 5000 ATTRACTIVE CARDS **99.75**
• 25 Lb. 210 GUM

1/2 deposit on all orders.

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GIVE TO DAMON RUNYON CANCER FUND

CHARMS—Miniature Cigarette Lighter—It Works!

Will vend with 210 ball gum. Asst. body designs: Chrome, Cable Car, Mesh, State of California, San Francisco Bay Bridge, Plaid. Packed dozen to a box—asst. designs. \$2.50 per doz.; \$27.50 per gross. Full cash prepaid with order.

EVCO MERCHANDISERS
397 Cortland Ave. San Francisco, Calif.
Leon "Hi-Ho" Silver, Gen. Mgr.



NAAPPB Program

• Continued from page 66

TUESDAY, DECEMBER 4

Grand Ballroom—Conrad Hilton Hotel

8:30 a.m.—Coffee-roll hour, sponsored by Tenco, Inc. Grand Ballroom Foyer.

9:30 a.m.—Call to Order.

William F. Courtney Jr., Automatic Refreshment Company, Youngstown, O., Chairman, 1956 Convention Program Committee.

Invocation.

Bernard J. Kiley, Airport Vending Service, Chicago.

"Your Newest Partner—The Public Health Service Sanitation Code." W. C. Miller, U. S. Public Health Service.

"Equipment Needs for the Future." Co-ordinator: Bert Steir, Automatic Merchandising Corporation, Medford, Mass.

Panel: William S. Fishman, Automatic Merchandising Corporation, Chicago; Herb Geiger, Geiger Automatic Sales Company, Milwaukee; George Duckett, The G. B. Macke Corporation, Washington, D. C.

John S. Mill Memorial Award: Introduction of New Board Members.

"Magic Words That Make Them Buy."

Elmer (Sizzle) Wheeler.

12:30 p.m.—Adjournment.

8:00 p.m.—The Specialist's Workshop: "Sales and Service Problems of the Specialized Operator."

Moderators: Jack Gallarneau, Gallarneau Brothers, Amarillo, Tex., and Ralph A. Dahl Company, Omaha, Nebraska.

8:00 p.m.—Sanitation Seminar: "What Does the New U. S. Public Health Service Sanitation Code Mean to Operators?"

W. C. Miller, U. S. Public Health Service.

9:00 p.m.—The Coffee Workshop: "What's the Outlook for Coffee Vending?" Moderators: Herschel Price, Price Vending Company, St. Louis; David Dayton, Tennessee Service Company, Knoxville.

WEDNESDAY, DECEMBER 5

Grand Ballroom—Conrad Hilton Hotel

8:30 a.m.—Coffee-roll hour, sponsored by Schroeder Products Company, Inc., Grand Ballroom Foyer.

9:30 a.m.—Call to Order.

Wallace T. Collett, Tibbals Company, Cincinnati, Vice-Chairman, 1956 Convention Program Committee.

Invocation.

Harold Gallarneau, Gallarneau Brothers, Amarillo, Tex.

"Your Customer Speaking."

Moderated by John W. Mock. An executive panel on what's right and what's wrong with vending.

Melvin F. Ogram, Assistant Secretary-Treasurer, the General Fireproofing Company, Youngstown, O.; William Robertson, Manager Information Bureau, John Hancock Mutual Life Insurance Company, Boston;

George Bertreau, Director of Personnel, American Motors Company, Kenosha, Wis.; Mrs. H. Greenwaldt, General Manager, Employees Club, Falk Corporation, Milwaukee, Wis.; Mrs. Harriet Hayes, Director of Food Services, Department of Education, Dayton, Ohio.

"Do You Hire . . . and Then Fire?"

Paul J. Mundie. A presentation on how to find, interview and hire vending personnel.

(Continued on page 68)

Supplies in Brief

Milk Production High

Farm production of milk during October reached a record high of 9,450 million pounds, 2 per cent above October, 1955, and 10 per cent above the 1945-'54 average, according to Agriculture Department. Total milk production in the first 10 months of this year amounted to 108.9 billion pounds, 3 per cent more than the previous record high of 105.6 billion pounds produced in January-October last year.

Cigar Production

Cigars manufactured during September totaled 462,969 thousand, a decrease of 58,568 thousand from the number produced in the same month a year ago. For the first nine months of this year production increased 3,190 thousand over the same period a year ago. Small cigars manufactured in September totaled 5,348,060, an increase of 323,490 over September, 1955.

Hoffman Acquires New Mfg. Concern

NEW YORK — The United States Hoffman Machinery Corporation, parent company of Apco, vending machine manufacturer, has acquired an 80 per cent stock interest in the Highland Manufacturing Company and its subsidiary, the Morse-Smith-Morse Company, both of Watertown, Mass.

Highland makes valves, fittings, filters, tank gauges and related products used with oil burner installations. In addition to Apco, U. S. Hoffman has subsidiaries which make metal containers, aircraft components, vacuum cleaning systems and nuclear plant and waste disposal equipment.

When attending the

N.A.M.A. Show

SEE US

at the

CONGRESS HOTEL

Dec. 2nd, 3rd, 4th.

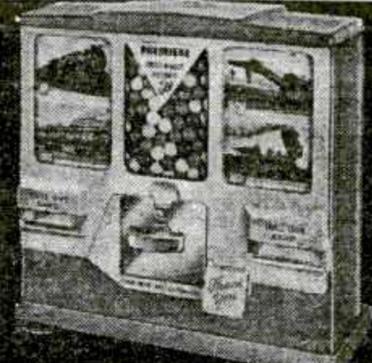
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N. Y. C. 3, N. Y. • AL. 5-8393

GIVE TO DAMON RUNYON CANCER FUND

WE HAVE

OAK'S "PREMIERE"



BUYMORE SALES CO.
6 Bayview Avenue
Lawrence, L. I., N. Y.

OPERATORS!

SEE THE **BesTest** TUBE TESTER

ROOM 535A

AT THE **N.A.M.A.** SHOW

BesTest TUBE TESTING COMPANY

19963 Livernois Avenue (Phone: Diamond 1-2316) Detroit 21, Mich.

OPERATORS!

ARE YOU LOOKING FOR SOMETHING NEW?

Average \$40.00 to \$100.00 per month net profit per location. Small investment—investment returned in 6 months.

Place Machines in Drug, Super Markets and Hardware Stores on a consignment basis.

BesTest lets customers test their own Radio and TV Tubes —saves them money on service charges.

FEATURES!

- Built for years of trouble-free service
- Takes only 19"x19" of floor space
- Simple to operate

We have all the necessary forms and information for an immediate start—including sales and marketing plans; plus operating forms and inventory controls.

OPERATORS!

GET IN ON BIG PROFITS! More than \$350,000,000 worth of Radio and TV Tubes will be sold this year. And it's a GROWING MARKET.

WRITE, WIRE OR PHONE FOR COMPLETE DETAILS



Joe Brilliant **BesTest** Tube Distributing Co.

19963 Livernois Avenue

Detroit 21, Michigan

Phone: Diamond 1-2316

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

Canada Show Chain Buys Vending Co.

TORONTO — Famous Players Canadian Corporation, Ltd., Canada's largest theater chain, has purchased a one-third interest in Carlton Automatic Vendors Ltd., one of the largest vending companies in Canada.

Carlton, which operates some 250 vending units in the Toronto area alone, also handles the Apco machines, Mr. Robot Inc., Atlas Cold Snak and the Vendo Milk Machine in Canada along with Trans-Canada Distributing Company, Ltd., the other partner in the firm with Theatre Holding Corporation, Ltd.

Representing Famous Players' interest on the board of directors of Carlton are John J. Fitzgibbons Jr., general manager of Theatre Confections, Ltd., and R. W. Bolstad, vice-president of Famous
(Continued on page 69)

NAAPPB Program

• Continued from page 67

Bernard J. Scheuer Memorial Award: Membership Building Awards to Contest Winners.

"Selling is Serving."
Fred Smith, Management Consultant, Cincinnati, O.

LADIES' PROGRAM

Hospitality Center—Beverly Room—Third Floor—Conrad Hilton Hotel
SUNDAY, DECEMBER 2

- 9:00 a.m.—Registration open—Hospitality Center—Beverly Room. Coffee and rolls will be served during the morning, courtesy of Mason, Au & Magenheimer Confectionery Manufacturing Company, Inc.
- 12:30 p.m.—Ribbon-Cutting Ceremony—Exhibit Hall, lower level, Conrad Hilton Hotel.
- 3:00 p.m.—Sunday Reception and Tea—Hospitality Center—Beverly Room. Tea and music. Courtesy of Mars, Inc.

MONDAY, DECEMBER 3

- 9:00 a.m.—Hospitality Center open—Beverly Room.
- 11:00 a.m.—Spanish Interlude—Beverly Room. Courtesy of Continental Coffee Company.
- 1:00 p.m.—"Take a Chance" Party and Luncheon—Beverly Room. A new kind of party—a real surprise. Courtesy of National Vendors, Inc.

TUESDAY, DECEMBER 4

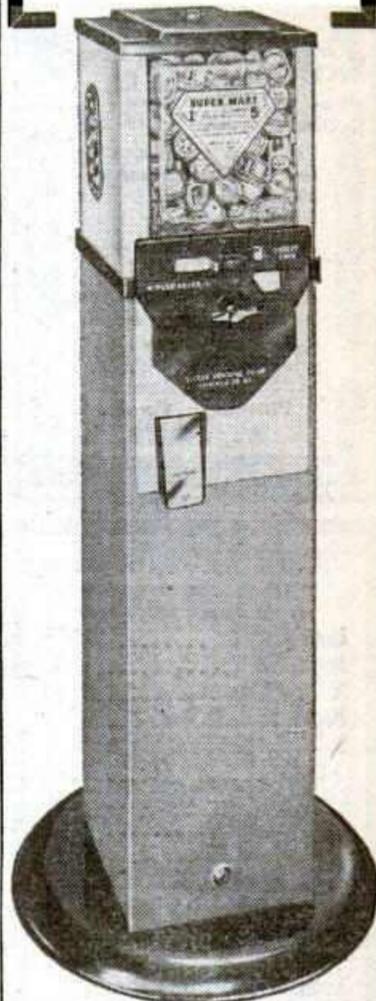
- 9:30 a.m.—Hospitality Center opens—Beverly Room. Your morning is free for shopping and visiting.
- 1:00 p.m.—Luncheon and Gala Fashion Show—Crystal Ballroom, Sheraton-Blackstone Hotel. Maggie Daly, designer, fashion commentator and television star, will present the Fashion Show. Courtesy of R. J. Reynolds Tobacco Company.

WEDNESDAY, DECEMBER 5

- 9:00 a.m.—Hospitality Center opens—Beverly Room.
- 9:30 a.m.—Christmas Workshop I—Christmas Gift Wrapping—Beverly Room. An unusual lecture and demonstration. Material will be provided. Instructor, Charlotte Fox. Courtesy of Dean Milk Company.
- 11:00 a.m.—Recess.
- 12:30 p.m.—Christmas Workshop II—Christmas Decorations "All Through the House"—Beverly Room. Instructor, Ruth Bacon. Door Prizes. Courtesy of Dean Milk Company.
- 2:00 p.m.—Afternoon open for shopping and visiting.
- 7:30 p.m.—NAMA Annual Banquet—Grand Ballroom, Conrad Hilton Hotel. Entertainment courtesy of Philip Morris & Company, Ltd.—Fran Warren, RCA Victor recording artist; Maria Neglia, violinist; Jack Russell, singer.

SUPERMART VENDORAMA CONSOLE®

by Victor
Truly a beautiful console for those choice Super Market Locations.



GIMMICKS CHARMS CHARMS GIMMICKS

A WINTERTIME GIMMICK BOY-ON-SLED

Plated Sled — Plastic Boy

5,000 lots & up ... \$12.50 per M
1,000 to 4,000 lots . 15.50 per M

Buy DIRECT from EPPY; or at Distributors.

This is NEW this WINTER. It was shown late February—early March, 1956—but postponed for this WINTER'S use.

SAMUEL EPPY & CO., INC. 91-15 144th Place
Jamaica 35 L.I. N.Y.

WONDERING WHICH MACHINE WILL DO THE BEST JOB FOR YOU??



VICTOR STANDARD TOPPER

\$13.25 ea.

\$12.75 in lots of 100 or more

WRITE or PHONE

We would like to suggest either of the two machines pictured here. Both machines have been very successful for our operators as their repeat orders show. Why not place several on location and try them yourself? The price is low enough to order several of each model.

SIDMOR VENDING CO.

2137 FIFTH AVENUE
PITTSBURGH 19, PA.



TOPPER DELUXE GLOBE STYLE

\$15.00 ea.

Well worth extra cost.

ATlantic 1-2540

Teamsters Call Strike On Gotham Vending Op

NEW YORK—Coffee Vending Service, one of the largest industrial operations in the New York area, this week was hit by a strike organized by Local 804 of the International Brotherhood of Teamsters.

