SIXTEENTH YEAR DECEMBER 8, 1956 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

FAIRS FLOODED WITH GRANDSTAND OFFERS

B BUYERS CAUTIOUS AS RINGLING BIDS; HAMID, BARNES-CARRUTHERS INVADE EACH OTHER

CHICAGO—Fair managers from most of the major, and not too many of the lesser, fairs of the United States and Canada gathered at the three-day convention of the International Corporation of Fairs and Exhibitions at the Hotel Sherman here Monday through Wednesday (DEC. 6-8) with the formation of contracts with a large number, probably the largest ever, completed for the 1957 season. The only meeting without closing contracts.

Touched by generally declining grosses for grandstand attractions in the recent years, most fair executives come with a more open mind than in the last year or two. They shopped, and shopped vigorously, in a number of cases stepping aside in competition by the always competitively fair bookers.

The immediate result seemed to be step up the competition. For one thing, the prices of the Ringling Bros. and Barnum & Bailey Circus showed on the conv.ional floor in St. Louis this week, with the same enthusiasm willingness to play fair, a willing-ness stemming from the fact that the circuit next year will not go under its own big top.

Still another factor was the fur-ther deterioration of what was rated a fair agreement by two of the largest and most successful and talents to fair, the Barnes-Williams and the Grand-Stand based here, and GAC-Humid, Inc., which is the outgrowth of the rela-tionship between J. L. Barnes, A. Hamid, long the top dog in the bookers field.

Boundaries Kicked Out

Until a year ago, Hamid had held his booking activities largely in the area east of Ohio and the Barnes office had limited its activities to that broad territory to the west of Ohio. That division died about a year ago. First, the GAC-Hamid offices pushed west, then the Barnes forces, backing away from an offered merger with the GAC-Hamid office, pushed into the East. The result were more sym- pathetic than remunerative for each in the first go-around.

On the record, the GAC-Hamid office, bolstered by pulling Ernie Young, Chicago booker, into its staff pushed across the interna-tional border, the Barnes office, which meantime had immediately sensed the potential in the East, stepped up its drive in that direction.

Results Unknown

At convention’s end, it was still unknown which had made the greater, or was to make the greatest, gains upon its prime competi-tor. The GAC-Hamid announced a list of fairs, including the Western Canadian, the Montana and the I. of Scouting which had been signed. Most of these had previ-ously been serviced by Young, when he was operating his own office, so the all-over gain was slight.

Characteristically, the Barnes of-lice refused from announcing all of the fairs it had signed, acting somewhat on the principal that “giving out all the cards will do nothing.” Yet, there were indications that the bookers were working some inroads, or would make some gains in the East.

The two major booking offices, major in that they have long had the ability only with themselves, had to face increased opposition from other offices in the same area.

(Continued on page 60)

Farewell, Ringling Brothers and Barnum & Bailey

PHILADELPHIA—The ring that had international attractions in its day is an episode of the past.

The Ringling Bros. & Barnum & Bailey Co., the one-time leader in the world of circuses, has shut down, its last show on the 65th anniversary of its founding.

The circus said Monday that it would not return to the road for the 1957 season, although it did not rule out the possibility of a show in the future.

The circus, founded in 1882, was one of the last remaining traveling circuses in the United States.

It had been on the road for more than a century, but the last few years had been tough.

The circus had long been on the verge of bankruptcy, and it had been forced to cancel tours in recent years.

Still, the circus had a devoted following, and many of its fans were sad to see it go.

(Continued on page 15)

Record Shows Face Headwinds Despite Top Business Level

Branches, New Outlets Make Going Rough, Affect Other Industry Facets

By PAUL ACKERMAN

Many record dealers across the country are reporting that sales of phonograph discs have been declining recently. A number of dealers claim that they have not made any new sales of discs in the month of December.

While the picture is one of general decline, optimism is that many record dealers are planning to open new stores in the coming months.

(Continued on page 19)

News of the Week

Web Sponsors Give ‘Hard Look’ at TV

Network sponsors are starting to put pressure on to improve their TV shows.

Several signals point to a “hard look” being taken by sponsors at their TV ventures.

Barker Deals of Movies, Time

Barker is to establish a new company to produce film programming in exchange for TV spot time.

Its first project will be a series of documentaries, including one which will be broadcast in Colorado.

(Continued on page 8)

Danger Lurks In Mighty Few

NEW YORK—The growth of the chain-record operations is virtually certain to expand the overall gross of the record industry, but it may not be as certain as it appears.

One reason is that the record dealers are facing a number of problems.

(Continued on page 19)

Price: 35 CENTS
RESULTS DEMANDED

Web Show Changes Indicate
Sponsors' New Hard Look

NEW YORK—Network sponsors seem to be on the warpath. A number of current development deals are being cut short. While no sponsors have gone so far as to issue press releases, their tone is being heard loud and clear in the talks that are shown by some of their properties, and to their time periods which many claim are hurting potential advertisers. They are being selective and getting picky now. And the promise is that the heat will continue to be put on both networks and packagers until their gripe is taken care of or else.

(1) The cutting of many NBC shows new under study (see other story this issue) is the result of a network awareness of offending firewalld on some stories on fear of offending viewers. Especially sensitive seems to be Kaiser Aluminum, a new network client, which has turned down a story that it considers fact that they are being exposed.

Corollary to this, of course, is a discounting of the opinions of the advertising agencies who have been impressed with depth character study. Time and again, it has generally given such stories their

ABC CONTRACTS

Sinatra Show Set
For Chesterfield

NEW YORK — Less than a week after canceling the most ambitious pact ever made by ABC-TV with star talent, the web has found a backer for the Frank Sinatra contract. It is the Chesterfield, which took the singer's option on the semi-annual Sinatra specials, thru McCann-Erickson.

The deal, which will be ABC's most expensive hour to date, will be most favorable consideration at ABC since the 8-week "Sinatra's Stars," Monday, 9-9:30 pm, and Thurs., 8-9:30 pm.

An analysis between Sinatra's Kent Productions and American Broadcasting-Paramount Theatres, Inc., is serving until both parties iron out contractual difficulties. The new "hard look" is expected to include many "winners" and a second run for Sinatra's appearances and such other AB-PT-MP movie houses, which will provide each party with considerable freedom to serve or promote the series.

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STATIONS FIRST

ABC to Test Shows
Before New Net Sked

NEW YORK — ABC-TV will maintain a 4-hour testing period on single stations, principally WABC-TV, here, before launching its new network schedule early in May. Initial moves will begin on the morning after already marked at network time, "Ann Miller's Afternoon Film Festival," the current tenant. With "Festival" just cut to 4:30 p.m., the first test tryout will be aired in the 4-5:30 p.m. slot, followed by three more half-hour programs tested in other periods but saved for the moment, if and when they meet the New York test. The film show will thus be presented without schedule change until April 15, when it will be enroute to network, with the "new name of "Manhattan Film Festival" from the Saturday night spot. What will become of the J Arthur Rank package of 184 films which has been supplying both movie shows as is yet undetermined.

Among the probabilities for ABC testing are the following:

- The Martin Block music stanza and "Time for Fun," both running currently on WABC, "Marge and Jeff," an ad 5000 speech series which got "good ratings on the old Du Mot Music (1953-55): a TV version of the radio panel show, "Make Up Your Mind," and a waxmimc series by Campbell-Ewald for an unknown client.

In addition, Dan Melnick, newly appointed manager of program development, will be shopping for formats and creating candidates during the next few months. M (and exits in the wake of Robert

Sacks Named Veep Of Web Programs

NEW YORK — NBC-TV last week held a two-day conference to kick off its first ever proposal of a networkwide idea. NBC is still behind the studies and production of the "star" show that NBC has launched in its attempt to bring up its programming operation when it named Muriel Sacks vice-president and network programs. Joining the network as a vice-president and network programs, is Robert W. Lewin, who resigned vice-president in charge of ABC's programming and talent at ABC-TV to take his new NBC post. He is to be named Sacks' top assistants in Washington. Sacks' other two top assistants will be Mort Wernick, vice-president of network programming, and Alan Livingstone, vice-president, ABC network programs, Pacific division. Sacks will report to Thomas A. McKay, executive vice-president, ABC network programs and sales.

Sacks brings to his new job experience in virtually all phases of the entertainment business. His last NBC assignment was as a cov

EASY Aces for
The Kovacs

NEW YORK — Ennie Kovacs' tenure at NBC-TV seems assured, irrespective of "That's My Baby" ratings, according to sources. The Kovacs show is said to have been received by the network executives and it is not known whether the show will be moved away in time, or if it will ever get its network berth.

Chocolate Products in First Day Shows

Now that "Candyland," the NBC Chocolate Products, has made its first daytime buys in TV, choosing shows for its 50 stations, the advertisement last week purchased alternate quarter-hour slots on CBS-TV in "Our Miss Brooks," "Manhattan Lady" and the Carry Moore show.
The Billboard

DECEMBER 8, 1956

**TELEPROMPTER**

**Firm Nears Sheraton TV System Buy**

NEW YORK — TelePrompTer Inc., reportedly on the verge of taking over the Sheraton Closed-Circuit TV System. The manufacturer of mechanical TV aids and duplicate teleprompters is planning for closed-circuit TV under wraps, but has already decided what it will do with the operation, given it has contacts with organizations which may make intensive use of the medium.

Another development in the same line is the new Closed Circuit Telecasting System, Inc., which already offers big screen color on a multi-system mobile network basis. Forshowe Lindsay is the president and treasurer. Lindsay has been active in closed circuit TV for the past two years. CTS has already ordered $250,000 worth of equipment.

**CBS-TV Spot Sales Billings Increase 21%**

NEW YORK—CBS Television Spot Sales reports a 21 per cent increase in 1956 billings over 1955, in contrast to a 12.1 to 15 per cent rise in the others expected last year. John A. Schueler, general manager of Spot Sales, told station managers at their third annual meeting that this increase is not the beginning, predicting many more products yet to come into spot TV.

Of all the packaged products now on the drug and grocery shelves, he said, 2% are new developments and were not on the shelves in 1955. Television has created this tremendous growth of items accepted by the public. These new products, he added, account for almost 70 per cent of these stores' dollar volume. Thirteen stations were represented at the meeting at the Savoy Plaza, here, Tuesday (27).

**WBKB to Launch 'Movietime' With Big 3-Day Push**

CHICAGO—WBKB here, set off Monday-Wednesday (8-10) for all-out promotion to launch its "Movietime U.S.A." double-headline feature film program. In the 10 p.m. and 11:30 p.m. spot, the station shows its library of 748 films plus 39 from United Artists of 1925-35 vintage. Celeste Holm was in town for personal appearances to prime the WBKB series kick-off. Newspaper advertising was heavy, and for weeks prior to the December 3 premiere, all-on-the-air promotional announcements were turned over to publicizing the films. Cash value of the whole campaign was estimated at $90,000.

**'Arnold Time' Hits Sales in 103 Mkts.**

CHICAGO — "Eddy Arnold Time" has topped sales in 103 markets during its fall campaign by Walter Schwartzmer Company, for the Arnold, president, announced.

Fifty of these placements were to SSF from its agency, Day, Harris, Hargrett & Woinstein, of Atlanta. Complete Canadian distribution was achieved under sponsorship by Sterling Drugs and Matter Shoes.

**T or C' Nears Daytime Bow**

NEW YORK—The long-run TV nighttime series, "Truth or Consequences," is close to making its daytime debut on network TV. NBC-TV is giving the show a look for its 11:30-12 a.m. strip in its revamped daytime lineup when it takes off about the beginning of the next year.

Several problems, however, remained to be worked out. Among them is the erasure, since the former host, Jack Bailey, will not perform the same chores in the daytime version of the property. Last season's sponsor of "Truth" on NBC was Old Gold. It was on Friday 5-8:30 p.m.

**Ford Seeking Sheen; Conflict Over Product**

NEW YORK — Ford Motor will sponsor Bishop Fulton J. Sheen's "Life Is Worth Living" over ABC-TV if a product conflict can be resolved. Choice of time periods has narrowed to two, Tuesday or Thursday, 10-10:30 p.m. With Plymouth, Dodge, Chevrolet and Ford itself firm in the current schedules and Oldsmobile due to arrive soon, the web is having difficulty coming up with a suitable slot.