According to Ed Sahakian, partner in the operation with Phil Koff, a Local 804 representative called him one evening and told him that his employees must join the union or a strike would be called. Sahakian said that was the only warning he received.

Sahakian says he isn't quite sure what the union wants, as no formal demands have been presented. From the phone conversation, he said, the impression was that the union wanted the routemen put on an hourly basis rather than the existing straight weekly salary. Sahakian added that the average weekly wage for routemen is about \$90. The firm's routemen are not unionized.

No Warning
Sahakian said that he offered to

take the matter before the National Labor Relations Board, which could call for an election. The strike was called, he said, without recourse to the NLRB.

Of the firm's 42 routemen, only 18 are on strike, said Sahakian. All locations are picketed.

Attempts to get a statement from Local 804 proved fruitless. Several phone calls brought forth the answer that the officials could not be reached, or else there was no answer.

Strike Signs

Monday (19), the day before the strike was called, signs were taped across the coin slots on Coffee Vending Service machines. The signs, bearing the signature of Local 804, said "Kwik-Kafe on Strike" and "Milk-O-Matic on Strike." Both firm names belong to CVS.

Coffee Vending Service is a full-line operator, vending coffee, hot chocolate, ice cream, cookies, candy and sandwiches in factories and offices thruout the metropolitan area.



TOPPER DELUXE GLOBE STYLE

TOPPER DELUXE HALF-CABINET STYLE



The World Famous STANDARD TOPPER

Cigarette Machine Conversions

IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for

ROWE Imperials, Royals, NATIONAL 930, 950 750, 9A UNEEDA All Models

ALSO AVAILABLE: ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MACHINES (Containers)

for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION

Uneeda 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.

Give TO CONQUER Cancer

AMERICAN CANCER SOCIETY



STAROBABY GRAND

STAROBABY GRAND

See your nearest VICTOR distributor.
Victor Vending Corp.
8701-13 W. GRAND AVE.
CHICAGO 29, ILL.

\$21.50 EACH

TRADING CARD VENDOR

Vends one ball of gum and one trading card for 1¢.

Vendors \$21.50 each packed 4 to case. 4 Vendors complete with ball gum and cards \$169.99. Grosses approximately \$200.00.

Additional Cards (case of 4,800) ...\$13.48
Ball Gum (case of 5,000) ... 7.00
1 case of each will gross approximately 48.00
1/3 deposit, balance C.O.D.

CHAMPION NUT CO.
1194 Tremont St. Boston 20, Mass.

NAMA Expects Record 6,000

• Continued from page 61

F. Wanink, Automatic Merchandising Company, Detroit.

Problems which the operator must overcome to build more respect for his business, will keynote an address by Carl W. Millman, Automatic Merchandising Corporation, Milwaukee, Wis. Title of the presentation will be: "The Maturity of the Automatic Merchandising Industry."

Special emphasis will be made

upon the sanitation problem faced by the industry. W. C. Miller, of the U. S. Public Health Service, will preside over a sanitation seminar devoted to the subject. Title of the discussion will be: "What Does the New U. S. Public Health Service Sanitation Code Mean to Operators?"

Convention-goers will also have a chance to hear from plant managers on the subject titled "Your Customer Speaking." Moderated by John W. Mock, they will present an executive panel devoted to finding out what's right and what's wrong with vending today.

Ladies' Day

As an added attraction to the gals in the group, a special ladies' program will be presented each day, starting Sunday in the Hospitality Center, located in the Beverly Room of the Conrad Hilton.



MILLMAN



PIERSON



McCONNELL



COURTNEY

Canada Show

• Continued from page 68

Players Canadian Corporation. Theatre Confections is another Famous Players subsidiary, handling the company's confection lines.

Gradually, thru the new arrangement, Carlton will operate all the vending equipment in Famous Players theaters across the country. Famous Players own, operate, or are partners in some 300 operations.

Plans are being made to open offices in Western Canada to handle operations in that territory, Carlton's operations are not restricted to the theater industry, but have a number of industrial locations in the Toronto area.

President of the firm is Gurston Allen, while Gurston Rosenfeld is secretary-treasurer and general manager.

J. SCHOENBACH
Distributor For
oak Manufacturing Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
FResident 2-2900
PHONE or WRITE FOR PRICES

COINMEN YOU KNOW

• Continued from page 64

Stevens Point area, just prior to Thanksgiving, was the schedule for Woody Johnson, United, Inc., and Reid Whipple, Wurlitzer factory service engineer. United, Inc.'s boss, Harry Jacobs Jr., reports that he almost got stranded along with a number of deer hunters last week near Hurley, Wis., when the heavy snows blocked highways.

A trio of Kendou, Inc., routemen joined the army of deer hunters roaming the north woods this week, in search of venison for their Thanksgiving dinner. Nimrods Arnie Cutter, Mac Silsby and Vic Kobylarz.

WE HAVE

OAK'S "PREMIERE"

STANDARD SPECIALTY CO.
5115 E. 14th St.
Oakland, Calif.

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 35¢ for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

World's Largest Selection of Miniature Charms

PENNY KING COMPANY

2538 MISSION STREET PITTSBURGH 3, PA.

See you in Chicago!
at the NAMA Show
December 2-3-4

P.S. I'll be at the Congress Hotel
Sid Bloom

oak

MANUFACTURING CO., INC.
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CULVER CITY • CALIFORNIA

ONLY THE BILLBOARD—
among over-all entertainment weeklies—is a member of the
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Since 1900

Electric SHOCKING Machine

Model No. 9
9" WIDE
6 1/4" DEEP
15 1/2" HIGH

Bright red case and attractive silk screen make this little money maker an eye catcher.

Harmless vibrating electric current, increased at operator's will, yields tremendous profit from one dry-cell battery, good for up to 3,000 plays.

Write for Circular and Name of Nearest Distributor

HARMON
MACHINE CO. INC.
Designers and Manufacturers of Quality Vending Machines

P. O. BOX 147 • WICHITA, KANS.

15" HIGH
49" HIGH
24" HIGH
13" WIDE

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

1¢ MILLS TAB GUM VENDORS 1¢

Reconditioned by factory trained mechanics using new factory parts and fully guaranteed. All stainless steel. Capacity is 300 to 350 pieces Dentyne, Chiclet Candy coated Gum, Doublemint, Spearmint, Beemans or Juicy Fruit Gum. 3 columns for Chiclet Gum and 3 columns for Tab Gum.

Each location will bring you additional volume by using these tab vendors. Sells gum fast and is trouble free. Can be used for wall, stand and counters. Also attaches to other machines. Ideal extra volume for cigarette or candy vendor! All varieties of gum, box of 100 ct. . . 45c

10 or More **\$13.95** Each
FOB KANSAS CITY
Orders Less Than 10 \$14.95 Each

FREE CATALOG
New 40 Page Catalog On Request

BERNARD K. BITTERMAN

4709 East 27th Street Kansas City, Missouri
Contact Bernie Bitterman or Harper Button at Congress Hotel, Chicago, Nov. 30 thru Dec. 5

Album Buyer: New Juke Box Patron?

Big Packaged Record Sales in 1956 Cause Ops to Eye Program Potential

• Continued from page 1

tors. Rhodes is also doing a good deal of experimenting in order to find out what besides hits will make money for him. Declares Rhodes: "EP's form a large part of my programming, but they can't be bought and slapped on a machine to fill space. Each location must be studied and experimented with. I once found out just how important experimentation could be. I bought an album of French music as a gag and programmed it on a machine. It has been on the machine for over a year now and it's still getting plays. The operator must spend his free evenings in locations studying customers and getting their reaction to know what EP's will get plays. He can't find out from the location owner or bartender."

Not all locations are potential income producers for a wide variety of music, EP's or singles. Therefore, the problems confronting an operator to select likely locations to experiment with is not an easy one. As one operator points out, whether the location has primarily steady business or weekend-only business, whether the clientele is allowed to dance or not, whether the trade consists of transients or home-towners, the amount of available playing time is the important factor.

Orville Smail, a Salem, O., music operator, sums up the viewpoint of many operators currently: "There have been a few slow tunes and sound track tunes which have had good play on juke boxes but these are in the minority so far. I believe as more 200-selection machines are put on location, this type of music will be more widely used for better coverage of all fields of music."

There are a number of operators who don't hold to the theory that album buyers might become regular juke box customers. Most give as their reasons the fact that few of this kind of people are frequent customers of places where juke boxes are located; some suggest that even tho album music gets some play, it's still not enough to warrant programming it extensively.

Chart Shows Export Gains For August

CHICAGO — Exports of juke boxes, amusement games and venders for August have increased substantially from last year.

Showing the most dramatic increase are juke boxes. The \$1,369,759 volume for this year is more than double the August figure in 1955 of \$619,019.

In games, the August, 1955, figure of \$228,085 has increased to \$340,255 for the same month this year.

The least dramatic gain, tho still steady, occurred in venders. The August, 1955, figure of \$135,929 is up to \$150,102 this year.

A slight rearrangement also occurred in the standing of the various countries. West Germany, ranking fifth, in August of last year, with total exports of \$62,831, moved into first place with a high figure of \$319,811.

Canada, holding first place last

One operator brought up an interesting point concerning the use of mood music and instrumental music. Bert G. Liesch, of Milwaukee, declared: "I do not think album buyers are a new potential market for juke boxes. I believe the primary benefit of mood and instrumental music is to location owners, especially in the better restaurants, to counteract the playing of rock 'n' roll music during their dinner hours."

A Detroit operator suggests that the quality of sound may account for plays a tune from an album may get. He said that "one or two records from an album may play more than other single popular releases because of the quality of sound." He also pointed out that the promotion received by a motion picture, for example, hikes the plays of motion picture sound track tunes.

200 Attend N. Y. State Operators Fourth Annual Dinner-Dance

Schlesinger and Levin Address Group; Former Outlines Trade Conference Idea

WEST POINT, N. Y.—Operators from four New York Counties, with their guests and representatives of all segments of the coin machine industry, gathered at the U. S. Hotel Thayer Saturday night (17) for the Fourth Annual Dinner Dance of the New York State Operators' Guild, Inc.

Nearly 200 persons attended the affair on the grounds of the United States Military Academy in an evening that got under way at 6:30 and didn't break up until 3 a.m.

Al Schlesinger, head of the National Coin Machine Distributors' Association, flew in from Chicago to act as toastmaster. It was a home-coming for Schlesinger, who had been one of the organizers of the NYSOA and who has been an operator in Poughkeepsie.

Schlesinger Talk

Schlesinger outlined a broad program of co-operation among operators, distributors and manufacturers and suggested that operator associations periodically send one of their members to Chicago to discuss problems with manufacturers and with the National Coin

Memphis Ops Stick to 50% Commissions

MEMPHIS—A trend of competition among music operators in Memphis has developed a straight 50-50 commission payment to location owners and top operators believe there is no change in sight.

Most feel it should be changed some in favor of the operator, who is feeling a tighter squeeze in operating costs and increased license fees.

License fees before January 1 this year were as follows: City, \$5.25; county, \$5.50; State, \$5.50, and federal, \$5.

They went up to: City, \$10.25; county, \$10.50; State, \$10.50, and

ON ALERT

Coin Distrib Doubles as Radio Ham

OMAHA — W. J. Mashek, phonograph distributor here, has put what spare time he has to good use. As an amateur short-wave radio operator he was responsible, in one instance, for alerting the American Red Cross to a hurricane disaster in far-off British Honduras.

In September, 1955, Mashek picked up the hurricane emergency call at his home in Omaha. The call was coming in from two priests in Corozal, scene of the disaster. He was able to relay messages from Corozal to Belize, the capital city, 96 miles away. He also relayed the emergency message to the Omaha World Herald, who in turn, notified the Red Cross. Thru his efforts relief was sent to the stricken city.

This was one of several instances in which Mashek has been of service to his fellowmen thru his ham radio hobby. He was officially honored by the government of British Honduras for his aid during the hurricane.

10c Juke Box Play Mainstay in Minn.

MINNEAPOLIS — Dime play has kept music operators in Twin Cities from folding up, several top operators told The Billboard last week.

With business conditions in this area worse than any time in the memory of the most experienced operators, it's been dime play in juke boxes which have helped keep heads above water, all agree.

Minneapolis is 60 to 75 per cent converted to dime play, while St. Paul has been estimated at 80 to 90 per cent.

10-Cent Variations

There are variations of dime play, 10 cents for single tunes, some three plays for quarter, some five for quarter, several four for quarter. One St. Paul operator gets two for dime, but he has converted his coin chute so it takes only dimes.

"Our gross play has increased since we started going for dime play," said Amos Heilicher, of Advance Music Company, who with brother, Danny, operates about 125 pieces.

"We have less units than before, but yield from those on location is higher. About 70 per cent of our equipment is converted."

Heilicher said three-fourths of dime play machines in Minneapolis get five for 25 cents, with almost all of balance three for quarter. Roughly, that's his percentage, too, he said. All 200-play units he has on location must get dime and three plays for quarter, he said. While he doesn't use such machines, Heilicher said he has heard good reports from operators who have 50-cent chutes. One operator has his machines set for seven plays for 50 cents but gives players nine tunes for that money.

Quarter Play

Harry Atkins, of United Machines Company, Minneapolis, op-

(Continued on page 73)

Ark. Ops Join Mid-South in Change to 10c

PINE BLUFF, Ark.—Music operators in this area said last week they will convert to dime play after a meeting at which a Memphis and a Little Rock distributor spoke on dime play in other areas and the need for conversion because of high operating costs.

Addressing the group Wednesday (7) at Pines Hotel, George Sammons, president of Sammons-Pennington Company at Memphis, Seeburg distributor, told the group how operators in the East Arkansas area had made a successful change-over to dime play.

This move was led by the S. Missouri-E. Arkansas Music Association, patterned after the Memphis Music Association.

Dan Levine, owner of Standard Distributing Company at Little Rock, Ark., Wurlitzer distributor, also spoke. He told how three weeks ago Little Rock operators converted successfully to dime play. At present 80 per cent are on dime play, he said, and more are joining the move steadily.

Sammons told the group that op-

(Continued on page 76)

Wisconsin Outruns Milwaukee on Dime

GREEN BAY, Wis. — Dime play, according to operator reports, is gaining more strength around the State of Wisconsin and the Upper Peninsula of Michigan. Up-State operators are claiming a greater degree of success in boosting their prices to a dime than are their more numerous Milwaukee colleagues. (The Billboard, November 17).

Fewer competitors and the seasonal aspect of business in many resort areas, are the reasons spokesmen give for the brighter dime play picture in up-State areas. Operators in Green Bay, Beaver Dam, Beloit and Madison sections tell of steadily increasing gains in 10-cent play installations within the past six months. Other promising reports come from isolated sections in Northern Wisconsin and Upper Michigan.

A check with several Milwaukee distributors confirms these reports. Wurlitzer distributor Harry Jacobs Jr. notes that about 90 per cent of the equipment intended for dime play shipped from his office goes out to firms outside of the Milwaukee area. "Fifty-cent coin slots for dime play are also catelgong

better with out-of-town operators," he adds.

AMI's distributor, Paster Distributing Company, according to office manager Sam Cooper, also finds its sales of dime play equipment being made in larger numbers to music firms in State territories.

A trio of operators based in the Beaver Dam section in Southern-Central Wisconsin, are reputed to have taken a strong lead in developing dime play acceptance. Operators include Ed Dowe, Ralph Klatt and Al Janish. At a recent meeting of the Wisconsin Music Merchants' Association, Ed Dowe quoted a figure of 90 per cent dime play saturation progress on his own routes. His optimistic report indicated that route receipts have nudged upward about 30 per cent since instituting the dime play switch less than a year ago. Instead of converting only his new equipment to dime play, Dowe claims that he has been successful in convincing locations using 80 and 100-play machines to the new price with equal ease.

Up in the prosperous Fox River

(Continued on page 73)

Trans World Export Exec, Ostman, Dies

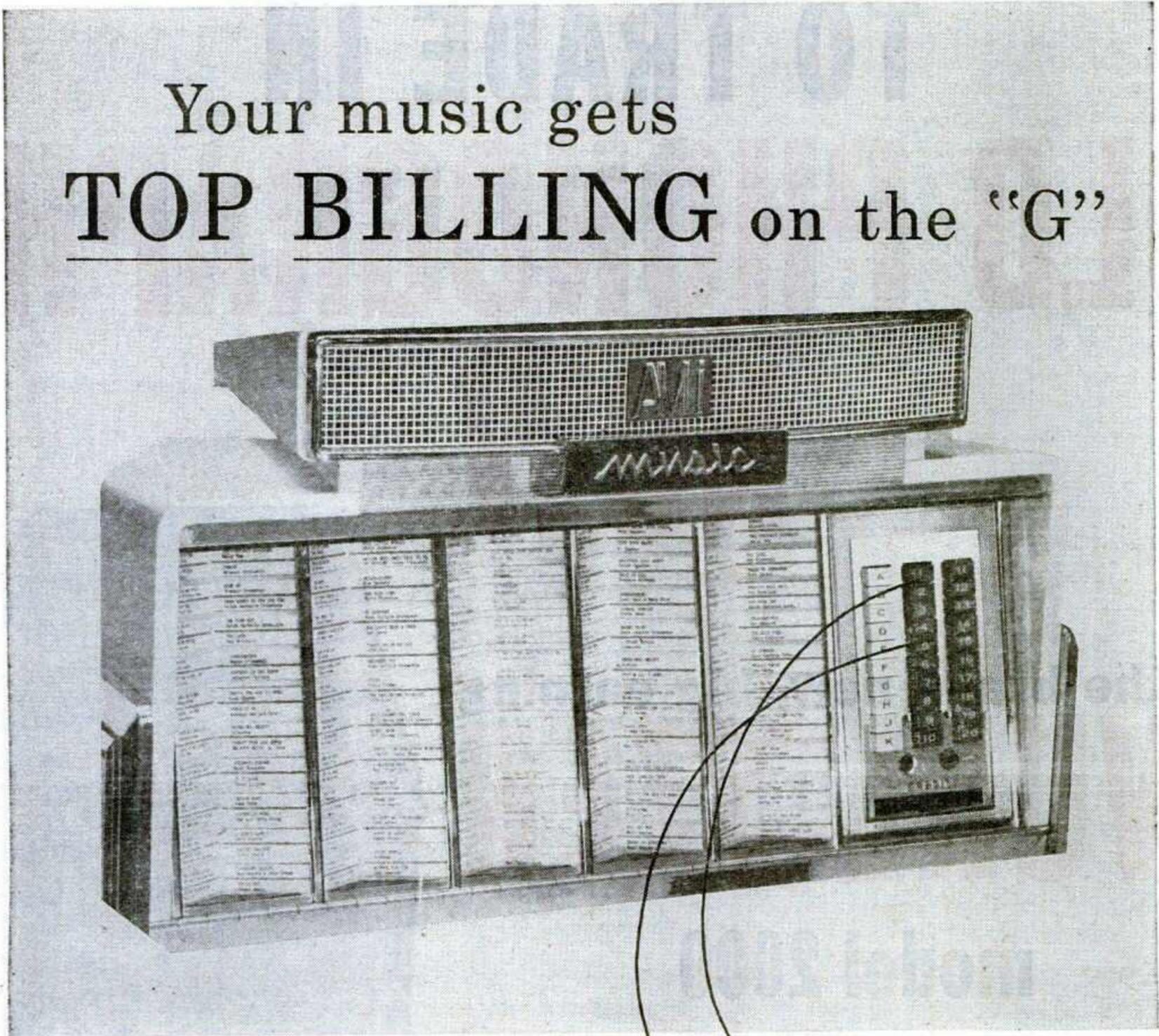
CHICAGO—Kenneth O. Ostman, vice-president and general manager of Trans World Trading Corporation, Chicago, died Sunday, November 18, of a heart attack. He was 39 years old.

Among his many activities, Ostman was a member of the board of directors of the Export Managers' Club and a secretary of the Bowling League. He was also a past president of the Automatic Export Club.

Before joining Trans World, where he has been for the past year and a half, he was with O. O. Mallegh as vice-president in charge of coin machine exports.

A member of the coin machine industry for some 12 years, Ostman is survived by his widow, Lois.

Your music gets TOP BILLING on the "G"



INSTANT VISIBILITY OF ALL 200 TITLES speeds coins to your cash box. Patrons quickly see, quickly select their favorite tunes. No time lost in browsing. Your music is *merchandised*

AT EYE LEVEL where it's easy to see, easy to buy. And its bought quicker **WITH ADJACENT PUSHBUTTONS** placed for natural accommodation of hand and eye movements. Plus "wait" and "select" lights that eliminate confusion...illuminated price-per-play light that speeds the right coins to the easy-to-see coin chute silhouetted for patron convenience...top billing and music merchandising that

SPEEDS THE PLAY. Only the "G" gives operators a combination of *all* the advantages needed for more profits. Exclusive multi-horn high-fidelity...fastest record changer...full range of color cabinetry...smartly modern styling...complete accessibility.

SEE THE "G" AND SEE!

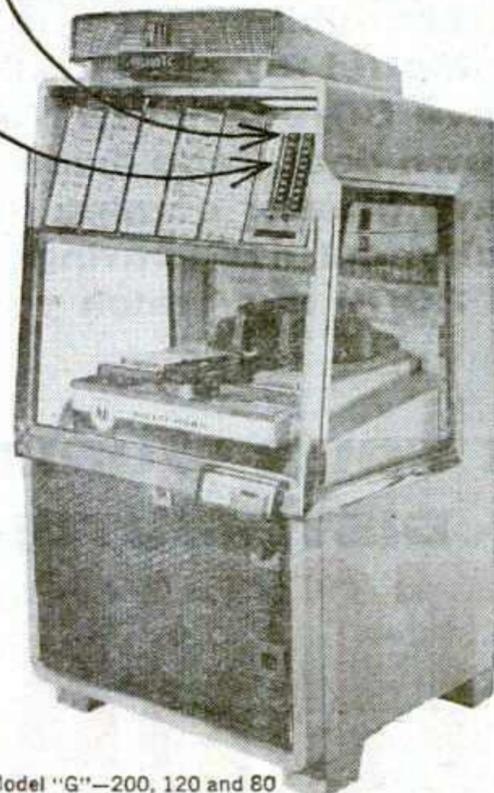
Music that makes more money for you



AMI

1500 Union Avenue, S. E./Grand Rapids 2, Michigan

ORIGINATOR OF THE AUTOMATIC
SELECTIVE JUKE BOX IN 1927



Model "G"—200, 120 and 80
se_lctions for more plays in less time

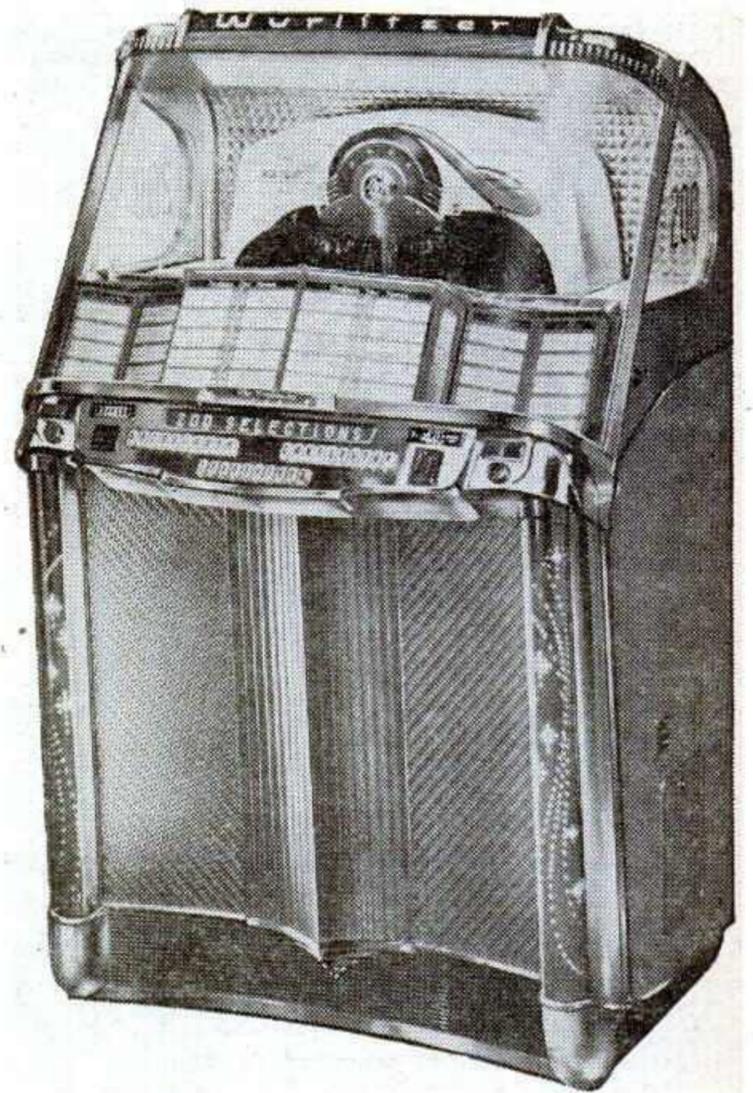
IT'S TO YOUR ADVANTAGE TO TRADE IN OLD PHONOGRAPHS NOW

on the brand new, big earning

WURLITZER

model 2000

Your Wurlitzer Distributor is offering terrific buys on the new Model 2000 Wurlitzer Phonograph with exclusive 50-cent play. Now is the time to make your own deal. Take inventory of your locations that have greater earning potential. Trade in your old equipment at big savings. Put in new Wurlitzer Model 2000 and watch your income jump.