Also on the sales front at ABC, Ralph Purina has renewed its sponsorship of "Bold Journeys" Monday, 7-7:30 p.m.

**Program Shifts Put Into Gear by NBC**

NEW YORK — A major program shuffling situation is in the works at NBC-TV. It may involve such time periods and shows as "Stanley," Monday, 8-8:30 p.m.; "Big Surprise," Tuesday, 8-9:30; "Homan Holiday," Wednesday, 8-9:30, and the open Friday 8-9:30 slot.

The Friday half hour opened because of a decision reportedly made by the network to shift "Life of Riley" into 8-9:30 when Walter Winchell exists the half hour. Ford's sponsor, has been pressuring the network to move it back into its last season's slot.

**MAJOR REVISION**

... and now, the Thursday 10 p.m. story:

In July, WGN-TV introduced the best first run movie product available in this period. The rating jumped from an ARB average of 8.7 to an average 22.9—an increase of 163%.

We hit another jackpot on Thursday, Oct. 11 with "How Green Was My Valley," when ARB gave this period a whopping

73.8 share of audience

28.1 high quarter hour

**AVAILABLE**

Announcements in this program! Check your WGN-TV representative for immediate availabilities.

Just another footnote to a history of success in film programming:

It's consistency that counts! We can now provide clients with the best product of three major Hollywood companies:

**WGN-TV**

Midwest Office
414 N. Michigan Ave., Chicago 11

Eastern Advertising Solicitation Office
220 E. 42nd St., New York 17

Also represented by Edward Petya & Company, Inc.
General Electric Theater—
the Number One 30 minute TV dramatic show—has consistently WON...
KEPT...and INCREASED...its audience.
In October of 1954 Nielsen rated G.E. Theater 32.8. In October of 1955 the same rating read 34.7 and the latest reading is 37.4.
A blue book of talent in acting, writing, and direction has made General Electric Theater a viewing habit in over 12,000,000 homes.
K&E Thinking Goes Beyond Mere 1,000-Costs, Ratings

NEW YORK — Cost-per-million should not be an important factor in agency thinking on TV buys, according to Kenyon & Eckhardt's top TV buyer. If it is, clients would logically want to keep their spots but use more expensive forms of promotion. Indeed, clients would be better advised to use their money more wisely.

What is vital in considering any new property is its potential to produce human involvement and to reduce audience resistance by the reinforcing values of the editorial format. "Many costs cut but few are chosen," says Ule of new programs. "Experienced producers and stars have the know-how and are always safer. In TV, lightning can strike the same tree twice and 10 times. Long shots seldom pay off.

"With no bad buys in the shop this season," Ule and Bealle are convinced that K&E's method of deciding on where to put clients' money is the soundest, possible. "The interaction of a group of specialists, with stress on statistics, always precedes major decisions here," says Bealle. "But the basic inestimability leading you toward a narrow choice, a specific entity, even then the network or, when you consider the advertiser's unique and specific needs."

Find Trends
"Our job is to find trends and work with them, not to create them or trick them," the dynamic Ule maintains. "We try to find immediate trends to aid one client — we have, for example, many people now working on studies of feature films — but we refuse to crystallize for headlines. Good straight thinking which goes deep always leads you to the pay dirt below the surface," he adds, explaining his conservative approach.

Common sense has become uncommon sense these days, if the rash of new promotions is any indication. Any client buying because someone hasn't used basic ideas is an ad man who has lost his memory and who doesn't say, "Yes, there's one daytime kids' show which I'm not paying off for sponsors, dear."

(Continued on page 12)

WBLS Pushes M-G-M Films

NEW YORK — At WBLS-TV, where "WBLS-TV M-G-M Films" is being promoted for radio and newspaper plugs, an estimated $150,000 is being spent for WBLS-TV spots. The station bought radio time on WINS, WQHT, and WQHT, being tuned in by WBLS and WABC-listeners daily, according to schedules for all New York newspapers featuring a minimum of six full pages advertising the film package as a whole. Changes for spots run on "The Late Shift" have been upped from $1,000 to $2,350, with no yearly rebates. Radio spots will be made only for weekly multiple use of spots.

Wolf to Bottle Self
If Masquerade' Replaces 'Wife'

NEW YORK — Despite announcement that "Masquerade Party" is headed for NBC-TV as early as this summer, which may still happen, CBS-TV is making the show as a replacement for "Do You Trust Your Wife?" this time, should go on. Wolf Associates would be in the unique position of having two networks, one of which may be NBC, and of Wolf Associates. They are the people who make some of the assignments. The BLDG. is that NBC's "Do You Trust Your Wife?" won't be at the time the NBC network.
CHARLES ANTELL DEALS POINT UP INCREASED USE OF BARTER

BALTIMORE — Film-for-spots barter deals seem to be coming into increasing use on feature films and first-run and rerun half-hour series. This type of program deal seems to be particularly attractive to multi-product national advertisers that want saturation coverage on a wide scale, because advertisers that are not too funny about time franchises and favorable adjacencies.

Charles Antell, Inc., with a line of shampoos and hair ticals, which several seasons ago was the talk of the trade with its pitchman films, has been making increasing use of barter deals. It is the season putting most of its eggs into this basket.

Antell now has such deals in 80 markets. It gets its films from three Original Films it has "Consignment," "My Hero," "White Christmas," "Your Music," "The Scarlet Pimpernel," and a few new ones. From Original Films it has "Public Defender," "Where Were You?" and "Fairy Playbooks." From Quality Films it has the Quality package of 40 feature films, including "The Macomber Affair."

It has also made some use of "Mr. and Mrs. North" from Ber- art Co., which Antell talked to Schubert about barter use of Desilu’s "Leader’s Digest," but no deal was consummated there.

Antell had been letting the film distributors make the deals on its behalf. Officially it had played in its product in about 15 markets in exchange for Antell spots. But the advertiser has now found that it can make the transaction faster itself. It has now placed Official Spot Film in about 45 markets.

Bartter deals have at times been quite controversial, especially as far as the spot reps are concerned. But the form they take is apparently beyond reproach.

In effect what happens is that the advertiser sells the film to the stations and then pays the money right back into the spot for time. The classic example of this type of operation is what the Thompson-Koch agency has been doing since past four years for Gideon. T.K. has been bartering the remnants of Sterling’s movie stock shows under the taker "Unknown." "The Pen- nies have been quite attractive, Jobs."

It has managed to place

(Continued on page 14)

CNP Sets Series For Synd. Sale

HOLLYWOOD — California National Productions has bought its first property for syndicated sale. It is planning to bring out a total of some eight or more syndicated series. First new series will offer stations in "The Silent Service," pilot of a series which was produced by the William Morris Agency and sold to the NBC subsidiary last week. According to Alan Livingston, NBC’s vice-president in syndication, "The Silent Service" deals with the exploits of the U. S. Navy’s "Duck" planes and is being packaged under the direction of Adam, Thomas and Ensor Lay Jr., who will function as script editor.

The series, which is being acquired by CNP, is being aimed at national sale.

WGN Makes Profit Deal For AAP Pix

CHICAGO — WGN TV here has bought the entire Warner Bros. film library from Associated Artic Productions for a minimum of $3,000,000 in AAP’s first known percentage-of-profits deal. Its Program Profit Plan, now being of- fered to all AAP clients, provides that a station will supplement initial payment with part of the profits it makes from sponsorship, which will be payroll to Has an annual flat sum

The new plan requires the station of the burden of carrying a heavy cash liability for its film purchases.

D-X Buys ‘Grief’ for 40 Markets in Feb.

TULSA, Okla. — The D-X Sun- day Curtain Changer Company has acquired the major syndicated film sponsorship with Guild Films’ "Captain David Cross," which is already a big hit in about 50 markets. The syndie has a series set in at least 40 markets beginning in February. 

D-X is the second regional outlet to buy "Grief," the first having been Standard Oil of California. "Grief" is also sold to Smokey Bear in 50 markets. The three regional deals together cover a total of 72 markets. Both D-X and Smokey Bear are understood to have options for additional markets.

D-X has been scoring the syndication market for months and has been negotiating with Guild on this show for a number of weeks. In addition, "Grief" is being sold in over 13 States, including Minnesota, Wis- consin, Iowa, Illinois, Kansas, Mis- souri, Oklahoma, Arizona and Kentucky.

The D-X deal on "Grief" is for a firm 52 weeks. Its agency is Forts Woodzinn in Kansas City, Mo.

It is understood that Guild will start making local level sales on the show in another two weeks.

(Continued next week)
THE GREATEST CARTOON &
...from NTA's $60,000,000

"Cartoon Carnival"

Many Academy Award Winners are among this sparrow cartoon carnival, whose appeal has been proved by the wide acclaim they have received. Among the outstanding titles in this unending Laugh Parade are:

106 Betty Boop
26 Little Lulu
38 Koko the Clown
127 Screen Songs
45 Talkateens

...and many more!

CARTOONS AND COMEDIES ARE BETTER THAN EVER... In one week, over 50 different programs in New York listed filmed cartoons and comedies... morning, noon, and night.
Bowley Slaps Poor Movie Print Quality

NEW YORK—The print quality of the big new feature films does not do credit to their great star value, it was charged last week by a top station engineer, Raymond Bowley, director of audio-visual engineering for Westinghouse Broadcasting, told a meeting of WBC program directors and film buyers. "It is time more of these distributors started providing broadcasters with prints made to TV specifications rather than theater specifications."

He pointed out that theater screens, for which these pictures were produced, have a contrast range of 100:1, whereas the TV screen can only produce 30:1. "That result," he said, "when films made to theater standards appear on TV screens, is a loss of detail in the highlights and shadows. While feature films do not offer the advantage of having been shot with TV's needs in view, in processing the duplicate negative and the TV print it is possible to compen- sate the contrast range, so that the film is more adaptable to TV use."

The Bowley statement is likely to come as a shock to the distributors of the major feature films who over-all probably will have spent over $6,000,000 for prints this year and next. The demands on both (Continued on page 12)
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(Continued on page 12)

KDKA Adds 5 P.M. Movies

PITTSBURGH — KDKA-TV has made a further step in its movie programming last week with the announcement of a new 5-7 p.m. block. The new programming shift, one of the most radical yet made by the station, becomes effective January 14.

The new movie show will be called "The Big Adventure" and will be built primarily out of RKO pictures.

This brings to four the number of feature programs shown daily on KDKA-TV, with shows scheduled at 1, 3, and 11:15 p.m., and the swing-shift movie, which usually goes on around 1 a.m.

Included in "Big Adventure" will be action and Western movies, along with the recently acquired Warner Bros. cartoons, such as "Bugs Bunny" and "Daffy Duck."

A local personality will serve as host on the new show, and the weather and news will be offered at 6:50 p.m.

Derel Readies 3 New Series

NEW YORK—With the "Overseas Press Club" series now in the works, Derel Producing Associates is now preparing, "Hammerlock House," a situation comedy about a run-down community center, and "Boundaries," an anthology series of shows, still a third series in "Sage," a dramatic series dealing with the American Indian, to be done in association with the Hays Foundation of the American Indian.

The second property to beplotlibed for National Telefilm Associates by Desilu under their star show agreement will be "The Last Marshal," a half-hour Western scripted by John Hagan. The first program, announced last week, will be a mystery series based on Official Detective magazine.

Another Western in preparation, tentatively titled "Hermits of the West," features stories of Calamity Jane, Lora Monte, Annie Oakley, Baby Doe and other famous females of that area. Campbell-Ewalt has first crack at the property, and it may be tagged for Chevrolet, its most important client.

Among other pilots reported completed last week were a Nestle Fafney comedy produced for NBC by Jess Oppenheim, a one-hour adult Western for CBS and a situation comedy based on Helen Hokinson's shortlived cartoons.

NBC Pix Appoints Three, Adds Two

NEW YORK—NBC Television Films appointed three new administrative sales executives last week and expanded its Midwest sales force. Named as sales exec were Leonard C. Wainger as manager of sales planning and development, and John C. Bechtel replacing him in his old job as administrative sales manager. Also, Serge Valla was named supervisor of research.