**SEE YOUR WURLITZER
DISTRIBUTOR**

TODAY

**WURLITZER
200-SELECTION
MODEL 2000**

The Rudolph Wurlitzer Company • North Tonawanda, New York

Wis. Outruns Mil. on Dime

Continued from page 70

Valley region, including such cities as Green Bay, Appleton, Fond du Lac and Oshkosh, dime play has shown definite signs of catching on, altho the number of locations accepting it may not average over 25 per cent of the total.

Green Bay operators, Al Durand, of Durand Sales; Clifford and Roger Bookmeier, father and son combination, and Harry Daul, of Union Sales, have noted results ranging from fair to strong in their efforts to switch to 10 cents per play. Some of the city's key spots, such as Norb's Colony Club, are shining examples of dime play's benefits.

Appleton and Fond du Lac locations can boast of fewer dime play machines on location, altho a determined effort is being made to increase their number. In nearby Oshkosh, the recent successes of operator Val Andreas to institute dime play has begun to bear apparent fruit.

Chart Shows Gains

Continued from page 70

year with exports of \$187,148, dropped to second with this year's August total of \$294,486.

Staying in third place is Belgium, showing nevertheless an increase in dollar volume, \$107,777 in August of 1955 to \$249,527 in the same month this year.

The next seven countries during August of 1955, based on total dollar volume, were Mexico, West Germany, Netherlands, British Malaya, Cuba, Switzerland and Colombia.

Approximately 10 per cent of all of Oshkosh locations are currently testing the dime play approach, according to a cursory check. Val Andreas claims that about half of his own key Oshkosh locations are now selling their music at one for a dime and five for a quarter rates.

C. S. Pierce, Brodhead, widely known Music Operators of America leader, is embarked on a determined campaign to spread dime play thruout his widespread Southwestern Wisconsin territory. Pierce informs that he is gratified with results, altho the changeover is not proceeding as rapidly as anticipated.

Most glowing dime play reports stem from the far Northern Wisconsin and Upper Peninsula of Michigan territory. Indications are that the section extending roughly from the center of the Upper Peninsula of Michigan, eastward to Lake Huron, presents a bright picture for dime play proponents. Such communities as Sault Ste. Marie, St. Ignace, Munising, Marquette and Ishpeming are reportedly taking the lead in pushing dime play to the fore in this part of the country. Total number of machines in operation naturally does not bulk as large as those in the more populous cities to the South, the dime play saturation is more solid and showing signs of continued growth.

U. P. operators making claims for good results for their dime play crusade include Francis Nardi, Ishpeming; Bill Cleary, Sault Ste. Marie; Bill Johnson, St. Ignace, and Art Dausy, Munising.

10c Play Mainstay in Minn.

Continued from page 70

erating 50 juke boxes, said practically all his machines are dime play, with 60 per cent yielding three for quarter and most of rest five for a quarter. He has several four for a quarter units and these, Atkins said, seem to be doing better than any.

Dime play has resulted in 50 to 60 per cent gross take increases in good music locations. Poor locations never get much and he doesn't expect too much from them. He favors three plays for quarter, but has to yield to five for quarter in poorer spots.

Atkins pointed out that music has been stepchild in this area for years, long playing second fiddle to amusement games. But since federal government's crackdown on games, music accounts for the dominant operating income.

The Dime Helps

Music receipts have improved perceptibly since going to dime play, according to Norton Lieberman, of Twin City Novelty Company, Minneapolis, who operates 100 juke boxes. He estimated that 97 per cent of his firm's operation

is dime play, predominantly five for quarter, altho he'd like to switch to three for a quarter.

Larger operators, with exception of one, all on dime play in this area, Lieberman said. One big operator just can't seem to be sold on switch-over. For awhile other operators thought his resistance would force them back to straight nickel play, but they soon discovered he had little influence on their locations.

Location Story

"We explain to location owners that dime play brings more money into the coin box, causes less service trouble because it enables us to give him newer machines," Lieberman pointed out. "Location owners understand when we tell them our costs are up, for records, for labor. His are, too."

Fritz Eichinger, of Northern Coin Machine Company, St. Paul, said all his music—he operates 150 pieces—is dime play. Majority are set at three for a quarter, with some rare spots getting five for a quarter.

"As results receipts up 30 per cent for music," Eichinger said. "And we need it, believe me. Business has been bad here since the first of the year. For me it's been off two-thirds. If it weren't for

200 at N. Y. Dance

Continued from page 70

in this region. According to Tom Greco, association president, about 95 per cent of the juke boxes are converted.

Officer Roster

Officers of the association are Tom Greco, president; James Haley, first vice-president; Nick Kuprych, second vice-president, and Mrs. Gertrude Browne, secretary-treasurer.

On the board of directors are Russ Carpenter, George Shapiro, Ann Koenig, Jack Troy, Tom Gobel and Sam Schlesinger. Lawrence Herbst is counsel.

The affair itself was directed by Tom Gobel, general chairman. He was assisted by Jack Wilson and Tom Greco, souvenir journal; Gertrude Browne, tickets; Nick Kuprych, seating arrangements.

Distributor List

Distributors attending were John Bilotta, Newark, N. Y., New York State Wurlitzer distributor; Meyer Parkoff, Atlantic-New York, Seeburg distributor; Barney Sugerman, Abe Green, Irv Kempner, Morris Rood and Perry Lowengrub, all of Runyon Sales, AMI distributor; Sam Galley, Herman Brothers, New York Rock-Ola distributor; Dave Stern, Seacosat Distributors, New Jersey Rock-Ola distributor, Joe Fishman, Newark, N. J., and Harry Berger, West Side Distributors.

From the Westchester Operators' Guild were Carl Pavesi, Seymour Pollak, Lou Tartaglia, Max Klein and Meyer Budinoff.

From the Rockland County Operators' Association were Tony Cattanes, Lou Marozin, Bill Lagatto, Ed Levin, Nick Franco and J. R. Van Wyck.

From Leslie Distributors, New York one-stop, were Bernie Boorstein and Phil Steckel.

Rabkin Tribute

The gaiety of the evening was interrupted when the guests rose to observe a minute of silence in memory of Bill Rabkin, International Mutoscope president, who died last week.

Most of those attending the affair stayed over and toured the Military Academy Sunday morning.

David S. Bond, of Trimount Automatic Sales Corporation, was host to operators when the firm unveiled the new Genco novelty Skill Ball. A big turnout enjoyed the refreshments and edibles. . . . Sales chief Irwin Margold says games are enjoying a big upswing with interest high in Gottlieb's Auto Racer, Williams' Fun House and Genco's State Fair.

music and vending we could shut up shop completely."

Larger operators in St. Paul swung to dime play and stuck right from the start, Eichinger said. Little opposition, which cropped up at first has dissipated itself. Those operators who objected have said it's the only salvation for business.

The Oldest ONE-STOP Record Service

All Labels

All Hits

45 RPM 55c
78 RPM 60c
Single EP's 91c

NO EXTRA CHARGES

FREE TITLE STRIP SERVICE

No Order Too Large!

Save Time! Save Money!

STORE BUSINESS WELCOME

No C.O.D. Send check with order, including postage.

The Musical Sales Co.

SEEBURG DISTRIBUTORS

140 West Mount

Royal Ave.

Baltimore 1, Md.

Vernon 7-5755

COIN MARKET PLACE
CLASSIFIED ADVERTISING
The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

Help Wanted

WANTED—PHONOGRAPH AND PIN GAME Mechanic, including route work. Good salary. No drinkers or floaters. Phone 23, Key Amusement Co., 306 Taylor Ave., del Farmington, Mo.

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448.

Routes for Sale

CALIFORNIA MUSIC AND GAMES ROUTE, 117 machines, \$91,500. Terms. Grant Allen Realty, 521 N. Main, Porterville, Calif. Ph. SU 42282.

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. de29

CIGARETTE—CANDY—COFFEE—CIGAROMAT—FACTORY DISTRIBUTORS—

U-Select-It Candy & Coffee Royal "17" and Mercury Cigarette Machines, Watling Seales, Whites Latex and Comb Vendor, Superior 5¢ Gum Machines. Write for information and prices.

TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1068 Amarillo, Texas

CIGARETTE, CANDY AND OTHER VENDING machines: give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. de29

FOR SALE—WHISPER TONE HOSPITAL Radios, used, 10¢ for one hour; under-pillow Speakers, \$17.50 each; Stands with lamp shades, \$5 each. Miller Newark Distributing Co., 42 Fairbanks, Grand Rapids Michigan. de29

FOR SALE—12 SEEBURG NON-CHROME 100 Wall-O-Matic Wall Boxes in good operating condition complete with 2 keys and bar brackets. Unit price \$55; lot price \$600. 1/3 deposit with order. George F. Rhodes, 106 W. Peter St., Uniontown, Pa. de15

FOR SALE—1400 WURLITZER MUSIC BOX (45 rpm), \$150; Keeney Electric Cigarette Machine, 9 column, 25¢ & 30¢, \$50; ready for location. Frank Guerrini, 1211 West 4th St., Lewistown, Pa. de29

VENDING MACHINES—PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hersheys, 320 or 520 ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. de29

Wanted to Buy

USED VENDING MACHINES WANTED—49's, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-17n

WANTED — MILLS, NORTHWESTERN, Du Grenier 1¢ tab gum machines, Music Machine Co., P. O. Box 154, Brunswick, Ga.

WILL PAY CASH FOR ROCK-OLA COMETS; Seeburg M100B; Williams Super Pennant, King of Swat, Four Bagger; United Deluxe Leader, Ace, Venus Bowlers. West Way, Inc., 3337 State St., Salt Lake City, Utah.

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. "High" and "low" 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 December 7, 1956)

ARCAD E EQUIPMENT	HIGH	LOW	MEAN AVG.
1. SEEBURG— Coon Hunt.....	\$175.00	\$125.00	\$150.00
1. EXHIBIT— Dale Gun.....	95.00	30.00	55.00
3. CHICAGO COIN— Midget Movies.....	135.00	100.00	125.00
3. BALLY— Undersea Raider.....	125.00	125.00	125.00
MUSIC MACHINES			
1. AMI—Model E-120..	\$465.00	\$420.00	\$425.00
2. AMI—Model D-80..	350.00	195.00	225.00
SHUFFLE GAMES			
1. CHICAGO COIN— Tenth Frame Bowler..	\$ 75.00	\$ 50.00	\$ 60.00
2. UNITED— Team Bowler.....	295.00	120.00	175.00
3. UNITED— Olympic.....	85.00	39.50	39.50
VENDING MACHINES			
1. Rowe Crusader.....	\$105.00	\$ 60.00	\$ 95.00
2. P X.....	90.00	75.00	85.00
3. Acorn 5c or 1c.....	10.00	8.50	8.50
3. Du Grenier.....	50.00	45.00	45.00
3. Northwestern 39, 1c..	7.95	7.50	7.50
3. Northwestern 33 Ball Gum.....	7.50	6.50	6.50
3. Northwestern 49, 1c..	12.50	12.00	12.00
3. Stoner Candy (6 Col.)	125.00	80.00	80.00
3. Stoner Candy (8 Col.)	165.00	110.00	110.00
PINBALL GAMES			
BALLY			
1. Miami Beach.....	\$245.00	\$150.00	
2. Big Time.....	250.00	175.00	
3. Gaytime.....	225.00	130.00	
GOTTLIEB			
1. Dragonette.....	\$225.00	\$125.00	
2. Wishing Well.....	235.00	185.00	
3. Score-Board.....	315.00	275.00	
UNITED			
1. Pixie.....	\$250.00	\$195.00	
2. Starlet.....	260.00	175.00	
3. Cabana.....	50.00	39.50	
3. Hawaii.....	75.00	39.50	
3. Stardust.....	300.00	250.00	
WILLIAMS			
1. Dealer.....	\$ 75.00	\$ 65.00	
2. Grand Champion.....	125.00	75.00	

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)....	\$ 75.00	\$ 49.50	\$ 49.50
Beach Beauty (1/55)....	365.00	295.00	345.00
Beach Club (2/53)....	75.00	49.50	55.00
Beauty (11/52).....	60.00	49.50	50.00
Big Time (1/55).....	250.00	175.00	225.00
Bright Lights (5/51)....	75.00	60.00	65.00
Bright Spot (11/51)....	75.00	65.00	75.00
Broadway (12/55).....	375.00	350.00	365.00
Coney Island (9/52)....	65.00	35.00	45.00
Dude Ranch (9/51)....	75.00	60.00	60.00
Gayety (3/55).....	125.00	75.00	110.00
Gaytime (6/55).....	225.00	130.00	190.00
Hi-Fi (6/54).....	70.00	50.00	60.00
Ice Frolics (1/54)....	95.00	50.00	60.00
Miami Beach (9/55)....	245.00	150.00	225.00
Nite Club (3/56).....	450.00	395.00	435.00
Palm Beach (7/52)....	75.00	75.00	
Palm Springs (11/52)....	85.00	40.00	40.00
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	50.00
GOTTLIEB			
Arabian Knights (11/53)...	135.00	100.00	\$135.00