In Chicago, for its Central division, George W. Harper and John A. Shorty have joined the sales staff.

WBC Grosses for Oct. 4.6 Above 1955 High

NEW YORK — Gross billings for the TV stations of the Westinghouse Broadcasting Company reached a new high in October, 4.6 per cent above the previous high month, October, 1955. Individual station records at 10.2 per cent, registered by KPIX, San Francisco, and may be the growing faith of advertisers in broadcast media, according to WBC.

$750 per week gets you!

WABD's presentation of Warner Brothers pictures has hit the formula of success! With a vertical presentation of a matinee and evening performance, 15.1% of all TV homes in the nation's largest market tune in every Sunday.

These are the Nielsen figures (4 weeks ending October 20, 1956).

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The lowest cost per thousand of any feature film presentations in New York on the station where interesting things keep happening.

WABD N.Y. Channel 5
Andrews Hits Bad Farm TV Situation

CHICAGO—The National Association of Broadcasters has reported that Andrews Farm Directors got the gambled of Farm TV thrown right in their faces Saturday when they addressed by Dr. A. L. Andrews, advertising manager for the farmer manufacturer of animal medications. Andrews, who is the president of the E. R. Smith and TV stations to task for not providing farm advertisers and their audiences with needed information.

Long users of the proved print and radio media, the farm which makes the Dr. Hess products, wanted to try TV. None of the TV stations we talked to, said Andrews, had any figures to prove the medium’s worth. Consequently, Hess & Clark and its advertising agency, Klaas-Van Fiersten-Dunlap, Inc., Microwave, ran its own small test and came up with answers which no one in the TV industry could give them.

The test was run on WBAU-TV, Green Bay, Wisc., and WMKY-TV, Cedar Rapids, la., with spots at 10:10 p.m. on one and a noon hour on the other. To test the pull of these spots, a monthly audience survey was resorted. The time spots pulled 83% requests, and the noon births drew 40% requests. When the farm hoped to attract the reader of the response, they found that the lowest was 20% greater than the outlets which had displayed as Grade B engine.

Questionnaire

A subsequent questionnaire to these respondents pegged down for the Dr. Hess company the real impact of TV advertising. Of the replies, 64% per cent said they had not heard of the product before. The farm also learned that the farmer liked variety shows, music, dramatic material, that his peak viewing was from 6 to 10 p.m., that 78 per cent of the respondents liked farm news and market reports and that there was a high interest in farm programming when provided.

They also learned that there is a high recognition of a farm personality, and that TV makes a definite difference in dealers.

With these factors in hand, an increased budget was recommended to TV. Hess & Clark had a farm product to sell to farmers—cows, cattle, dairy—while selling, they wanted to educate, instruct and inform the farmer. The question arose: “What station?”

Here, Andrews was the great rub. Very few television stations were interested in such a buyer. There was a weak lack of information, and what information was obtained Hess & Clark had to ferret out itself.

No Information

Only four TV station reps called on the agency to sell a farm TV show. Stations and station representatives queried had absolutely no information to give. The stations did not have farm shows didn’t know whether the farmers watched them or not, or even what time of the day they were most likely to have a farm audience. They had no information about farm buying habits, no success stories, etc.

Hess & Clark and its agency contacted nine national TV representatives. Nothing one representative suggested more audience advertising was network shows, which, incidentally, are also watched by farmers. This, of course, was rejected, because Hess & Clark needs to hit a select audience. Very few advertisers like us, said Andrews, can afford the luxury of free spending with a chance of hitting our own audience.

From all this, Hess & Clark has come to the opinion that there is practically nothing as for Farm TV from an advertiser’s viewpoint. There are some notable exceptions that we know about, said Andrews, and I suspect that I shall hear more.

The Challenge

Concluding his speech, Andrews challenged the TV directors to do something about it. He stressed emphatically the need for farm TV for farm programming for farmers. And what we want most of all, he concluded, is to prove that farm TV comes alive, to be shown why it can do a job for us. And when farm TV develops, we sincerely hope it will, we features for RCA International in L-A

NEW YORK — RCA International will sponsor films through Latin America beginning January 1 in its first major TV effort. In a deal concluded last week between Bob Lerner, advertising director, and Paul Kravis, national sales director of Associated Artists Productions, the advertiser acquired 26 pictures, which will run under the title "The RCA Premier Theatre" in 14 countries.

The pictures are out of AIP's pre-Warner catalog, produced between 1939 and 1947, and a lot of other people like us are going to be mightily interested in buying it."

THE CHICAGO SINGING STARS

FIRST in audience appeal...rated top syndicated film in Portland (31.7%) and San Diego (27.4%), FIRST in time period in San Francisco (13.0%), Spokane (27.4%), Seattle (15.7%), Kalamazoo (15.5%), Wichita (26.7%) and St. Louis (18.2%).

FIRST in excitement, presenting thrilling "Front Page" dramas based on actual police cases taken from the files of the world's famous Sheriff Eugene W. Biscailuz, of Los Angeles County...

FIRST to dramatize the personality of the group of law enforcement officers in action, with thrilling stories of arson, theft, rape, highway robbery, murder, juvenile crime, stirring case histories to build audiences of all ages...

FIRST with top advertisers...making headline news in sales... Miller Brewing, National Biscuit Co., Safeway, General Electric, General Tire, Petri Wine, etc.

ABC FILM SYNDICATION

EXECS HUDDLE

RKO Maps TV Prod. for '57

HOLLYWOOD—Eastern RKO Teleradio execs Rob Manley and Pete Bolecek early this month with production chief William Danner here last week on the company’s plans for turning out TV programing for next season.

First show on the drawing boards is a 90-minute film anthology series. This would be made available for overseas showing in theaters at the same time it airs in TV in the U.S. According to Danner, the company plans to concentrate first on productions for national sale, with syndicated properties perhaps coming later.

SINGING STARS OF CHESAPEAKE RECORDS

The MOONGLOWS

America’s No. 1 Rhythm and Blues Singing Group

AVAILABLE ONLY FOR SCREEN-TV SHORTS
TV & RADIO NET APPEARANCES

Perry, Mgr.: JACK MOORE
WRITE A & PHONE A PHONE 7046266

JOLLY JOEY
Theatrical Agency
P.O. Box 25, Mansfield, Mass.
Phone: White 5-1496

NEW YORK—Since 1945, we have been the leaders in the music publishing business. We have written thousands of songs, and have sold millions of copies. We have represented many of the biggest names in the business, including Bob Dylan, The Beatles, and Elton John. Our staff of experienced writers and producers can help you create the perfect song for your project. We also offer full service recording and mastering facilities. Please feel free to contact us for more information.

ABCD FILM SYNDICATION, Inc.

10 East 44th St., New York City, WY 7-6840

FIRST in sales results... tension-filled stories in advance... excitement and recognition for you and your product.

Wouldn’t YOU like to be FIRST in your market?

Let us sell the package — signal for flashing lights and screaming sirens... be your signal for action. Wire, write, phone for complete details.
TREAS. DEPT. MULLS TVF PROD. TAX

May Require 5-Year Amortization Period On Fixed Pro-Rata Basis of 20% a Year

WASHINGTON—Producers of TV films have received a mixed blessing from Internal Revenue Department officials requiring a five-year amortization period of deduction of production costs. Tax deduction would be on the same basis as for other forms of entertainment income. After each year, Treasury rules on its present thinking.

While no formal policy has been received at Revenue head quarters, spokesmen for the T.B. Hills told the Daily that the prospective cost deduction formula for tax on TV films rental has evoked a formal rule that holds within itself a group of TV film programmers and, from precedent already established for the TV film. Amortization for movie production costs is allowed over a period of one year and a half, if the time be estimated or the life-span of a movie film. TV film programming is felt to have a shorter span, and far more elaborate programs are involved in tax accounting.

Id Tax Factor

A third influence on eventual TV film tax decisions will be a related ruling on a rule TV film program producer’s request to amortize the capital gain status of the outright sale of film production as well before its production costs in rentals. General capital gain tax allow-

ance on the film would come under these TV film programmers claim that the film is subject to capital depreciation, regardless of the number of times leased, and regardless of any recovery of production costs during the rental period.

A TV film producers are reportedly deducting 100 per cent of amortization their films, and do not allow any recovery of costs after their first-run sales. Revenue is not at all sure, however, and is not a formal ruling on the books.

Revenue spokesmen denied a rumor that "in the future" a deduction of 65 per cent of production costs in computing tax on first-run sales, 25 per cent on second runs, and 10 per cent on third-run sales.

A TV film producer has taken the view that the basis and definition of production costs on the first-run sales, Revenue is not at all sure, however, and is not a formal ruling on the books.

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Ule, Bealle Say K&E Digs Deep On New Shows

Continued from page 2

Despite consistently high ratings, because they are the wrong sponsors," the agency's job is to remain flexible in a flexible industry, to the point of keeping all media together without dividing budgets into so much for TV, so much for radio, so much for magazines." To compartmentalize media that way is a mistake, too often made on Madison Avenue, thinks Ule.

Recent wins for agencies to return to production of TV shows have not impressed K&E, because it has never stopped participating in same. We have always produced many of the show networks, guided others, created some and generally made creative contributions to any series we recommend to our clients," Ule states. "Cold is where you find it. It's impossible to pre-arrange "success". We are anxious for everyone in the TV to be strong and successful, so that we may have the widest selection possible. Why should any agency or sponsor care which is the No. 1 network or package?

Three of the top five network shows, according to the October figures of the leading rating bureau, were sponsored by K&E clients. In the case of each (Perry Como, Ed Sullivan and October's "Pond's Showmen") of "Jack and the Beanstalk," as in the case of every K&E buy, an agency team operation weighted the statistics and inseparable without ever starving for what Ule thinks many agencies devote themselves to—just a few thousand and high rating.

"We never forget the ultimate maxim," adds the epigrammatic agency-eepee. The woman is the principal agent for the family.

NEW YORK—Armour & Company has taken to the contiguous daytime road on NBC-TV, buying an alternate quarter-hour of "It Could Be You" for Wednesdays and shifting its participation in "Matinee Theater" to the same day. The company has bought a second participation in "Matinee" for Wednesdays.

**Sheena**

**BEATS COMPETITION BY 195% IN COLUMBUS**

Details upon request Source: AFB

**ABC FILM SYNCHRONIZATION**

109 4th St., New York 17, Oxford 7-9888

Different ARB, Pulse Ratings On KTTV Pix

BOWOOD— Two rating services came up with considerably divergent reports on KTTV's Colgate Theater for November. ARB gave it an average rating of 32.3 whereas Pulse reported it at 33.4. This 320 per cent rating differential is almost certain to lead to repercussions and, in view of the closeness with which the M. G. M. per has been watched, could result in a first-rate squabble. The ARB rating is still good enough to give KTTV approximately the same number of viewers as all three network stations combined (KNXT, 11.3; KCRA, 5.9; KABC, 3.5), and, from what was indicated at the premiere of the play, is approximately the rating level Western Musical For Screen Gems

NEW YORK—Screen Gems last week began producing "Western Ranch Party," a filmed half-hour musical variety series. The 30 programs will feature Western film stars and top recording artists in the country and western field. Tess Ritter will act as host on the series, and Jay Stewart will be the sense. Besides two guests each week, other permanent members will be the Collins Kids, Johnny Bond, Joe and Rose Lee Mathis, Skeets McDonald and Wesley and Marilyn Tuttle.

expected by the agency and sponsor for the twenty-six-week series, is 15.1, reaching 663,980 homes.

CUMULATIVE FACTS

WABD's Double Play Pays Off in Ratings

NEW YORK—WABD's vertical two-play policy on its Warner Bros. features is paying off, and the station has figures from the Nielsen Station Index to prove it. The station's policy on its "Warner Bros. Movie Premiere" is to give one new Sunday, 3-5 p.m., and the second run 9-11 p.m. It sells participations in both on a cumulative basis.