	High	Low	Mean Avg.
Chinatown (10/52).....	85.00	50.00	\$ 50.00
Daisy Mae (7/54).....	175.00	145.00	145.00
Derby Day (4/56).....	240.00	240.00	240.00
Diamond Lill (12/54)....	195.00	155.00	155.00
Dragonette (6/54).....	225.00	125.00	210.00
Duette (3/55).....	225.00	195.00	225.00
Four Belles (10/54)....	165.00	150.00	160.00
Frontiersman (11/55)....	235.00	195.00	210.00
Gold Star (8/54).....	155.00	135.00	150.00
Green Pastures (1/54)....	135.00	90.00	90.00
Cypsy Queen (2/55)....	185.00	165.00	185.00
Harbor Lites (2/56)....	235.00	145.00	225.00
Hawaiian Beauty (5/54)..	160.00	125.00	125.00
Lovely Lucy (2/54).....	135.00	115.00	135.00
Mystic Marvel (3/54)....	175.00	144.50	165.00
Pin Wheel (10/53).....	115.00	75.00	90.00
Quartette (2/52).....	75.00	65.00	65.00
Queen of Hearts (12/52)..	110.00	75.00	90.00
Score-Board (3/56).....	315.00	275.00	300.00
Shindig (9/53).....	125.00	90.00	95.00
Sluggin' Champ (4/55)...	195.00	175.00	175.00
Southern Belle (6/55)....	185.00	165.00	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			
Cabana (3/53).....	50.00	39.50	\$ 45.00
Caravan (1/56).....	375.00	325.00	375.00
Circus (8/52).....	50.00	45.00	50.00
Hawaii (6/54).....	75.00	39.50	50.00
Manhattan (4/55).....	125.00	95.00	125.00
Pixie (9/55).....	250.00	195.00	225.00
Stardust (4/56).....	300.00	250.00	295.00
Starlet (11/55).....	260.00	175.00	225.00
Tahiti (8/53).....	40.00	39.50	\$ 39.50
Triple Play (8/55).....	175.00	125.00	175.00
WILLIAMS			
Army & Navy (10/55)....	\$ 49.50	\$ 40.00	\$ 49.50
Dealer '21' (2/54).....	75.00	65.00	65.00
Grand Champion (8/53)..	125.00	75.00	75.00
Hayburner (6/51).....	75.00	75.00	75.00
King of Swat.....	295.00	285.00	295.00
Lazy Q (2/54).....	65.00	65.00	65.00
Regatta (10/55).....	175.00	135.00	175.00
Three Deuces (8/55)....	210.00	195.00	195.00

ARCAD E EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Cola; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Muto—Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

ABT Challenger (5/46)...	30.00	20.00	\$ 25.00
Air Football.....	225.00	195.00	225.00
All Star Baseball (W)....	175.00	175.00	175.00
Baseball, 2 Player (G)....	135.00	125.00	135.00
Bat-A-Score (EV) (8/48)	145.00	75.00	105.00
Bert Lane Merry-Go-Round	350.00	325.00	325.00
Big Broncho (1/51).....	350.00	299.50	325.00
Big Inning (B) (47)....	95.00	85.00	85.00
Big Top (G) (6/54)....	395.00	350.00	395.00
Bonus Gun (U) (1/55)...	300.00	275.00	275.00
Carnival Gun (U) (10/54)	225.00	195.00	200.00
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	55.00
Derby, 4 Player (CC) (3/52).....	150.00	125.00	150.00
Jungle Gun (U) (7/54)...	275.00	135.00	\$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)...	275.00	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

	High	Low	Mean Avg.
Shooting Gallery (Ex) (6/54).....	125.00	99.50	125.00
Sidewalk Engineer (W) (5/55).....	195.00	150.00	165.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M).....	225.00	145.00	225.00
Sky Rocket (G) (5/55)...	295.00	225.00	295.00
Space Gun (Ex).....	95.00	85.00	95.00
Space Ship.....	350.00	265.00	295.00
Sportland (Ex) (11/51)...	200.00	150.00	175.00
Super Slugger (U) (7/55)	310.00	295.00	295.00
Telequiz (1/49) (T)....	99.50	75.00	95.00
Undersea Raider (2/46)...	125.00	125.00	125.00

MUSIC MACHINES

AMI			
Big Time (1/55).....	250.00	175.00	\$225.00
Model C-40.....	195.00	100.00	135.00
Model D-80 (51) 40 sel., 78 RPM.....	350.00	195.00	225.00
Model E-120 (53) 120 sel., 45 RPM.....	465.00	420.00	425.00
SEEBURG			
M-100-A (49) 100 sel., 45 RPM.....	\$235.00	\$225.00	\$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	795.00
WURLITZER			
1250 (50) 48 sel., 45 or 78 RPM.....	\$150.00	\$125.00	\$129.50
1400 (51) 48 sel., 45 or 78 RPM.....	250.00	185.00	210.00
1450 (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
1700 (54) 104 sel., 45 RPM.....	\$650.00	\$495.00	\$645.00
1800 (2/55) (W).....	845.00	695.00	825.00

SHUFFLE GAMES

Advance Bowler (CC) (5/53).....	\$105.00	\$ 95.00	\$105.00
Carnival (K) (5/53)....	85.00	55.00	85.00
Criss-Cross (CC) (11/53)	150.00	125.00	150.00
Diamond (K) (5/53)....	165.00	160.00	160.00
Gold Cup (CC) (7/53)...	115.00	100.00	115.00
Hi Speed Triple Score (CC) (8/53).....	85.00	65.00	85.00
Jet Bowler (B) (8/54)....	175.00	175.00	175.00
Magic (B) (12/54).....	245.00	195.00	245.00
Olympic (U) (8/54)....	85.00	39.50	39.50
Playtime Bowler (CC) (10/54).....	225.00	215.00	215.00
Team Bowler (U) (1/54)...	295.00	120.00	175.00
Tenth Frame (K).....	70.00	55.00	55.00
Tenth Frame Bowler (CC)...	75.00	50.00	60.00
Thunderbolt (CC).....	350.00	265.00	265.00

VENDING MACHINES

Acorn 5c or 1c.....	\$ 10.00	\$ 8.50	\$ 8.50
Du Grenier (7 Col.).....	50.00	45.00	45.00
Northwestern 39, 1c.....	7.95	7.50	7.50
Northwestern 33 Ball Gum	7.50	6.50	6.50
Northwestern 49, 1c.....	12.50	12.00	12.00
P X (8 Col.).....	90.00	75.00	85.00
Rowe Crusader (8 Col.)...	105.00	60.00	95.00
Stoner Candy (8 Col.)....	125.00	80.00	80.00
Stoner Candy (8 Col.)....	165.00	110.00	110.00

U. S. Supreme Court Asked Rule on Pins

By JACK WEINBERG

ST. PAUL—The United States Supreme Court last Friday (23) was asked to rule on the federal \$250 tax stamp law affecting pinballs.

Appeal was made by George MacKinnon, U. S. district attorney of St. Paul from the decision earlier this month by Federal Judge Dennis Donovan in St. Paul dismissing government cases against three defendants from Albert Lea, Minn. Judge Donovan, following the recent precedent ruling of the Seventh Circuit Court of Appeals in Chicago, threw out federal grand jury indictments against James B. Hunt and Harold Ollhoff, location owners, and Gopher Sales Company, operator, all of Albert Lea, because a 'coin-operated slot machine' is not adequately defined in the Internal Revenue Code.

Donovan's action reversed several prior rulings on the same legal question by himself and other federal judges in the Minnesota district made earlier this year.

By appealing Donovan's decision, MacKinnon, in effect, admitted that the court ruling dealt a mortal blow to the government's campaign

(Continued on page 81)

Expect 400 at N. Y. Game Ops' Annual Banquet

NEW YORK—More than 400 persons are expected to attend the seventh annual banquet of the Associated Amusement Machine Operators of New York, to be held Saturday (8) at the Starlight Roof of the Waldorf-Astoria Hotel here.

Claire Morano, who is in charge of the affair, said that the ticket quota has nearly been sold out. She said that a cocktail party before the banquet will get under way in the Serf Room at 7 p.m. sharp.

Emcee for the evening's entertainment will be Myron Cohen, from the Copacabana. Others on the bill will be Black and Nolan, from the Latin Quarter; Paul Meirson and Korraire, from the Jamaican Room, and Billy Schuback and his Diamond Horseshoe Orchestra. Acts have been provided by the Associated Entertainment Features.

Bally Announces Vending Company

• Continued from page 61

of game operators in diversifying their routes with vending equipment formed a solid basis for Bally's entry into the field.

Cite Reasons

Herb Jones, Bally vice-president, cited several reasons for the formation of the separate corporation. "Different problems involved in the manufacturing of vending equipment from games is the main reason," he stated. "The new corporation will be devoted exclusively to the development and manufacturing of vending machines and will be able to increase

MORAL: GOOD \$200 MECHANIC HARD TO FIND

OWENSBORO, Ky. — A good coin machine mechanic may be high-priced, but not necessarily high-minded. Bearing this out is the recent experience of an operator here who advanced a new mechanic \$200 so that he could come to Owensboro and begin work.

The prospective mechanic had sent the operator the following letter:

"Dear Sir: I am writing you to see if you need a good mechanic. I have had 17 years' experience on all types music, bingos and pin games. The last two years I operated phonographs in Long Beach, California, enclosed card. I brought my wife back this way for her health. If you need a man and can help me to get there, I have a good car and will try to make you a top man. I don't know anything else to work at. No jobs here."

After working for the operator for two weeks, the mechanic left town, owing the \$200. The operator later found out that the mechanic had told the trailer attendant where he stayed that he planned on leaving in two weeks.

New Arcade Equipment Decks Coin Trade Booths at NAAPPB

Guns, Skee-Balls, Viewers, Kiddie Games on Parade at Annual Show

CHICAGO—Arcade operators, long awaiting new types of coin machine equipment, were expected to catch a good glimpse of what manufacturers have in mind for the coming year at the National Association of Amusement Parks, Pools & Beaches show at the Hotel Sherman here Sunday thru Wednesday, November 25-28.

Fifteen coin game and Arcade equipment firms were slated to display their latest wares at the show, which annually draws a sizeable delegation of Arcade and game operators, along with park owners and operators from around the nation.

A pre-convention survey last week revealed that manufacturers would present a wider variety of coin-operated equipment than was exhibited last year. Among the pieces of equipment, many of which were to be shown to the trade for the first time, were listed gun games, skee-balls, movie machines and viewers, card venders, fortune tellers, photo machines, drive machines, and a group of brand-new novelty games.

Amusement machine firms exhibiting included Auto-Photo Company, Los Angeles; Capitol Projector Corporation, New York; Chicago Coin Machine Company, Chicago; Empire Coin Machine Exchange, Chicago; Exhibit Supply Company, Chicago; Genco Manufacturing and 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.

New Arcade Units

Auto-Photo was expected to show its latest photo machine. Capitol Projector slated for exhibit its new Panorama 800 with the self-propelled magazine and its latest rifle game conversion, Hit-A-Miss. Other Capitol equipment included the Auto-Test, the Junior Auto-Test (a kiddie version of the

game to list at \$595) Drive-In Movies and Sound Midget Movies.

Chicago Coin planned to display a new machine gun piece using steel beebees offering up to 250 pellets per game, and was expected to show its new Tournament Ski-Bowl. Genco was to show its new Skill Ball skee game.

Mut scope Well Represented International Mutoscope was to exhibit two new pieces, the Bang-O-Rama and the new Voice-O- (Continued on page 79)

Chi Coin Preps 6-Player Skee Bowler Game

CHICAGO — Chicago Coin Machine Company, Chicago, has started to ship samples of Tournament Ski Bowl, their new game, to distributors. The six-player bowler will be available this week to operators, stated Ed Levin, Chicago Coin director of sales.

In playing Tournament Ski Bowl the players roll balls down an alley at a target area, which is made up of five holes, numbered 30(Strike), 20(Spare), 9, 8, and 7, respectively.

There are four frames per game, with three balls per frame. A twist on the scoring is introduced for strikes and spares in each frame. The first strike or spare is (Continued on page 80)

Kaye Ready on 2 Pool Tables

NEW YORK—The Irving Kaye Company, Inc., has gone into production on two pool tables, a jumbo-size which will sell for \$349.95 and a regular-size which will list for \$299.95.

Both models come in regular three-hole tops; two-hole rotation tops, and with regulation tops with holes six inches from the rails. Cabinets are rubbed mahogany finish with pearl markers. Standard equipment (Continued on page 78)

Will New Skee-Ball Models Develop '57 Industry Trend?

By KEN KNAUF

CHICAGO—Amusement game manufacturers and distributors here last week reported orders on the new skee-ball type games coming in at a very satisfactory pace, but generally expressed the opinion that it was still too early to tell whether these games would develop into a new industry trend.