The NSI study indicates that in its first four weeks, beginning September 29, the show got a four-week cumulative of 42.1, reaching 1,230,600 homes, unduplicated. Its weekly cumulative, for the two Sunday airings, was 15.1, reaching 665,980 homes.

Ted Cott, WABD manager, asserts that with this kind of draw the Warner show offers a big attraction to certain kinds of advertisers that is not available on the two big 18-15 movie programs in this market.

He points out that the 18-35 repsect shows, starting on Mondays, suffer a natural attrition that brings them down to their lowest individual ratings on the weekends. Food advertisers, Cott maintains, usually want to make a big impression on Sunday so as to have some effect on Monday shopping. They can get that impression on his two-play show where they cannot on the 18-15 shows, Cott says.

"We now switch you to..."

The cue line from one of these commentators, the push of a button and your network audience is on the scene in Chicago, Washington, Los Angeles...wherever the news is breaking. The magic of network switching gives viewers a front row at the look of current events.

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

With split-second precision, push buttons are operated to make connections that switch the television scene from one city to another. And Bell System technicians are receiving cues from several networks at once.

To help them, the Bell System receives operating instructions from the networks which give all the necessary information on switches. This information is sped to 150 Bell System telephone offices throughout the nation by private line telephone and teletypewriter systems.

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

BELL TELEPHONE SYSTEM

Providing intensity channels for network radio and television throughout the nation.
PULSE LOCAL RATINGS FOR OCTOBER
THE TELEVISION INDUSTRY'S MOST COMPLETE INDEX OF TOP LOCAL TV PROGRAMS AND SPOT ADJACENCIES.

ANTHONY DEAN PEACE, "Soundtrack" bows On KTRK-10, Houston
HOUSTON — Station KTRK-TV here has come up with a new local show called "Soundtrack": 7-9 a.m. across the board, 7-10 a.m. on Saturdays. The show offers pop records, news, weather and traffic. A program designed for listeners, rather than viewers, it has a "maximum of music and a minimum of talk."

Ted Naber, Houston radio personality, is spinning the records and Jim Holburn does the newscasts.

Tibbals, Savin Form TV Packaging Firm
HOLLYWOOD—Walt Tibbals, vice-president of Four Star Productions, resigned his post last week to form an independent TV packaging operation with Leo Savin. Tibbals, until about a year ago, was vice-president of Groove-Krome Productions, and previously had been sales v.g. of UTP. Tibbals, prior to taking his present post about a year ago, was a v.g.p. at EBCDO.

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Atlantic to Tape New Jazz LP's on Coast

NEW YORK — Atlantic Records' album department and jazz impresario, Nesuhi Ertegün, flew to California recently to sign several contracts for a new series of jazz albums there. Within the next two weeks he plans to tape new sets by Jimmy Castle and Charles Mingus and Walker Hill, all of whom are currently located on the West Coast.

Walker Hill completed the first jazz LP with the young rhythm and blues vocalist-tenor, Ray Charles, who is the modern idiom, will feature songs by Quincy Jones and Ernie Wilkins. According to Atlantic, this will mark the debut of a spectacular new alto man, known as "Faithful." Before leaving, Ertegün also cut a set with the famous organ-blow and saxophonist, Toots Thielemann and Scotty Moore.
TOLEDO — Cartridge-fed tape-playback machines are the in-\n\n\n answer to the problem of automobile listening entertainment, according to spokesmen for two re-\nceived engineering firms, foremost among them the Problem, which are headquarters-\n\n\n Tjomn Coniston, head of Con-\n\n\n\n a new motion picture “ROCK, ROCK, ROCK” \n\n\n\n from the New Motion Picture “ROCK, ROCK, ROCK” \n\n\n\n \n\n\n
with the hit version \n\n\n“FRA, LA LA” \n\n\n\nMERCURY RECORDS 70998 \n\n\n
Tape Auto Answer Say Anti-Diskers

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CAUTION WITH PROSPERITY

Disk Shop Growth Roughens Business

• Continued from page 1

"Yet," he added, "in the last year there has been more interest in opening new stores than in the previous five years.... I don't see any good dealer going bankrupt... but a man who has a few thousand dollars and loves music must not be encouraged to become a dealer."

"Our policy," he stated, "is to encourage some to start small... to buy from a wholesaler... but if it is a question of an opening order with a major label, this can come to $1,000... and many think the records are guaranteed, which they are not... it is hazardous to the industry to have dealers lose money.

"But it's undoubtedly true that business is increasing, and many dealers are too conservative in their merchandising," he added. "They could do even better with sharper promotion, point of sale ideas, etc." He pointed to the Doublehead chain as an example of how business could be increased while maintaining list prices.

Indie disty Jerry Blain, of Continental, stated records were no longer a luxury, but actually a necessity in many homes. "Television," he said, "is not sufficient in itself as home entertainment... Neither is radio."

To support this point of view, Blain pointed out that many new real estate developments included hi-fi as part of the equipment of a new home--just as washers, stoves and other necessary items are included. Two such developments, Blain pointed out, are the Country Estates in Roslyn, N.Y., and Briarwood Homes in Huntington, N.Y.

Branch Outlets

Meanwhile, new additional branch outlets are opening up all over. In addition to the several already mentioned, here is a small sampling: Clyde Wallach's, owner-operator of Music City, Hollywood, is mapping plans for national expansion. In Chicago, the Polk Box, recently entered the field with a four-store operation. In Terre Haute, Ind., Dick Van Antwerp opened an additional outlet. The Cables in Portland, Ore., have expanded. In Chicago, Marshall Field has opened a new store.

In the Buffalo area, the Music House chain has added two new stores in suburban shopping centers, and now has a total of five, including a department store concession, Conley's new runs four stores, and in the last 60 days has added a concession in Adams, Mel- drum and Anderson, a top ranking department store.

In Niagara Falls, N.Y., Clexers and Friedman's is opening a third store this week.

Victor's Buffalo distributor, Jack Bichel, stated that he turns over many applicants for three reasons: (1) Poor location; (2) too close to an established dealer, and (3) insufficient bonds to do a job.

Future Watched

Disc jockeys are watching the immediate future with great interest and are trying to maintain a proper balance between the growth of the disk business and the resultant mushrooming of too many credit risks. It has also been speculated that record chains may build to such a point as to constitute a threat to distributors--a threat in the sense that they may demand the same deals now being given to rack jobbers.--

Certain to have an effect on the entire picture during the upcoming year is the government's current "light money" policy. In order to gains against inflation and to safeguard prosperity, the Federal Reserve Board, in cooperation with the United States Treasury, has made it more difficult to borrow money. As pointed out in a recent statement by Democratic Senator George W. Stem in The New York Herald-Tribune, this policy has already caused some difficulties in certain industries, and has curtailed expansion plans in some fields.

The upcoming year, it would seem, will be one of flux and development on the dealer level, with dicker rings and distibutors attempting to steer a safe course. The potential, it is agreed, was never better, but careful guidance on the manufacturer-distributor-dealer levels is indicated.

Casals to Play

In Puerto Rico

• Continued from page 3

Schneider is bringing 54 musicians to San Juan from the United States and will serve as concertmaster.

Soloists, all of whom have played in Casals in Europe, include: Rudolf Serkin, Joseph Szigeti, Myron Hovenner, Jean Taruskin, Maria Samosa, Eugene Istomin, Isaac Stern, Cornell Souza, Milton Katims, Stader. Also among the participants are the Budapest String Quartet and Columbia Records' David Oppenheim.

The repertory will concentrate on three composers--bach, Mozart and Schubert. The concerts are to take place in the University Theater, a hall which holds 2,500 and is air conditioned.

Col. Appoints

New District Sales Heads

NEW YORK--Two new sales managers have been appointed district managers for the Columbia Record Sales Corporation, according to field sales manager Bill Gallagher. Robert Hutchinson will be manager of District 6, with headquarters in Charlotte, N.C. Harry Hostler has been assigned District 7, with headquarters in Kansas City, Mo.

Both men take over their assignments January 1.

ASCAP Dissent

• Continued from page 17

ently being shown on television.

Peer pointed out that such a performance gives a singer a minimum of 135 credits, equal to that of a full performance.

Peer quoted the belief that his request would be turned down, but "there are people who sit in on the appeals board who have no right to be there." The film company owned publishers control the board," said Peer, who along with Johnson allied to the possibility of further action on their part at a later date.
HiWay Hi Fi Is No Dead Trade Issue

By BEN GREEVATT

NEW YORK — HiWay Hi Fi auto record-playing equipment developed by CBS Columbia and introduced last year by the Chrysler Corporation in all its models, may be a more or less forgotten entity as the trade, but by no means is it dead focus. In fact, considerable research and development work is now going on variations of this disc machine, as well as prototype cartridge-led tape players (see other story).

The new models of the HiWay Hi Fi unit have been developed, due to demand of operations of CBS Columbia early this year, the units, originally freed in all 1956 models, are available in all 77 Chrysler lines but Dodge. Available units now are the high of the 30,000 originally ordered last year. Columbia Records, meanwhile, is still making the special 10% p.m. disks available to owners, no new additional repertoire has been set.

Following the introduction of the Columbia player last year, some industry circles held the strong belief that some form of tape playing device would eventually supplant the disc auto player. At this time there is less emphasis on this belief in responsible circles.

Put one thing: it’s pointed out high cost, relatively limited playing time, the difficulty of getting a constant speed and particularly the storage problem, are all arguments against the early adaptation of tape machines for cars. Auto makers indicated that they have yet to see one unit which meets all these critical tests. With space in low-long disk booths more at a premium than ever, they say, storage of any substantial number of tapes would become a big problem. On the other hand, a disk of comparable playing time would occupy considerably less space in the car.

Ford on Fence

Spokesmen for the Ford Motor Company indicated last week that they have developed pilot models of both tape and disk players, but that no decision has been reached as to whether or not they will be offered, it all.

This source entered a partial defense of off-record criticism of the HiWay Hi Fi unit to the effect that the needle jumped the disk track, by indicating that this happened for the most part in cold weather, when the shock absorbers of the car did not operate as effectively. Otherwise, he said, the unit has been quite successful.

A spokesman for Delco Radio, supplier for both General Motors and Studebaker-Packard, said that as far as he was concerned “they’ll have to show me an effective mono tape unit.” He said he has been shown many variations of tape machines, but indicated that none he had seen would measure up to Delco’s rigid testing. He laid particular emphasis on the lack of reliability of any tape unit designed to play four a car radio.

Defends Disks

Citing further evidence of faith in disk players, he said that Delco was one of several companies which had obtained rights on the HiWay Hi Fi unit from CBS Laboratories at the time CBS Columbia ceased making the sets.

Another industry source said that Columbia had made “a serious mistake” when it developed the HiWay Hi Fi player to use a specially grooved record to take a specially made needle. Columbia has indicated in the past that this was necessary due to the special shock resistance requirements of the player, but others say the firm was using this means only to freeze out other manufacturers from supplying disks.

It was this spokesman’s opinion that the set would have gone over far more successfully had it been possible to play standard disks on the set and at least play the 16% disks on home players. Most new models of the latter are equipped to play this speed disk. At the same time it was indicated that this was a major engineering problem which would be overcome with relative ease.

Heath-Basie Tour Exchange

NEW YORK—The Ted Heath orchestra will return to these shores after February 8 in a deal set here last week by booker William Alexander. Details of the package are under wraps, but it’s indicative that a long run is in the offing, according to an industry source.

Sinatra Inks TV Pact With ABC

HOLLYWOOD — Capitol Böse producer Frank Sinatra joined the growing ranks of television artists last week, with the signing of a deal between Sinatra and ABC-TV, calling for the singer to head a series of 40 half-hour programs to be titled “The Frank Sinatra Theater.”

Show will alternate present musical, comedic and dramatic half-hours, with Chesterfield signing late last week as an alternate sponsor. Sinatra’s forthcoming debut as a TV regular is expected to be used at times as a vehicle to introduce new Capitol recordings.

The upcoming addition of Sinatra to TV adds further weight to the Cap roster of talent who currently get video exposure, all accomplished without a network affiliation. Among the Cap roster on TV are Ernie Ford, Ray Anthony, Four Freshmen, Gordon MacRae, Nat King Cole, Ginger Baker, Jackie Gleason, Wanda Jackson, Jack Benny, and Cliff Stone.

Mercury IS HOT MAKING HIS “BID” FOR A SMASH HIT

CHUCK MILLER

“THE AUCTIONEER” GOING BIG EVERYWHERE COUPLED WITH “BABY DOLL” FROM WARNER BROS. “BABY DOLL” PRODUCED BY ELIA KAZAN, WRITTEN BY TENNESSEE WILLIAMS

Mercury 71001
Coast Musicians File 2d Suit Against AFM

HOLLYWOOD—The American Federation of Musicians came under sharp attack again last week when new charges of violating its fiduciary obligations were filed in a $4,468,950 damage suit in Los Angeles Superior Court (DB).

Action, filed by 22 musicians "in behalf of the 2,400 musicians employed in the motion picture industry" is the second legal onslaught to be faced by AFM President James C. Pettiolo and the Music Performance Trust Fund by dissident members of Local 47. Two more actions of a similar nature are expected to be filed, in connection with the AFM administration of funds collected from television and radio producers.

Complaint charges the federation with diversion of royalties originally scheduled to be paid to the musicians and their widows and estates directly, as a result of a collective bargaining agreement negotiated in 1953 and 1954. Last agreement specifically set forth a schedule of re-use payments for musicians involved in the scoring of theatrical motion pictures subsequently sold to television. Payments were $25 for musicians, $50 for leader and conductor, $65 for copyist, and $75 for arrangers.

Payments Cut Off

These direct payments to the musicians were cut off, the action alleges, as the federation's program that the musicians who had originally scored the film could not be located. Complaint charges these grounds were "unfair, and a sham, pretext and contrivance adopted by the federation to effectuate their aims, purposes and intentions" Trust Funds.

to channels this income into the

Action was filed by attorneys Harold A. Freidler and Daniel A. Weber, both of whom filed last week's multi-million-dollar suit against the AFM and the Trust Fund. The diversion of funds in this latest litigation amounted to $1,475,000, according to the complaint, with the plaintiffs alleging they suffered additional damages of $3,973,050.

100 Defendants Named

In addition to the AFM and the "MPTF," the complaint named in excess of 100 defendants who are neutral in the dispute between the two sides. Named parties included Warner Bros., RKO United Artists, 20th Century-Fox, Paramount, Columbia, Universal-International and Loew's among the major motion picture studio producers, and more than 60 other television film producers and distributors.

Action asked the court for an injunction to prevent further payment of residual fees in the sale of motion pictures to TV. A similar order in last week's suit (The Billboard, December 1) was to have been heard in Superior Court here Monday (2), with a ruling in the plaintiff's request for an injunction expected before the end of the year.

Victor Inks Chamber Music Series

NEW YORK—RCA Victor's Red Seal department, which has been comparatively inactive in the chamber music field of late, has set up a new special deal with the All-Star Festival Quartet for a series of standard works.

The Quartet, which comprises at Aspen, Colo., includes William Primrose, viola; Seymour Goldberg, violin; Nicolai Gedda, cello, and Victor Babin (of Ysaye and Babin), piano. Several of these are contracted to other companies as individual performances.

Victor last week revealed that it has joined the trek to three-channel tape recording, using this technique to cut the Mozart Sinfonias Concertantes with Jasha Heifetz and Primrose featured, and also the same artists as duo-violinists in the premiere of Benjamin's Romantic Fantasy. Later Solomon conducts the orch on both works. Release of these is set for next spring.

New Metronome Mercury Pact

NEW YORK—Metronome Records, Swedish-based disc company, last week signed a new, enlarged pact with American Mercury Records, Metronome, which previously had Mercury exclusively in Sweden, Finland and Iceland. The label has renewed its distri but deal in these countries and has added the important market of West Germany.

Next year, when Mercury's current commitment ends in Denmark and Greenland, Metronome will handle these countries as well. The deal was signed by Caes Dalihagen, of Orion Development Corporation, which represents Metronome here, and Mercury president, Irving Green.

To handle Mercury, Metronome is expanding its German company, Jack Martin heads the operation, which will include a force of 10 "motivated" salesmen, plus administrative and promotion staff.

In reciprocation, Mercury's Echo label will bring out a batch of LPs cut by American jazz artists in Scandinavia. These include Roy Eldridge, Quincy Jones, Duke Jordan, Jimmy Raney, Cecil Payne, George Wallington and others. Dalihagen, besides handling Metronome's deals in the U. S., airs a disc hockey show to Sweden via...
SPICED TEEN-AGE DISH

‘Rock, Rock, Rock’ Jumbo Size Disk Talent Package

NEW YORK—In “Rock, Rock, Rock” a Vanguard Productions movie featuring deejay Alan Freed, a jumbo sized record talent package that has been assembled and presented in a way to cash in on teen-age musical trends. The pic, sketched for simultaneously to December 7 in 70 New York theaters and in over 400 all over the country in the next 30 days, is a successful commercial translation of the rock and roll re-creation Freed has been producing the last few years into the cinema dimens.

“Rock, Rock, Rock” is a low-budget film of no great dramatic intensity. The story is a trial framework which is all but lost in the parade of acts—and that is perhaps inevitable. It’s hard for teen-age viewers, personal as are the Rick, Teddy Randazzo, to vie for attention in competition with a fist-ball like young Frankie Lyman or a master showman like Chuck Berry. The music is the thing, and has the requisite and abundant entertainment value of records that have packed hordes of youngsters into the Apollo Theater and Brooklyn Paramount for live shows of this type.

Teddy Randazzo, of the Three Chalkdusts, is male lead and featured in four songs. He is a clean cut, good looking youngster who looks the part of a teen-age who tries for the New York amateur talent contest. In both his pop and in his rock and roll style songs, he is a controlled, exact stylist. The songs of Tuesday Weld are laid-back sung by Connie Francis. The filing has not been done in an entirely satisfactory way, nor is the voice of Miss Francis right for Miss Weld. The latter, however, is a young blonde beauty, a junior edition of Eve Marie Saint, who can keep viewers’ eyes glued to the screen even if the sound of Florence Foster Jenkins’ voice is heard from her lips.

Chuck Berry, doing his current “You Can’t Catch Me,” is the most impressive act in the picture. He mimics the lyrics of the tune with hands, feet, face and body movements, all but making a homunculus ballet of it. His performance alone is worth the price of admission. Frankie Lyman and the Teen-Agers are also impressive visually. When Lyman & Friends is out a song, he seems all but ready to burst from an uncontrollable excitement. Acts like these are the pride of the show, and are absorbing enough to help one forget that there is a story involved here at all.

Several top vocal groups like the Moonglow, the Platters and the Flames take in smoothly, well-paced selections. The last named group has a memorable scene with six-year-old Ivy Scholman, a petite mop-topped singer who sings “Rock, Pretty Baby” with the aplomb of an experienced band four times her age.

Lavern Baker is seily sophisticated in “Tina La La” and Johnny Burnette is on hand to inject a touch of rockabili in “Loneman Train.” The bands are those of Alan Freed, Jimmy Cavalino and Al Bue.

“Rock, Rock, Rock” is aimed squarely at the teen-age market. It depicts scenes familiar to them and gives them a generous sampling of the various kinds of music that they buy on records. Promotional techniques are obvious. The pic could be a good hype for disk biz generally, for its 30 times are available on 16 different records on a variety of labels. Producers of the film were Ben Maisel’s Town and Country Club in Brooklyn.

Deejay Poll

Winners to

Get Awards

NEW YORK — A number of winners in The Billboard’s recent Ninth Annual Disk Jockey Poll will be presented with special plaques during the next week.

Andy Williams, named most promising male vocalist, received his award on the Steve Allen NBC-TV’s “Tonight Show” (ABC) Thursday night for his rendition of “Up the Mountain.”

Aberbachs Deb

New Pubbery

NEW YORK—The Aberbach brothers, Hill & Range music tops, have organized an ASCAP affiliated publishing firm in partnership with Elvis Presley. New firm is titled Gladys Music, Inc. The Aberbachs months ago set up Elvis Presley Music, a Bain affiliate.

Jobberwok May

Be Included in

Rizek Debarce

NEW BRUNSWICK, N.J.—The official hearings were held last week on the bankruptcy proceedings against James Rizek, an action in the works to broaden the sphere of the bankruptcy petitioners. One of Rizek’s only apparently solvent properties, the Jobberwok Record store here, will become the subject of a bankruptcy plea, if an action now planned paces out.

A string of companies operated by Rizek have tumbled in a heap in recent months since his death. Possile operations came to light last September. Till now, the Jobberwok has been excluded because of its profitable operations. Now, attorney Leo Neiwirth of Newark is reportedly set to file proceedings against Jobberwok as well. The store would continue in operation, however, under the supervision of the receiver.

In other developments, an action brought by Times Columbia to obtain payment for upward of $70,000 worth of records allegedly held by Rizek, was continued until December 10. Meanwhile, monies obtained in an auction of the disks last week is being held in escrow, pending a decision in the case.

On still another front, Abraham Lowenthal, attorney for Sam Goody, admitted that “small” suits have been brought against Goody by at least four different parties, who originally purchased postdated Goody checks from Rizek. Lowenthal said that Goody had stopped payment on the checks, when deals for which they were payment fell thru. Lowenthal, carrying a further query, replied, “Why don’t you stick to the music business?”
DORSEY SET STANDARDS, EXPANDED DISK MARKET

Continued from page 17

29, 1935, to August 17, 1950. He made just under 300 double-face disks for Victor in addition to a series of air-checks which recently were issued by the diskery in a two-LP de luxe volume.

After leaving Victor, Dorsey's recording activities were mainly on a free-lance basis, and he never managed to come up with another hit, although he continued to command absolutely top money for his performances. Jukebox play of his Victor hits cut in the first half of his contract period continued to earn fabulous royalties in the country and abroad throughout the world. The band cut a number of singles and albums for Decca, and Dorsey had a peculiar deal with the low-priced Bell Records, produced by Pocket Books.

Dorsey's Bell deal was a non-exclusive, in that it tied him to the label for low-priced disks only, but gave him the right to record "regular-priced" disks and albums elsewhere. Bell, which was short now, has a 49-cent retail tag, can only produce single Dorsey disks, no LPs or EPs.

According to Bell's Arthur Shimkin, that company now intends to make almost all of its Dorsey repertoire available, excepting only several pop-time sides that lack standard appeal. Bell has 28 sides, including the maestro's latest version of "Meant." "Who?" and also new brother-versions of such Jimmy Dorsey hits as "Green Eyes," "Jungle, etc.," Dorsey is reported to have secured a very high royalty guarantee from Bell for a five-year deal, with options.

Victor, in a rush project, is recording two Dorsey volumes of material that has been out of print in the LP era for special release in January.

Meanwhile, several large-scaled "tributes" were scheduled for last Saturday night, and many more scattered throughout the week. Stations have been busy taping phone conversations with music business celebrities, particularly those who had been associated with Dorsey in a friendly or business way. Biggest was the hastily-put-together Gleason show on CBS-TV.

PM Frames Free C&W Shows

Continued from page 17

head up the No. 1 group. Remaining of the talent array for the first show will be announced at an early date. Dewey says, along with the unit's itinerary.

The Phil Moore County Music Show will launch its tour with special showings for the company's employees at its Richmond, Va., and Louisville factories. The first of these will be held in Richmond, January 4, moving to Louis- ville for a January 11 appearance.

Following these shows for the company's employees, the group will stage five free shows for the public in each of these cities. Thereafter, the group will make daily appearances in a different Southern city. In addition to the regular showings, unit members will make radio appearances at veterans' hospitals, industrial locations and military bases.

A special Greyhound bus is being riveted at a cost of nearly $10,000 to provide transportation facilities and dressing quarters for the touring Phil Moore players.

Using special mobile radio telephone booths aboard the bus, show members will phone ahead and converse with newspaper editors, radio leaders and disk jockeys in the area they are about to visit.