Indications are that whether or not the new skee-ball models become a fixture in the industry, they are already helping to fill the need for a different type of equipment on locations.

Actually, skee-ball games are not strangers to the coin game business. They have been successfully operated at locations for many years, altho for the most part they were used only in certain areas of the country—especially in the East.

Chicago Blocks Games

Now the games are being shipped to all parts of the coun-

try. There are few legal barriers in the way of this type of game, but one major one is in the city of Chicago. Chicago's Bagatelle Ordinance bans any game played with a ball, and the city's Game Panel has thus far turned down attempts by manufacturers to have the game licensed in the city.

The new games introduced by manufacturers over the past month consist of several different versions of skee-ball games. Genco Manu-

facturing & Sales Company, Exhibit Supply Company, Chicago Coin Machine Company, United Manufacturing Company and Edolite Products have all introduced different types of models. At least one other manufacturer, Williams Manufacturing Company, expects to ship a new skee-ball-type model within the next few weeks. Eastern manufacturers, including Philadelphia Toboggan Company, and Scientific Machine Corporation have been in production on skee-ball games for years.

The new models range from the standard type models in which players roll balls at target holes and receive automatically registered scores, to a model which has players throwing balls underhand at the target area. Examples of the former are Genco's Skill Ball and Chicago Coin's Tournament Ski Ball; in the latter category is Exhibit's Ringer Ball.

A far different type of model is (Continued on page 80)

Williams Ships Peppy-Coin Puppet Show

CHICAGO—A swing and sway, talking and dancing musical clown is featured in Williams Manufacturing Company's new coin-operated marionette theater, named Peppy.

Controlled by four operating buttons, one for each leg and arm, Peppy can be made to cavort and dance across a colorful circus stage, to the tune of nine different musical selections.

To play, all one does is insert a dime, and Peppy's "lead in" tells (Continued on page 78)

CIAA Members Offered Health Insurance Plan

CHICAGO — Continental Casualty Company, one of the country's largest insurance organizations, has offered a liberal income protection plan to members of the Chicago Independent (Continued on page 80)

U. S. Opens Way to Review of Pin Case

WASHINGTON—The U. S. Solicitor General October 15 authorized filing of petition for a review by the U. S. Supreme Court of the recent federal pinball decision. Such a petition would have to be filed by November 27.

The U. S. Court of Appeals (Seventh Circuit, Chicago) September 28 ruled that in-line pinballs are not included in the term "so-called slot machines" in the 1954 Federal Internal Revenue Code (The Billboard, October 13).

The high court may or may not choose to review the decision, as it sees fit.

The general effect of the decision, which reversed a Federal District Court ruling, has been to give a sales lift to the in-line pin field.

In its ruling, the Appeals Court did not rule on whether the pinball in question (an in-line game) was a gaming device or not. The court stated in its decision:

"The question here is not whether pinballs are gaming devices or games of chance; that they are may well be conceded. The question is rather: Are pinball machines embraced within the term 'so-called slot machines.' Congress has clearly indicated that they are not."

COINMEN YOU KNOW

Chicago

By NICK BIRO

Preparations for the coming Park Show kept Chicago coinmen pretty busy last week. In addition to getting equipment ready, manufacturers noted a step-up in the number of visitors who came for the show and were just stopping by to see what was new.

Bill DeSelm, United Manufacturing's busy sales manager, had one hand on the telephone and the other busy shaking hands with Sam Taran, Taran Distributors, Miami, and Leo

Weinberger, Southern Automatic Music Company, Louisville.

Also expected by DeSelm and Jack Mitnick were Ray Williams, of Commercial Music, Dallas; Lon Wolcher, of Advance Automatic, San Francisco, and Charlie Robinson, of C. A. Robinson Company, Los Angeles.

Irving Sandler, of Des Moines, reported that most of the Iowa territory has been converted to dime play. However, Minnesota, where he also does considerable business, is a bit behind, with only about one-half of the locations

switching over. Sandler credited the better organization of the operators in Iowa as the main reason for the difference.

Glad to hear from Max Hurvich, Birmingham Vending Company, telling us of the arrival of a new son to Mr. and Mrs. Albert Toranto, November 9. Mrs. Toranto is the daughter of the Hurviches, and the new arrival gives them their third grandchild. Toranto is connected with the Birmingham Vending Company with his father-in-law.

Wally Fink, of First Coin Machine Exchange, proudly showing off the new murals and furnishings in the showroom. Also heard a few operators dubbing Joe Kline Perry. Could be the new sweater-jacket, Joe. A fellow named Como, I'm told, wears one just like it.

A note from M. S. Gisser, Cleveland Coin Machine Exchange. The Gissers broke bread over the weekend with their house guest, Charles Starr, of Paris, who head the Charles Starr Company, a well-known coin machine distributor in the French metropolis. A busy man at Chicago Coin, Mort Secore, hardly back from Oklahoma and Texas and off to the Ohio region. Also in to look over the new line and say hello to Ed Levin and Sam Gensburg was Phil Robinson with spouse Dorothy. Phil is West Coast representative for the firm.

Mort Levinson and Joe Schwartz showing visitors around the National showroom. Ron Schwartz just back from a circuit jaunt visiting

Ark. Ops Join

Continued from page 70

erating costs have "more than doubled since 1939" and that phonograph operators "were at the tail end" of raising their income to what it should be.

"Before the war a pick-up truck was \$750. Now it's \$1,600. A good mechanic then was \$35. Now he costs at least \$85. A record then was 21 cents. Now they're 60 cents.

"A gallon of gas then was 20 cents. Now it's 32 to 35 cents. Everything has gone up. Dime play should have been put in years ago. We are just now able to catch up with costs with dime play and get a fair return on investment."

The majority of music operators in the Midsouth are on dime play. More and more are converting every month. Greenwood, Miss., is on dime play. Also among the new change-over areas in the process are Columbus, Miss., now half dime play, and Greenville, Miss., almost half.

"I'm talking to operators in other Arkansas cities and expect more conversions to dime play soon," said Sammons, who travels the Midsouth territory four days each week contacting music and game operators.

"Our meeting at Pine Bluff was a terrific success," he said. Individual operators at the meeting said they would start converting to dime play November 12 and try to be 100 per cent in the Pine Bluff area by January 1."

Operators present at the meeting were:

Bill Foster, owner of Foster Music Company; Edward Wilcox and Charles Wilcox, of Baker Music Company; Vernon Ward and Jimmy Ward, of 19 Music Company; Guy Jones and E. K. Eby, of Pine Bluff Music Company; H. H. Hays, of Jefferson Music Company; Manuel Caras and Elton Holtzlander, partners in M & H Music Company.

Also present was Joe Hill, sales representative for Standard Automatic Distributing Company.

Streeter, Moline, Davenport and Rock Island, reporting a steady fall pick-up in shipments.

The Thanksgiving holiday found Frank Mencuri, of Exhibit, with his family in California fighting down turkey and smog. Frank came back in time for the Park Show and joined Sam Lewis in some tongue-in-cheek comments about their Nudist Colony to be shown there. Another West Coast visitor, Art Weinand, of Williams, who reports that Peppy, their new coin-operated marionette theater, will soon be installed for the kiddies and their parents at Disneyland. Harry Williams, Sam Stern and Sam Berger huddling with Art, getting their signals straight for the show.

Ed Levin passing out a little advance scoop over the lunch table about a new three-way scale, foot relaxer and horseshoe that Chicago Coin plans to show in the NAMA show next week. The machine will be a single unit, with individual coin chutes for all three operations.

Ronnie Wainer and Marshall Bernstein, of Triangle Vending, getting lessons on how to throw a hook on United's new bowling game from house champ Al Thaelke.

Detroit

By HAL REVES

Edward L. Carlson, president of United Music Operators of Michigan, and Mrs. Carlson are vacationing in Florida. Carlson's second recent trip to the Sunshine State. . . Tony Siracuse, of Circle Music Company, Dearborn, left for a short vacation trip, planning a rest at his famed Northern Michigan cottage.

Thomas Mutter, manager of the record department at Music Systems, Seeburg distributors, reports a steady pickup in record sales, based primarily on service. His firm has just opened a new one-stop service for operators in Toledo, in charge of Faye Shawley, formerly with Tiedke's, of Toledo. The new outlet is also servicing retail stores. . . Jake Visser, of the Visser Music Company, Lansing, and George Kelly, salesman for Music Systems, went hunting together in Upper Michigan, returning with five pheasants.

Joseph Brilliant has been elected president of the BesTest Tube Testing Company. The firm offers operators a TV tube tester machine to combine with their coin machine operations.

Scoopy, a unique animated ball gum machine, is being readied for the market by Scoopy Manufacturing Company, who have established offices in the Charlevoux Building, according to Harris Gaylord, who is now sole proprietor.

The machine has been controlled by the Hartley Manufacturing Company, of which Mrs. Gaylord was president, for approximately the past year, but the original Scoopy Manufacturing title is now being resumed.

Gaylord advises that the company is now making plans to set up its national distribution promptly. Two different models are available.

Ben Rosen, manager of Confection Cabinet Corporation, has been re-elected Chief Barker—equivalent to president—of the Detroit Variety Club Tent 5—the organization of all branches of show business, whose locations his firm services.

"We're going to wind up with a good year despite somewhat lower takes since September," says Sam Hastings. Dime play continues to

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gain ground on the Hastings routes, altho the pace is slower than he would like it to be. . . . Rik Froyo, M. S. Distributing Company disk sales representative out of Chicago, spent some time here calling on one-stoppers.

Herb Geiger has taken over on a temporary basis the chairmanship of the Wisconsin Cigarette Operators' Association. He assumed the job because of the death over a month ago of Bob Mathisen, Racine, who had been the trade group's president. No meetings are planned until the State Legislature meets in January, says Geiger, at which time a new slate of officers will be elected. Charles Stanley, Kenosha, is treasurer of the association.

Washington

By DELORES NEWCOMB

Members of the Washington Music Guild are looking forward to the Guild's annual dinner-dance. Affair will be held at the Shoreham Hotel, and this year will include distributor's salesmen and their wives, as well as Guild members and their wives.

Business at Hirsh Machines is good, according to Roger Squitiero, firm's treasurer. President Hirsh de La Viez recently served as chairman of the Variety Club's Entertainment Committee when the club nominated Pat Boone for its "Personality-of-the-year" award. Presentation will be made November 17.

Memphis

By ELTON WHISENIUNT

R. E. (Buster) Williams, president of Williams Distributing Company, Plastic Products Company and other enterprises, recently bought a Beechcraft Bonanza airplane to fly on business trips. Williams, 46, was a World War II pilot. He bought the plane primarily to fly to Shreveport and Oil City, La., to look after oil interests. Williams was the subject of a story in a recent issue of Fortune Magazine. It told how he had developed the record manufacturing business in this area. . . . Also owner of a new plane for business trips is Parker Henderson, general manager of Southern Amusement Company. His is a twin-engined Apache. His latest business trip was to El Dorado, Ark., and Shreveport.

Flying bug has also hit Clarence A. Camp, president of Southern Amusement Company. He began taking flying lessons last week from Jim Brady, of Memphis Aero Corporation. Camp has oil interests in Arkansas and Kentucky. He brought in two nice wells in Southwest Arkansas recently and when he learns to fly will make the trips by plane, since it is too far to drive. Henderson got Camp interested in flying.

Another flying trip was made recently by R. E. Williams and his wife and Mr. and Mrs. Kemmons Wilson. This was a vacation trip to St. Simon's Island, Ga., and other points. Wilson is a former music op and Wurlitzer distributor and now a millionaire builder with vast interests. . . . Among his major projects is Holiday Inn, Inc., of which he is president. He formed the corporation in Memphis with Wallace E. Johnson, another builder.

Edward F. Newell, owner of Or-Matt Music Company, is busy these days working for a charity project. He is donor chairman of East Memphis Lions Club and is selling tickets for the annual E. H. Crump football game. It is set for November 30 this year. All proceeds go to benefit the blind in Memphis and Shelby County. . . . Major ops and distributors in Memphis see business conditions for the coming year as good as the past year. They believe business has leveled off here and expect same good year ahead. Making the prediction were Newell; Parker Henderson, general manager of Southern Amusement Company, and Drew Canale, owner of Canale Amusement Company.

Clarence Spain, music op of Tunica, Miss., was in Memphis last week shopping for equipment and records. . . . Other Midsouth ops in for supplies included J. A. Butcher, of Dyersburg, Tenn.; Pete Smith, Dyersburg, Tenn.; Bill Forsythe, Forsythe Amusement Company, Millington, Tenn.; J. L. Long, Lone Amusement Company, Hollandale, Miss., and Henry Hitchcock, Hitchcock Music Company, Jonesboro, Ark. These Memphis ops were seen recently at Southern Amusement Company shopping: George Smith, E. T. Lockett, Jimmy Rutledge, Doug Highfill, Drew Canale, Johnny Novarese and A. F. Furlotte.