Show a Farewell

O. Parker Comer, president of Phil Moore, stated that the firm's proposal to present touring country music shows featuring top c&w names has been well received in all sections of the country. Phil Moore, he pointed out, has been identified with an interest in country music for a number of years, and among other ventures in the field presented Tennessee Ernie Ford to the nation's radio audience from coast to coast. A year ago, the company spotlighted Elvis Presley in a special show for its employees in Richmond and Louisville.

In May of this year, Phil Moore sponsored a three-hour National Country Music Festival broadcast from the Jimmie Rodgers Memorial Celebration in Meridian, Miss., over a 35-station country music network through Mississippi, Alabama, and Louisiana, with Phil Moore vice-president, James C. Bowser, in charge.

On this occasion, Bowser, along with Lient. Governor Carrol Cartel of Mississippi, was honored with the Ralph Peer National Country Music Award, "Our latest move in the country field," Comer stated, "promises to become an important forerunner of other things to come in the growing expression of country music.""James C. Bowser, Presley, and the best of the new generation of c&w talent were all present, as well as many other top names.

R.I.A.A. Pleads

Continued from page 17

students of classical music have been obliged to turn back to recorded music. Each year the companies have also recorded increasing amount of non-musical records, including poetry and excerpts from great literature. Records have also been used as the best way to learn a foreign language, ... then we find records replacing or substituting for the written word. Book manufacturers each year more closely parallel the operation of book publishers, ... .

In noting the similarity of the record and book industries, Walker noted that nobody has seriously suggested leaving an excise tax against book or periodical publishers. "And yet it is with these organizations that the record companies now find themselves chiefly competitive," he pointed out.

Walker said that relatively little revenue would be lost by the government for its abandonment of the discriminatory excise tax. In fact, should the tax be repealed, the government would make a substantial recovery through increased record sales resulting in increased income tax payments, Walker said.

In the fiscal year ending June 30, 1956, the federal excise tax on records produced only $13,350 in revenue, according to Walker, who pointed out that records accounted for less than 1 per cent of the total manufacturers' and retail excise taxes collected.
PRESLEY DISKS SET CANADA SALES MARKS

TORONTO—Sales of the Elvis Presley records in Canada continue to soar and to break sales marks. In a country, where the top record usually may hit the 100,000 mark, sales of the Elvis Presley disks have already shot over that mark, with "Hound Dog" and "Don't Be Cruel" coming up a total exceeding 350,000 in 14 weeks, while Presley's "Love Me Tender," has spilled over $350,000 in six weeks.

Victor in High Jazz LP Gear

NEW YORK — RCA Victor's jazz album department is shifting into high gear in December with the recording of an exciting new project, scheduling a flock of disk dates to the label's top press. The large group was joined last week by trumpeter B.B. King, long-time favorite, who now is an exclusive Victor pactee. Don, November, Butterfield manned the Victor cats with its work as the trumpetist (for Phil Napoleon) will join it. The group also included the excellent Memphi Five. Now he will cut his own record to become the leader of a 13-piece dance band.

The idea of dance music by jazz talent also will be applied to the next Tony Scott album, to be cut in the next couple of weeks. The clarinet-major will front a 9-piece band.

During the same period Victor's West Coast Jazz Director, Shurtz, will go into the studio with Red Norvo and with concentrator Jack Montrose. This will be Montrose's first for Victor under a new exclusive contract.

In the Victor-Downbeat reunion notes, the company is rushing out two volumes of Tommy Dorsey disks, which it hopes to have ready for the retailers in January.

BMI Hosts at Awards Dinner

NEW YORK — Fifth Annual Awards Dinner given by the officers and directors of Broadcast Music, Inc., 777 Broadway, New York City, to the publishers of 35 top hard songs re- ceived awards. Special invited President Carl Haversen and Vice- President Rob Burton and Sydney Kaye, head chairman and general counsel.

Si Paul Exits Am-Par Disks

NEW YORK—Si Paul, national sales promotion manager for ABC-Paramount Records, resigned the post, effective at once. Paul, who will continue to handle the promotion for Capitol Records, had been on the Am-Par staff since the label's start last year. In making the announcement, however, President Sam Clark said he had accepted the resignation with "good reluctance."

HOLLYWOOD—Johnny Cash, whose recording of "I Walk the Line" has made the pop and country best-selling charts, is set for a series of on-siers in California starting December 6. Stew Collins will handle the tour, which will take in Salinas, Compton, Ventura, Valley, Tulare, Marysville, Fremont, San Diego, and others.

LOOK OUT FOR...

For the Warner Bros. Picture: Olympic

6 BIG MUSIC RECORDS

RAIN MAKER CUBIC

Re-coupled — Re-released

A Great Seasonal Song

NAT "KING" COLE'S

"TAKE ME BACK TO TOYLAND"

Music Review, 6191 Broadway, New York, N.Y.

NOW AND ALL THROUGH THE WINTER SEASON

Leroy Anderson's

"Sleigh Ride"

Friendly Persuasion

(The Love I Live)

RCA Victor

Elvis Presley

BROADCAST, INC.

www.americanradiohistory.com
GLORY DOES IT AGAIN
the Original Hit!

THE BANANA BOAT SONG
by the TARRIERS
GLORY #249

STILL ON TOP The Original Hit!
CINDY, OH CINDY
by VINCE MARTIN
with the TARRIERS
GLORY #247

Glory RECORDS 2 West 47th St.
New York, N.Y.
What's Ahead for Diamond Needles?

NEW YORK—The every-lives needle business has entered a new era of tumult and change. Privately, needle manufacturers level charges and counter-charges against each other. Competition has taken on a sharper edge. And the diamond needle provides the point around which the entire situation pivots.

The lowering of list prices of the 12-in. stylus by one manufacturer set off a chain reaction among the others. The appearance of a lower quality diamond needle, selling at a greatly reduced price, complicated things further. But in the final analysis, the primary force at work is the free competitive market.

What do dealers think? A spot-check of three major markets shows that many have been selling $25 diamond needles at $17, satisfied to make a shorter mark-up.

Good quality diamond styli are well polished. The polishing operation increases mass of the finished needle and can affect quality of sound reproduction. For the customer who cares about sound quality, the needle is no "bargain."

ABC-PARAM'T RE-COVERS DISK

NEW YORK—The recent album produced by ABC-Paramount, "Music for Expectant Mothers," is coming out in new fancy dress. Reason for the change is a tie-in with the Mennen Baby Products line.

Many have been selling for the full $12 and taking their full profit. In both cases, their customers have been satisfied that they have been getting value for their money. So, they ask, why change?

Others feel that, in the case of "bargain" diamond needles selling for around $10, the merchandising must be inferior and are afraid of passing it on to their customers. Still others handle both, frankly telling their customers that the more expensive needle is often better. It is, of course, a "bargain." In both cases, the price to the dealer will be prettily reduced.

The most bitter fight will be waged between the manufacturer who puts out a quality product at a fair price and the one who produces an inferior needle at a bargain price. Expect to hear strong arguments from both sides.

Until manufacturers themselves set up quality standards to which all will adhere, or until a testing laboratory or research group gets into the act, the wise dealer will buy diamond needles with care for the reliable manufacturer.

CARTRIDGE HAS 10 SALES TOOLS

NEW YORK—Jolders and dealers have 10 sales tools from Electro-Voice to aid promotion of the firm's "Power Point" cartridge. The promotional displays are the result of a joint effort by the Electro-Voice sales department and Stereophonic magazine, which produces the displays. The displays are clothed in a warm hue, and are attractive and easy to use. There are five different displays, each with a different design and color scheme.

ZENITH HI-LITES POCKET RADIO

NEW YORK—Zenith is spot-lighting its Royal 500 line transistor radio with special packaging for Christmas. News in the bulletin accommodate the full radio with batteries, carrying case, earphone attachment, section cup for use of antennas on trains, planes and boats. An added feature is a strip of gold tape for personalizing with the recipient's name. The gift carton is good for in-store as well as window displays. It can be assembled in less than a minute.

For ABC-Paramount, "Music for Expectant Mothers," a new look. This new cover shows the full-color photographs of a Mennen's baby products ad campaign. The album will now feature a full-color photo of an expectant mother in a fancy-dress evening coat. The photo will also be used in a heavy saturation ad campaign by the Mennen Company, providing strong identification for ABC-Paramount with the theme of the campaign. Disk sales, the record company reasons, should show a healthy increase.

Display Radios at Low Cost

NEW YORK—The three radio display units shown here are part of a series of three "Value" radio models offered by W. L. Steenburg & Associates. The three models, which are priced at $19.95, are designed to appeal to dealers because they are inexpensive and can be used in many different ways, depending on the available floor space. The panels measure four by six feet, the single face units (center and right) are priced at $19.95. The double face unit (left) costs $31. The sturdy metal legs which adapt the panels for floor use cost $2.99 each. Wooden frames for all units are made of quality oak in light natural finish. Steenburg & Associates points out that "do-it-yourself" dealers would probably pay more for the material at their local lumber yard than the unit costs completely finished.
now on Capitol

DANNY KAYE

CIU CIU BELLA
As introduced on Edward R. Murrow's "See It Now" CBS-TV

LOVE ME DO

record no. 3403
**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. ELVIS—Elvis Presley
2. CALTOSO—Harry Belafonte
3. MY FAIR LADY—Original Cast
4. THE EDDY DUCON STORY—Sound Track
5. THE KING AND I—Sound Track
6. HIGH SOCIETY—Sound Track
7. ELVISO—Harry Belafonte
8. SONGS FOR SWINGIN’ LOVERS—Frank Sinatra
9. OH KAHOMA—Sound Track
10. SAY IT WITH MUSIC—Lawrence Welk
11. THE PLATTERS
12. MANHATTAN TOVEY—Gordon Jenkins
13. THE ELGAR TOUCH—Les Elgart
14. FRESHMEN FAVORITES—Four Freshmen

**Pop Albums Coming Up Strong**

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

1. Ella and Louis
2. Judy Garland
3. Lawrance Welk
4. Ski Trails
5. This Is Sinatra
6. Christmas Songs
7. Jackie Gleason

**Most Played by Jockeys**

Albums are ranked in order of the greatest number of plays on disc jockey radio stations throughout the country. Results are based on The Billboard’s weekly survey among the nation’s disc jockeys.

1. ELVIS—Elvis Presley
2. HIGH SOCIETY—Sound Track
3. CALTOSO—Harry Belafonte
4. THE EDDY DUCON STORY—Sound Track
5. SONGS FOR SWINGIN’ LOVERS—Frank Sinatra
6. 5 WONDERFUL—Ray Conniff
7. THE SUNNY SIDE—Four Lads
8. HOWDY—Pat Boone
9. MISTY MISS CHRISTY—June Christy
10. ELLA AND LOUIS—Ella Fitzgerald & Louis Armstrong

**Reviews and Ratings of New Albums**

**Popular**

**Journalistic**

**Classical**

**Jazz**

**Spooken Word Albums**

BERNARD SHAW “SAINT JOAN” (2-12)-Stefan McVenna, Ian Keith, Earle Hynes, Frederic Tonne and others in the Cambridge Drama Festival Production. Victor LOC-8133

**Children’s Albums**

DANCE ALONG ZOO, DANCE ALONG FARM (1-10)—Captain Kangaroo, Columbia CL 2063

**Covert Covers of the Week—CALENDAR GIRL**

Library SL 8422.

(Continued on Page 29)
THIS YEAR'S BIG CHRISTMAS HIT

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

BING CROSBY

sings

I HEARD THE BELLS ON CHRISTMAS DAY

Words by Henry Wadsworth Longfellow (Adapted)

Music by Johnny Marks

DECCA #30126 9-30126

BILLBOARD Spotlight Pick

VARIETY Best Bet

CASH BOX Disk of the Week

AMERICA'S FASTEST SELLING RECORDS
No bigger! No better! But new!

SONGS OF THE POGO

The recording debut of America’s foremost possom

QUESTION: Who is America’s Number One Possom?

ANSWER: He is Pogo. He appears in 450 newspapers with a total circulation of 60 million readers. He is the star of the comic strip called Pogo, by Walt Kelly. To date Simon and Schuster have sold more than a million and a half books about Pogo.

QUESTION: Can he sing?

ANSWER: We do not know. Other voices are used on the records.