Sloan Craig, collector of licenses and privileges for the city, reports an increased registration of phonographs, cigarette machines and games since June 30. The June figures were: Cigarette machines, 1394; phonographs, 936; games, 631. The figures now stand at: Cigarette machines, 1,500; phonographs, 985; games, 670. . . . Key operators and distributors say reason are current healthy business conditions.



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Bally MOONRIDE	250
AIR FOOTBALL	195
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Evans BAT-A-SCORE	105
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Ex. SPORTLAND	175
Mutos. SUPER BOMBER	145
United JUNGLE GUN	135
Ex. SHOOTING GAL.	125
UNDERSEA RAIDER	125
Ex. SPACE GUN	95
Ex. DALE GUN	55

Williams Ships

Continued from page 75

the player what to do as well as announcing the name of the song. As the music plays, the player taps Peppy's hand and foot control buttons to make him dance, jump, sway or shuffle to the tempo of jigtime, swing or rock 'n' roll. Each play lasts one and a half minutes, and at the conclusion Peppy clues the next song as well as talking to the crowd.

Snap-In Unit

Peppy is housed in a stand-up type cabinet with a plastic front window. The name of the game is emblazoned across the top on a colored glass, lighted panel. Dimensions are 23 inches by 26 inches, with the over-all height being about six and a half feet.

Art Weinand, Williams sales manager, stressed the simplicity of the theater as one of its added features. The tape which provides the music is factory prewound and sealed in a cartridge which rewinds automatically. Replacement of the cartridge is accomplished by merely snapping it in or out of a slot in the audio unit.

The present repertoire includes such songs as: "Pop Goes the Weasel," "Sidewalks of New York," "Yankee Doodle," "Oh! Susannah," "Farmer in the Dell," and others. Williams also plans to present a special Christmas tape cartridge with songs of the holiday featured.

Kaye Pool Tables

Continued from page 75

ment includes level, brush, tip mender, balls and cue sticks.

Kaye said he can make immediate deliveries. The games will be shown at the Hotel Sherman, Chicago, December 2-5 (Sunday thru Wednesday), while the National Automatic Merchandising Association convention is in session.

Distributors Only

He added that deliveries of the games and of the slate table tops his firm is making will be made only thru distributors.

The distributors include: Cleveland Coin, Cleveland; Irving Morris, Newark, N. J.; Mayflower Distributors, St. Paul; Border Sunshine, Albuquerque, N. M.; First Coin Machine Exchange, Chicago; Sam Taran, Miami; Southern Automatic, Louisville; World-Wide Distributors, Chicago; Tremont Distributing, Boston; Runyon Sales, New York; Seacoast Distributors, Elizabeth, N. J.; Badger Sales, Los Angeles, and Pastor Distributing, Milwaukee.

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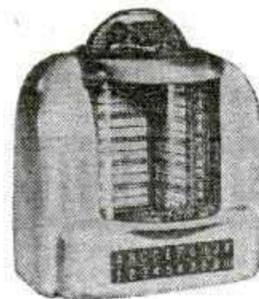
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- New Buttons
- Write, Wire, Call

AMI 680-120	Write	WURLITZER 1400	\$179.50
E-120	\$425.00	1250	129.50
D-80	299.00	5207 Wallbox	62.50
D-40	195.00		

WURLITZER SPECIAL

- 4820 (48) Wallbox \$12.50
- 5206 (48) Wallbox 12.50
- Stepper 248 15.00
- P. Supply 10.00

Shaffer MUSIC COMPANY

In the Coin Machine Business Over 25 Years

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- Cincinnati, Ohio 1200 Walnut St. MAIn 1-6310
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COIN MACHINE EXCHANGE, INC.

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • DIckens 2-0500

Arcade Equipm't at NAAPPB

• Continued from page 75

Graph. Bang-O-Rama is a kiddie gun game with game trophies as the target. Price was listed at about \$325. The new Voice-A-Graph offers the patron a choice of 45 or 78 r.p.m. and a selection of five musical introductions lasting 10 seconds each. Mechanism of the unit is visible to the player. It replaces the original model and will list for about \$2,000.

In addition, Mutoscope will display the Lord's Prayer machine, and the same u. t vending St. Christopher medals. Other Mutoscope games slated for display were Tungo, Drive-Yourself, KO Champ and picture machines.

J. F. Frantz was expected to show its pistol game line. King Amusements was slated to show coin kiddie rides.

Munves Displays

Mike Munves was to show the Exhibit Ringer Ball and Vacuumatic card vender, the Mutoscope Lord's Prayer, a German telescope, the Electric Relaxator, the Rock 'n' Roll game and metal typers.

Philadelphia Toboggan, another annual exhibitor at the show, was expected to show its line of skee-ball games. Standard Metal was to exhibit its metal typer line. United was slated to display its new 14-foot Bowling Alley game

and its latest gun game, Pirate Gun.

Williams, Exhibit Booths

Williams' booths were to be decked with its new Peppy, button-operated musical clown piece, and its Crane game. Empire Coin was to show a new coin-operated telescope.

Exhibit Supply planned to introduce several new pieces at the show, including a card vending Kiss-O-Meter piece, six-barreled view machines, Tenement Row, another new viewer unit, and a novelty item, called Live Nudist Colony. Also slated for the show were the new Ringer Ball skee game and Jungle Hun gun game. The Exhibit line of card vendors were also to be shown.

All the coin firms were competing for the Henry A. Guenther Award, given annually for the "most meritorious exhibit of coin-operated equipment," and other honorary awards.

ATTENTION—N. ILLINOIS AND IOWA OPERATORS!
IT'S HEADIN' FOR A SELL-OUT—IT'S GOTTLIEB'S NEW
FAIR LADY
IMMEDIATE DELIVERY—ORDER NOW!

POOL TABLE BUYS!

Wms. DIAMOND SCORE	\$75
United HIGH SCORE	75
Wms. DeL. BANK POOL	50
Gen. TOURNAMENT POOL	50
Gott. SPOT POOL	50

LATE GOTTLIEB 5-BALLS

SINGLE PLAY

DERBY DAY	\$240
HARBOR LIGHTS	225
EASY ACES	215
FRONTIERSMAN	210
WISHING WELL	195
GYPSY QUEEN	185
SLUGGIN' CHAMP	175
4-BELLES	160
DIAMOND LILL	155
LADY LUCK	150

MULTIPLE PLAY

SCOREBOARD, 4-Player	\$275
TREADOR, 2-Player	310
GLADIATOR, 2-Player	300
MARATHON, 2-Player	295
TOURNAMENT, 2-Player	275
DUETTE, 2-Player	195

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TOP VALUE BUYS

Reconditioned, ready to operate, guaranteed

ARCADE:

CHICAGO COIN Miami Shuffle (NEW)	\$150
WILLIAMS Sidewalk Engineer	145
CHICAGO COIN Steam Shovels	195
SEEBURG Sock the Ock Gun	95
SEEBURG Coon Hunt	95

BOWLERS:

CHICAGO COIN Criss Cross Target	\$ 95
CHICAGO COIN King	85
KEENEY Speed Lane	275

CHICAGO COIN Clover Pool (Like New)\$95

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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.

\$75.00

BOWLERS

KEENEY

Speedlanes	\$275.00
American	225.00
Century	195.00
Diamonds	160.00
Carnival	85.00
Ten Player	70.00

UNITED

Targetta

GENCO

Match Pool

GUNS

Genco State Fair.. Write

Genco Wild West.. \$295.00

United Deluxe

Carnival

Exhibit Sportland

Seeburg Bear Gun

Mutos. Super Bomber

Mutos. Sky Fighter

Ex. Shoot's Gallery

Under Sea Raider

Ex. Space Gun

C.C. Pistol Pete

Ex. Dale Gun

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

SHUFFLEBOARD SCOREBOARDS

Reconditioned Like New

Wall Type	\$ 65
Overhead Model	95
Electric Scoring POOL TABLE	\$125
Chi Coin Automatic Pool	115
Chi Coin Hoopigan Pool	115

SUPPLIES

Cue Sticks, Ea.	\$2.50
Chalk, Gr.	3.50
Cement20
Cue Clamps, Ea.25

Plastic Cups, red or white, Ea.

Plastic Cups, red or white, Ea.	\$.50
Coin Chutes, Ea.	10.80
Set of 10 2 1/2" Pool Balls	12.00

Playfield Cloth

Playfield Cloth	\$ 9.50
Set of 8 Pucks	12.00
Shuffle Game Wax	3.50
Shuffle Board Score Pads, 1,000	7.50



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JUNIPER 8-1814

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BINGO GAMES

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

5-BALL GAMES

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

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HUNTER • BIG HORN GUNSMOKE
And All Types Bingo Games.

SPECIAL! SENIOR DELUXE BANK POOLS

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TIME IS RUNNING OUT!

NEW ENGINEERING FEATURES

1. Records set higher in rack, in direct line with playing position.
2. New record rack keeps record in guide even while record is playing.
3. New guard over record when in play eliminates record throwing.
4. New guide directing record into play position.
5. New all steel transfer arm head, clamp type with case hardened record roller.
6. Direct precision gear drive.

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1—1/3 deposit, balance C.O.D. 2—Check in advance, kit shipped prepaid
KIT SHIPPED ON OUR MONEY-BACK GUARANTEE. 3—Send literature and guaranteed blank

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ALSO SEND FOR OUR NEW
33 1/3 CONVERSION
ONLY \$24.50
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PYRAMID POOL

The new top. Designed exclusively for Rotation Pool. The only game for balls numbered 1-5 red and 1-5 white or 1-10. Brand-new 32x48" Novoply Board with 4 holes, live bumpers, screened top-grade Billiard Cloth and instruction card. Fits all conventional ball returns. Specify #1-5 or #1-10. **\$29.95 each**
SPECIAL DEAL: Pyramid Pool Game Top, New Rails, Set of Rotation Balls (specify numbers) and 4 Brunswick Cue Sticks. All for \$53.00. **3833 W. Division St. Chicago 81, Ill. Phone: Albany 2-3272**
CHAMPION DISTRIBUTING CO.

over 67,000 ACTIVE BUYERS read
 The Billboard Classified columns each week

Skee-Ball and 1957 Trend

Continued from page 75

United's Bowling Alley, which has players rolling balls down a 14-foot board at fly-away pins at the other end. Bowling Alley is actually a cross between a shuffle bowler and skee-ball.
 Should the new skee-ball types catch on around the country, they

could represent the first industry swing to a new game since the coin pool games brought a market boom in September, 1955.

Commenting on the skee-ball climb, Sam Lewis, Exhibit Supply president, said that from all reports received by the firm, the skee-ball potential looks good. "Orders are substantial," he said. Lewis added that it was too early to tell whether this type of game will establish a trend, but said that if the popularity of the game holds up, the firm may follow up with another new model in this field.

Origin in California

Al Warren, Genco sales manager, said his firm had received healthy reorders on their model. He said that the idea of introducing this type of game came from trade sources in San Francisco. He said that location tests on the model proved favorable, and that the firm was convinced it had something that both operator and distributor would be happy with.

Ed Levin, Chicago Coin director of sales, expressed the view that these new types of games would develop into an industry trend. "There is evidently a good demand for this type of game," he said. Like the reception given the pool games when they first hit the market, Levin said that some distributors first were reluctant to try the game, but shortly thereafter readily accepted it. Chicago Coin began shipments on the games last week, with initial orders going out by air.

Sam Stern, Williams executive vice-president, said he believed the game would develop a trend similar to that accomplished by the pool game.

Distributors Not Convinced

Local distributors generally expressed the view that the new skee-ball types have caught on fast, but that they are more likely to serve as a "fill-in" piece than a long-term sales item. They generally

felt that something entirely different was needed to fill the bill over the long stretch.

Most distributors contacted said that it was still too early to make predictions on how the new skee-balls would fare in the coming months. They said that operators are anxious to get a piece of equipment that will "make good money" for them, and that the new skee-balls could do just that.

CIAA Members

Continued from page 75

Amusement Association, local game operator group.

The program is to pay cash monthly benefits to the operator in the event of disability due to accident or sickness, plus additional benefits while confined to a hospital.

CIAA has investigated the plan and has recommended it to its members. Sam Greenberg, CIAA president, and Milton T. Raynor, legal counsel, reported that this plan, as adopted by other societies, both locally and nationally, indicates value and benefit to those participating. Operator members will be personally contacted in the near future in respect to the plan.

Chi Coin Preps

Continued from page 75

scored at the regular value. But the second is scored double the value, and the third is scored triple.

An extra ball feature is also introduced in the fourth frame. Every strike gets an extra ball, with a player getting up to three extra balls.

The game measures 10 feet by two feet. It has a non breakable plastic shield over the target area, with a wire mesh screen on the sides. A heavy grey linoleum deck covers the alley. The target area is backed with foam rubber to reduce playing noise. The balls, about three inches in diameter, are of a special non-warp wood composition.

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We Have Loads of
**NEW ARCADE and
 PARK EQUIPMENT**

**BOOTHS:
 130-131-132-133**

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EXHIBIT SUPPLY

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Exclusive Distributors in
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OFFICIAL SKILL BALL

**GENCO'S
 GREAT NEW EXCITING
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5 BALLS

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Jubilee\$345.00	Happy Days\$ 95.00
Gladiator 325.00	Flying High 85.00
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Sluggin' Champ 195.00	
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	PERKY Write
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	Super Score 250.00
	Race the Clock 225.00
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	Skyway 140.00
	Spitfire 135.00
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	9 Sisters 110.00
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PORTABLE COIN COUNTERS

KLOPP Model D-2—Extremely Light
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Bonus Time Feature
 Flashy! Compact!
HANDICAP
 Regulation Type
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ARCADE

PEPPY THE CLOWN.....	Write
AUTO PHOTO.....	Write
WMS. CRANE, NEW.....	Write
Grandma Horoscope.....	\$495.00
Champion Horse.....	395.00
Hi-Fly Baseball.....	389.50
Star Slugger.....	350.00
Star Super Slugger.....	350.00
Twin Hockey.....	310.00
Muto. Photomattie (Prewar).....	295.00
Space Ranger.....	295.00
Champion Baseball.....	295.00
Genco Quarterback.....	275.00
Set Shot Basketball.....	275.00
Muto. Football.....	275.00
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2-Player Basketball.....	195.00
Thunderbolt Horse.....	175.00
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4-Player Derby.....	99.50
Flash Hockey.....	99.50
Flying Saucer.....	99.50
Telequiz.....	95.00

GUNS

PIRATE.....	Write	Coon Hunt.....	\$175.00
DAVY CROCKETT.....	Write	Sky Gunner.....	145.00
Wild West.....	\$295.00	Nite Fighter.....	145.00
Deluxe BONUS.....	275.00	Bear Gun.....	145.00
500 Shooting.....	250.00	Invader.....	145.00
Gallery.....	225.00	Silver Bullet.....	125.00
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Carnival.....	175.00	Anti-Aircraft.....	99.50
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Cigarette Production

Cigarettes manufactured in September totaled 33,500,002,230, a decrease of 1,387,532 thousand from the number produced in September, 1955, according to Treasury Department. Cigarette consumption in September was about 1,673,117 thousand below the same month a year earlier. Figures for the first nine months of this year, however, set consumption at 295,721,429 thousand, an increase of 6,599,292 thousand over the same period in 1955.

THESE GAMES ARE IN STOCK

All games as near new as possible—mechanically A-1

**Broadway
 Double-Header
 Big Time
 Variety
 Gaytime**

WRITE FOR PRICE

Brand New Pool Games,
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 Gottlieb's 2-Play Tournament,
 In A-1 condition.....\$235.00

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WANTED A-1 MECHANIC FOR BINGO GAMES

Work in the Chicago area. Salary \$600.00 per month. Regular hours, bonus and vacation. Must have car.

Write to: Box 875, The Billboard,
188 W. Randolph Street Chicago 1, Ill.

Supreme Ct. Asked

• Continued from page 75

against pinball machines believed to be used as "gambling devices" without paying the federal \$250 tax.

Explaining that the appeal is "indicative of the government's deep concern at both national and local levels" concerning pinball operations, MacKinnon, without actually saying so, hinted that orders for a move to the Supreme Court came from the U. S. Justice Department in Washington.

Donovan's ruling has left up in the air the decision on what to do about two score other cases in which defendants all pleaded guilty and paid fines totaling \$40,000 to the federal government. The three Albert Lea cases were among 13 indictments returned by a federal grand jury in St. Paul last month. Several of the those defendants pleaded guilty and are waiting sentence. Several others either denied charges or have not yet made pleas awaiting outcome of Albert Lea cases.

Should the U. S. Supreme Court accept MacKinnon's appeal from Donovan's decision, it will mark the first time the nation's highest tribunal will rule on the question. Such a ruling would finally clear up the status of pinball machines as related to the coin-operated slot machine regulation in the Internal Revenue Code.

NEW YORK — Leslie Distributors, New York one-stop, has added to its floor space by renting a 300-square-foot apartment above its 10th Avenue headquarters.

The upstairs area will be used for office space to make room for an enlarged EP and LP inventory downstairs.

Midwest Buys Ace Cigarette Service

ROCKFORD, Ill.—Purchase of the Ace Cigarette Service, a 250-cigarette vending machine operation, was announced by Louis Casola, of Midwest Distributing Company.

The purchase brings to 1,000 the number of vending, juke box and

amusement machines now operated by Midwest.

Casola added that they were purchasing a four-story structure adjoining their present building to make room for the expansion, giving Midwest an additional 16,000 square feet of operating space.

Before being acquired by Midwest, Ace Cigarette Service was owned by Augie Achilli and Tony Marsili.

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH.....\$180	HI-FI.....\$65
GAYETY.....110	YACHT CLUB.....50
PALM SPRINGS.....85	BEACH CLUB.....50

Immediate delivery

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FITS ALL GAMES!

NEW PANELS ONLY, Regular Size, with Rack and \$29.50
Oversize Cue Ball.....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 Set45
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

CHARLEY PIERI

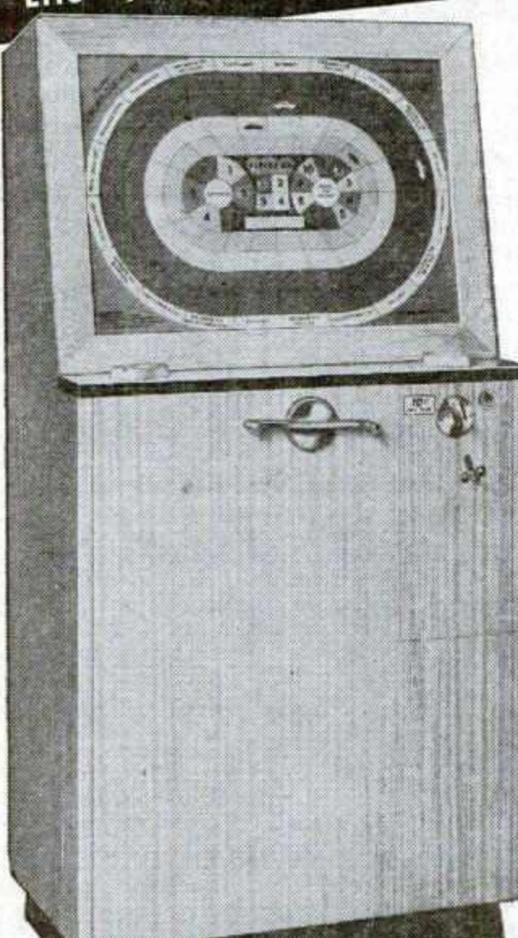
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Get Our List, New-Used Games, All Types
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Smart Operators are Installing
Keeney's 4-PLAYER
CROSS-COUNTRY
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A Super WINNER!

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4 Players — 4 Racing Cars — 4 Lanes!

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100W	669	D40	195
HF100G	689		
ROCK-OLA		WURLITZER	
1438	\$450	1700	\$575
1436	250	1650A	325
1434	225	1650	275
		1217 Hide-away	125

Shoot-The-Bear \$85
Coon Hunt 85

SEEBURG Wall-O-Matic—100 wall boxes are available at \$64 . . . Chrome covers . . . 100 selections . . . new selection buttons . . . new instruction plates and backed by Davis 6-Point Guarantee—Canadian and American operators, phone collect, wire or write for special volume prices.

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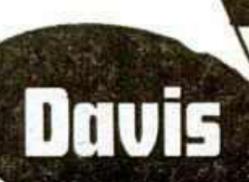
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SEE
OFFICIAL
SKILL BALL®
AND OTHER
NEW GENCO
WINNERS**

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
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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
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EVERLASTING
SEE IT
on the playfield!

GET "ON THE BALL" with "OFFICIAL SKILL BALL"!
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Going over B-I-G with the "SMALL FRY"
Genco's Exclusive

"DAVY CROCKETT"
MOVING TARGET RIFLE GALLERY STILL IN PRODUCTION

Terrific Response From Operators!

"CONSOLETTTE"

A Low-Cost, High-Fidelity Speaker . . . the Answer to Multiple Wallbox Costs!

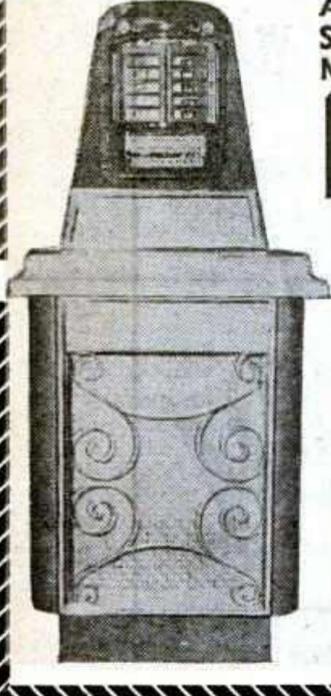
"Consolette" will replace 4 to 8 wallboxes at a fraction of the cost. . . .

- Use with ANY make juke box
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 - 60" high . . . 27" wide . . . 18" deep
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CLOSEOUT! Any Reasonable Offer Accepted on These Bally Games BEAUTY — GAIETY — HI-FI — PALM BEACH

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ACTING DEBUT

Phil Steckel To Appear on Video Series

WEST POINT, N. Y.— The dramatic debut of Phil Steckel, Leslie Distributors, took place here Saturday night at the Fourth Annual Dinner-Dance of the New York State Operators' Association. Steckel will appear in the Ziv television series, "The West Point Story," as father of a cadet at the Academy.

It all happened when he entered the U. S. Hotel Thayer on the USMA grounds where the New York group was holding its affair. Ziv cameramen were shooting a scene for the series and needed someone to play the role of a visitor to the Academy.

Steckel's role consisted of stepping off a bus at the entrance to the Thayer and greet his cadet son in the lobby. His remuneration was \$5 and the right to say he will appear on television.

No. 1 Grade BUMPER POOL CUES, 48"

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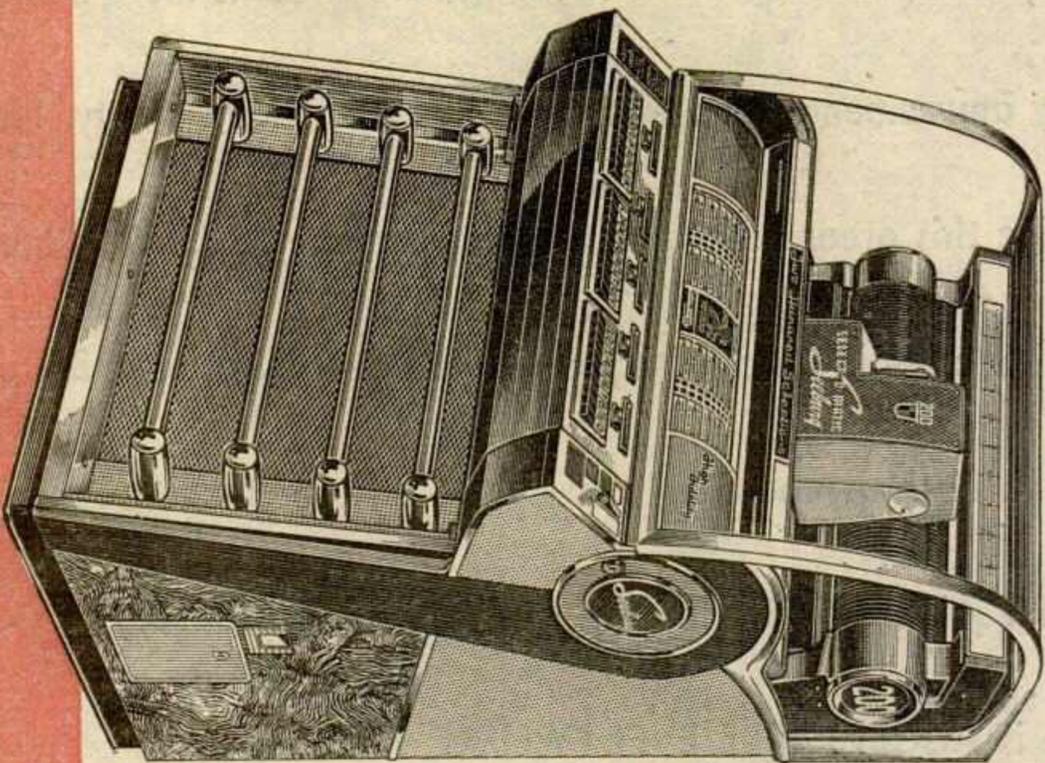
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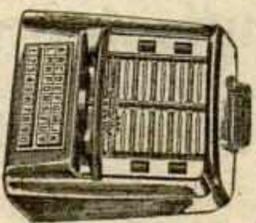
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