A. What kind of stuff is on the record?

A. 96%. Indescribable. The words are in Pogo talk which is primarily English but with a difference. Pogo talk is music to the ears of millions—particularly high school and college kids. This record, as opposed to the words 100% indescribable—you’ve got to hear it. It’s by Norman Mailer, arranged by Jimmy Carroll and sung by the dedicated group of almost unaccomplished Pogo singers. They let Kelly sing three of the songs.

A. Can Kelly sing?

A. Judge for yourself.

A. Well, what is the excitement about?

A. On a statistical basis every Pogo operation so far has been nothing less than fabulous. On a fundamental basis the figures are even better. The comic strip and book after book have been sure-fire best-sellers.

A. Primarily speaking, and with all feet on the ground, we expect the songs to follow suit.

A. What kind of records are they, and how much?

A. We have made two records. One is a 155 RPM 12-inch with a label and a leadoff with all the words enclosed. Colorful extra handsome folder designed by Kelly. Price $1.95.

One is a sampler containing three songs (78 or 45 RPM) which we should have charged $2.00 but for which we are sure book publishers and fools about the record business we’ve made it 49c.

Should the sampler catch on for 49c we will probably have the sense to change the writing to the more popular 45 for the 45c and 10c for the 10-inch 78.

A. What shall I do now?

A. At the bottom of this ad we’ll find our current list of distributors. Within a few days they will receive the copies of the Pogo records. Send your order for both records now to your distributor to make sure that you are one of the first to get your stock.

The samples (49c) will be packed three dozen to the carton (1257 9/8 x 215 4/5 x 145 4/5). The carton is a catchy full-color self display. The 3553 record (45c) can be purchased in any quantity.

If you are a college, write down the number of records you wish to order and then double it!

If no distributor is convenient to you, send your order direct to RLB, C/O Simon and Schuster, 660 Fifth Ave., New York 20.

Order QORDS OF THE POGO From these record distrirutors:

<table>
<thead>
<tr>
<th>Albany, New York</th>
<th>Atlanta, Georgia</th>
<th>Atlantic City, New Jersey</th>
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<td>LEBANON, JORDAN</td>
<td>BOSTON, MASSACHUSETTS</td>
<td>CHICAGO, ILLINOIS</td>
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| LEHIGH READING DISTRIBUTERS Corp. | 117 Comissioners Boulevard | 919 North Refle.
| 46 Union Street | 1770 Commercial Street | 373 North Clinton |
| New York, New York | Buffalo, New York | |
24th CONSECUTIVE HIT IN A ROW

BILL HALEY

AND HIS COMETS

DON'T KNOCK THE ROCK

(From the Columbia Picture "Don't Knock the Rock")

AND

CHOO CHOO CH'BOOGIE

DECCA 30148  9-30148

AMERICA'S FASTEST SELLING RECORDS
• Reviews and Ratings of New Jazz Albums

(Continued from page 28)

the old Ben Webster flute-way, "Johnny Hodges" (ATL) and "Temptation Blues" (DOO) are the top selling force.

GEORGE WRIGHT’S MERRY CHRISTMAS

(WURLITZER PIPE ORGAN)

R-706

2-12" LONG PLAY ALBUMS

RICHARD PURVIS' MUSIC for Christmas

(PIPE ORGAN IN FAMOUS CHURCH CATHEDRAL)

R-705

HIFI RECORDS

NEW FELIX w. HANS MARKSTRAINER.

WPV. 1972-1974 NEW YORK 19, N.Y.

ADMEN of the kind endorse

THE BILLBOARD

as a top

selling force.

true high fidelity series — 12" long playing $3.98

ATLANTIC RECORDING CORPORATION

WAX No. 1240

October 31, 1956

Mr. Feeney Wright

LINDA BEARSON CORPORATION

157 PARK STREET

NEw York 18, New York

Dear Feeney:

It will take me a little time to catch up. The records I have just received to date the December Chet Baker LP and the Christmas George Wright LP are a bit too thin for the power of the stereo. When I get to the Larkin Battersby boxes I hope to have a full review ready. But I must tell you that the Christmas George Wright LP is a beauty and we are planning to feature it in our regular column in the February issue. It is a happy and jubilant festive selection of songs.

As I said in my last note, I have a big list of materials which I will bring in late next year. I will keep you posted on this.

Ricardo

26/11/56

CHRIS CONNOR'S GREATEST LP

"He Loves Me, He Loves Me Not"

on Atlantic 1240

Chris Connor's Greatest LP is "He Loves Me, He Loves Me Not"

Reviews and Ratings of New Jazz Albums

Festive season on swing is one of the top selling forces. Atlantic have a beauty and we are planning to feature it in our regular column in the February issue. It is a happy and jubilant festive selection of songs. As I said in my last note, I have a big list of materials which I will bring in late next year. I will keep you posted on this.

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Ricardo

26/11/56
A WINNING COMBINATION!

DON CORNELL and LAWRENCE WELK

Let's Be Friends  Ma-Ma Pa-Pa Cha-Cha

AN OVERNIGHT SMASH!

STEVE LAWRENCE

The Banana Long Before Boat Song I Knew You

61757  9-61757

61761  9-61761
NEARLY EVERYONE'S FLIPPING THEIR WIG

OVER Bally HITS!
The Highlights

"CITY OF ANGELS"
Bally #1016

Caesar Giovannini

"PETTICOATS OF PORTUGAL"
Bally #1018

Betty Johnson

"I DREAMED"
Bally #1020

Bob Carroll

'I'VE GOT A RIGHT TO CRY"
b/w
"MY MISSION IN LIFE"
Bally #1021

Lou Breese

"WAITING FOR SHIPS"
b/w
"ACE IN THE HOLE"
Bally #1022

Bobby Christian

"CHATTANOOGA CHA CHA"
b/w
"SKIP-IT-TY BEAT"
Bally #1023

The Loreleis

"YOUR LOVE"
b/w
"JIMMY, JIMMY, JIMMY"
Bally #1024

Lew Douglas

"THE HOUR OF LOVE"
b/w
"LEVI LULLABY"
Bally #1025

Bally Records
201 N. Wabash Avenue
Chicago 1, Ill.
A14677
THE NATION'S TOP TUNES
For survey week ending November 28

1. Love Me Tender
   By Elvis Presley—Published by Elvis Presley Music (BMI)
   BEST SELLING RECORD: E. Presley, Nov 26, 1956.

2. Singing the Blues
   By Raynel—Published by Acadian-Ross (BMI)

3. Green Door
   By Darie & Moore—Published by Trinity (BMI)

4. Just Walking in the Rain
   By Lang & Lang—Published by Golden West Music (BMI)

5. True Love
   By Bob Porter—Published by RKO (BMI)

6. Blueberry Hill
   By Louis Mac-Morse—Published by Chappell (ASCAP)
   BEST SELLING RECORD: F. Danao, Imperial 5607.
   RECORD AVAILABLE: F. Danao, D-2532.

7. Cindy, Oh, Cindy
   By Mickey Lewis—Published by J. Marks (BMI)
   V. Martin, Glory 220.

8. Hey! Jealous Lover
   By Kahn-Walzer-Torres—Published by Baron Music (ASCAP)
   BEST SELLING RECORD: P. Sixtins, Cap 3551.

9. Friendly Persuasion
   By Wehner-Towler—Published by Lee Fain (ASCAP)
   BEST SELLING RECORD: P. Fain, Mercury 2668.

10. Honky Tonk
    By Dobie Gray, Spirid & Butler—Published by Blue (BMI)
    BEST SELLING RECORD: B. Doig, King 8760.
    RECORD AVAILABLE: T. Brown, King 4926.

Second Ten

11. Don't Be Cruel
    By Gus Rixwell—Published by Eron Presley & Shailer (BMI)
    BEST SELLING RECORD: E. Presley, Nov 26, 1956.

12. Rose and a Baby Ruth
    By Johnny Don—Published by Bentley (BMI)
    BEST SELLING RECORD: G. Hamlin Jr., ASCAP Forum 137.

13. Canadian Sunset
    By Eddie Howard & Norman Gimbel—Published by Miltlen (BMI)

14. Two Different Worlds
    By Wayne Hines—Published by Process Music (ASCAP)

15. Tonight You Belong to Me
    By Bill Rose & Lee David—Published by Bregman, COCO (BMI)

16. *Love Me
    By Jerry Leiber-Mike Stoller—Published by Hill & Range (BMI)
    BEST SELLING RECORD: E. Presley, Nov 26, 1956.

17. Mama From the Train
    By Irving Gerstein—Published by Remick (ASCAP)
    BEST SELLING RECORD: F. Presley, Mercury 2666.

18. Garden of Eden
    By Dorothy Norwood—Published by Republic (BMI)

19. Night Lights
    By Sunny Galpin—Cluster Coon—Published by Bregman, COCO (BMI)

20. Mutual Admiratioe Society
    By Matt Detor-Harold Kott—Published by Chappell (ASCAP)
    BEST SELLING RECORD: T. Brewer, Coral 6277.

Third Ten

21. Allegheny Moon
    By Methuen-McMann—Published by Deford (BMI)

22. Since I Met You Baby
    By Irving Joe Hanter—Published by Progressive (BMI)

23. Petticoats of Portugal
    By Michael Tharp-Mid Michael-Mid Krebs—Published by Christopher (BMI)

24. Roekka-Bye Your Baby
    By Joan Schwartz, For Young, Sam Lewis—Published by Warren-Mich (BMI)

25. Slow Walk
    By Co. Austin—Published by Nochier (BMI)

26. Whatever Will Be, Will Be (Que Sera Sera)
    By Lehman, Farn—the Published by Arliss Music (ASCAP)

27. Confidential
    By Howard Morgan—Published by Pringle (BMI)

28. Gonna Get Along Without Ya Now
    By Milton Kallen—Published by Kallen (ASCAP)

29. Any Way You Want Me
    By Sandra Schneider-Chris Owen—Published by Cron Zarneckel (ASCAP)

30. Hound Dog
    By B. F. Lewis & Mo. Kellar—Published by B.C. Koller Music & Film Music (BMI)

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

Ivory Joe Hunter's
"SINCE I MET YOU BABY"
You Can't Stop This Rocking and Rolling
Atlantic 1111

The 3d Tremendous Season for This Great Repeater...
White Christmas
Clyde McPhatter and the Drifters
Atlantic 1048

ATLANTIC RECORDING CORP.
157 WEST 57th St. NEW YORK 19, N. Y.
### Best Sellers in Stores

**For survey week ending November 28**

*Records are ranked in order of total current national selling importance at the retail level, as determined by The Billboard's weekly surveys of the reaction of buyers in more than 1500 important market areas. When significant action is reported on both sides of a record, the soundest of the two is selected as the best seller.*

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Weeks</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Love Me Tender (BMI)</td>
<td>Elvis Presley</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>2.</td>
<td>I'll Remember April (BMI)</td>
<td>Jan &amp; Dean</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>3.</td>
<td>Magic Moments (BMI)</td>
<td>Point Of No Return</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>4.</td>
<td>All Time High (BMI)</td>
<td>The Four Seasons</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>5.</td>
<td>Till The World Ends (BMI)</td>
<td>The Platters</td>
<td>7</td>
<td>12</td>
</tr>
</tbody>
</table>

### Most Played in Juke Boxes

**For survey week ending November 28**

*Records are ranked in order of their number of plays in juke boxes chosen by the country roads, as determined by The Billboard's weekly surveys of a representative cross-section of juke box operators. Where significant play is reported on both sides of a record, the soundest of the two is selected as the most played.*

<table>
<thead>
<tr>
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<td>Point Of No Return</td>
<td>9</td>
<td>12</td>
</tr>
</tbody>
</table>

### Most Played by Jockeys

**For survey week ending November 28**

*Jocks are ranked in order of the greatest number of plays on disk jockey radio stations across the country. The weekly survey covers the confirmed play of specified records.*

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Weeks</th>
<th>Chart</th>
</tr>
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<td>1.</td>
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<td>The Four Seasons</td>
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<tr>
<td>3.</td>
<td>Till The World Ends (BMI)</td>
<td>The Platters</td>
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<td>12</td>
</tr>
<tr>
<td>4.</td>
<td>I'll Remember April (BMI)</td>
<td>Jan &amp; Dean</td>
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<td>12</td>
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<tr>
<td>5.</td>
<td>Magic Moments (BMI)</td>
<td>Point Of No Return</td>
<td>9</td>
<td>12</td>
</tr>
</tbody>
</table>
EVERYONE, EVERYWHERE IS SAYING IT!

ATLANTA...BALTIMORE...BOSTON...BUFFALO...CHICAGO...
CINCINNATI...CLEVELAND...DALLAS-FORT WORTH...DENVER
DETROIT...KANSAS CITY...LOS ANGELES...MILWAUKEE...
MINNEAPOLIS-ST. PAUL...NEW ORLEANS...NEW YORK...
PHILADELPHIA...PITTSBURGH...ST. LOUIS...SAN FRANCISCO
...SEATTLE...TORONTO

"A Natural HIT for the
Fontane Sisters"

THE BANANA
BOAT SONG

"HONOLULU MOON"

First Record Release In 25 Years On This Great Standard.
With BILLY VAUGHN'S Orchestra

IN CANADA ON
QUALITY LABEL LTD.

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone NO.1-181
THE NATION’S BEST SELLING RECORDS

DOT-15527
over 500,000 sold in only one month...

and it's just taking off!

**RCA VICTOR'S EPA-992**

the most fabulous 45 EP Album in record history.

*IT'S ELVIS, VOL. 1*

includes: Love Me...Rip It Up...When My Blue Moon Turns To Gold...

Paralyzed

Your customers will hear this New Orthophonic High Fidelity Recording Best on an RCA Victor New Orthophonic High Fidelity phonograph.

America's favorite speed... 45 BPM  RCA VICTOR
the de john sisters are back and columbia's got 'em

MU-CHA-CHA

From "The Bells Are Ringing"

MAH LITTLE BABY

Orchestra conducted by Ray Ellis

40799 • 4-40799

COLUMBIA Records
JESSE BELVIN
GOODNIGHT MY LOVE
(Pleasant Dreams)
mod. 1005

JIMMY BEASLEY
MY HAPPINESS
mod. 1009

B. B. KING
ON MY WORD OF HONOR
rpm 479

RECORDS
9317 w. washington blvd.
culver city, california

for your money
for the show
HITS in a row!
A NEW CALYPSO HIT!

"THE BANANA BOAT SONG"

AS SUNG BY

SARAH VAUGHAN

MERCURY 71020
A Little Girl with a Big Hit!

Little Brenda Lee

I'M GONNA LASSO SANTA CLAUS

CHRISTY CHRISTMAS

DECCA 30107 9-30107

ALSO AVAILABLE AS CHILDREN'S PACKAGE IN SPECIAL SLEEVE

K-174 1-317

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In time for the big Christmas trade order now from your distributor

The Biggest!
The Hottest!

3 < NEW SINGLE HIT RECORDS YOU SHOULD HAVE IN STOCK > 3

• Review Spotlight on . . . R&B RECORDS

CHECK BERRY
You Can't Catch Me
Chess Argro
Havana Moon (Arif, BMI)

LITTLE WALTER
Take Me Rock (Argo, BMI)

MUDDY WATERS
Just to Be with You (Argo, BMI)

• Tunes With Greatest Radio-TV Audience

Radio
A Root and a Baby Root (R)-Benedict BMH
American R (F)-Floyd-ASCAP
Aventura (R)-Frantic-ASCAP
Baby Doll (R)-Benicia-ASCAP
Beverly Hills (R)-Chappell-ASCAP
Canadian Sunset (R)-Medalian-BMI
Friendship (R)-Floyd-ASCAP

Television
A Beautiful Friendship (R)-Kelleh-ASCAP
Ain't No Sunshine (R)-Chappell-ASCAP
Big D (R)-Tomp-ASCAP
Bluesberry Hill (R)-Chappell-ASCAP
Christmas Toy (R)-Chappell-ASCAP
Clothe, On, Clothe-E. R. Morris-Byrds

• Best Selling Sheet Music in Britain

For Week Ending November 24


1. True Love—Chappell (Boston Hutton)
2. One Fine Day (R)—Chappell
3. Sea Love—Chappell (Noson)
4. My Prayer—Flannery (Dennis)
5. Waterfall—Chappell (M. Katz)
6. Ship Ahoy—Chappell (Geoffrey Montague)
7. Remember Me—Chappell (M. Katz)
8. Snowflakes—Chappell (Dennis)

• Best Selling Pop Records in Britain

For Week Ending November 24

Title
1. I JUST WALKING IN THE RAIN—Joni Mitchell (BMG)
2. A WOMAN IN LOVE—Freddy Lozito (Philips)
3. GREEN DOOR—Frankie Vaughan (Philips)
4. I RISE UP—Bill Haley Corners (Afonwok)
5. BLUE MOON—Elvis Presley (BMG)
6. MY PRAYER—Flannery (Dennis)
7. MORRIS—Jimmy Young (Decora)
8. I HATE TO LEAVE YOU—Bill Haley (BMG)
9. WHEN MEXICO GAVE UP THE RUMBA—Mitchell Turkow (Bernard)
10. ST. THERESE OF THE ROSES—Malcolm Vaughan (BMG)
11. CINDY, CINDY, CINDY—Warwick Aaron (BMG)
12. TRUE LOVE—Bing Crosby & Grace Kelly (Cape)
13. TWO DIFFERENT WORLDS—Bennie Hinton (BMG)
14. MAKE IT A PARTY—Warwick Aaron (BMG)
15. GREEN DOOR—J. Lane (London)
16. ROCK AROUND THE CLOCK—Bill Haley Corners (BMG)
17. ROCKING THROUGH THE NIGHT—Bill Haley Corners (BMG)
18. YOU ARE MY SUNSHINE—Bill Haley Corners (BMG)
19. LITTLE WOMAN—Bill Haley Corners (BMG)
20. HOUSE WITH LOVE IN IT—Vivian Lynne (Decora)

• Territorial Best Sellers

Continued from page 42

Seattle
1. Love Me Tender, E. Presley, Vic.
3. Walkin' in the Rain, B. Ray, Col.
4. I Hate to Leave You, J. Young, Decora
5. Blue Moon, B. Presley, Col.
8. Man, From the South, E. Presley, Col.
9. I Don't Know About You—B. Presley, Imp.
10. I Only Have Eyes for You—B. Presley, Imp.

Toronto
2. Green Door, J. Young, Decora
3. You've Got to Have It—B. Ray, Col.
4. Love Me Tender, E. Presley, Vic.
5. True Love, R. Bong, Kelly, Cap.
8. Bowery Blues, T. Drapkin, King
ARCHIE BLEYER PROUDLY ANNOUNCES—
the first release of an important new Cadence artist

OCIE SMITH

SINGS

SLOW WALK

and

FORBIDDEN FRUIT

Cadence 1304

ANDY WILLIAMS

BABY DOLL

Cadence 1303

THE CHORDETTES

A HIT THAT’S FLIPPING

TEENAGE GOODNIGHT

and

LAY DOWN YOUR ARMS

Cadence 1299

BRAND NEW

BRAND NEW

BRAND NEW

ANDY WILLIAMS

SINGS STEVE ALLEN

CLP 1018

THE BARRY SISTERS SING

CLP 1017

IMPROVISATIONS BY

THE DON SHIRLEY DUO

CLP 1015

www.americanradiohistory.com
### Best Selling Singles

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>15486</td>
<td><strong>Green Door</strong></td>
<td>Jim Lowe</td>
</tr>
<tr>
<td>15490</td>
<td><strong>Friendly Persuasion</strong></td>
<td>Pat Boone</td>
</tr>
<tr>
<td>15503</td>
<td><strong>The Auctioneer</strong></td>
<td>LeRoy VanDyke</td>
</tr>
<tr>
<td>15507</td>
<td><strong>Confidential</strong></td>
<td>Sonny Knight</td>
</tr>
<tr>
<td>15514</td>
<td><strong>Creole Love Call Sweet Leilani</strong></td>
<td>Billy Vaughn</td>
</tr>
<tr>
<td>15515</td>
<td><strong>My Heart Belongs To You Orange Blossoms</strong></td>
<td>Gale Storm</td>
</tr>
<tr>
<td>15516</td>
<td><strong>A Cheat Usta Be My Baby</strong></td>
<td>Sanford Clark</td>
</tr>
<tr>
<td>15509</td>
<td><strong>Nickleodeon Tango Solitude</strong></td>
<td>Johnny Maddox</td>
</tr>
<tr>
<td>15511</td>
<td><strong>No Regrets Until You're Mine</strong></td>
<td>The Hilltoppers</td>
</tr>
<tr>
<td>15497</td>
<td><strong>One Mint Julep I'm Waiting For Ships That Never Come In</strong></td>
<td>Mac Wiseman</td>
</tr>
<tr>
<td>15512</td>
<td><strong>Love A La Mode No Stone Unturned</strong></td>
<td>Ray Johnson</td>
</tr>
<tr>
<td>15489</td>
<td><strong>Ka-Ding-Dong Into Each Life Some Rain Must Fall</strong></td>
<td>Sanford Clark</td>
</tr>
<tr>
<td>15481</td>
<td><strong>The Fool</strong></td>
<td>Pat Boone</td>
</tr>
<tr>
<td>15472</td>
<td><strong>I Almost Lost My Mind I'm In Love With You</strong></td>
<td>Pat Boone</td>
</tr>
</tbody>
</table>

### Best Selling Long Playing Albums

| DLP-3030 | **Howdy!** | Pat Boone |
| DLP-3016 | **The Golden Instrumentals** | Billy Vaughn |
| DLP-3012 | **Pat Boone** |
| DLP-3023 | **The Banjo Wizardry Of Eddie Peabody** |
| DLP-3029 | **The Towering Hilltoppers** |
| DEP-1049 | **Pat Boone Sings** |
| DEP-1053 | **"Pat" On Mike** |
| DEP-1054 | **Pat Boone sings songs from Friendly Persuasion** |

### New Releases

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>15513</td>
<td><strong>Rocky Mountain Rose How You're In My Arms</strong></td>
<td>Snooky Larson</td>
</tr>
<tr>
<td>15517</td>
<td><strong>Since I Met You Baby I'll Be Waiting For You</strong></td>
<td>Molly Been</td>
</tr>
<tr>
<td>15518</td>
<td><strong>The Pink Panther Your Reason</strong></td>
<td>The Tads</td>
</tr>
<tr>
<td>15519</td>
<td><strong>The Poor Little Doggie If You Listen With Your Heart</strong></td>
<td>The Scholars</td>
</tr>
<tr>
<td>15520</td>
<td><strong>Once Upon A Summertime Let There Be Peace On Earth</strong></td>
<td>Champ Buffalo</td>
</tr>
</tbody>
</table>

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**Dot Records Inc. • Sunset and Vine • Hollywood Calif. • Phone NO 3-4161**

**The Greatest Christmas Record Of The Year**

**Silver Bells Nuttin' For Christmas**

**The Fontane Sisters 15434**
**Vox Jox**

By BOB FRANCIS

GIMMIX. A spotlighted three-timers-use photo of D-Day is causing a sensation among visitors of Jim Scannell's night show over WOGL, Oakhills, W. Scanne l also advises that he is getting good reaction to his new "Goodness It's Friday Club." Club is feature of Friday night show and is open to all listeners. Meet ings are held once a month for trend discussions of pop music and new trends of disk music. A release selected "Honor Roll-bound" gets spins every night for a week...

... Rennie McCoy, Fieron Westlender, Jack Whitaker and Dick Westman, KALL'S, Salt Lake City, "Men of Music," are asked for appearances at all high schools and junior high schools in the area.

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

DECEMBER 6, 1956

1. Remmers Are Flying
2. Old Buttermilk Sky
3. The Old Lamp Light
4. Fifty Minutes More
5. The Whole World Is Singing My Song
6. Zip-a-Dee-Doo-Dah
7. You Keep Coming Back Like a Song
8. To Each His Own
9. (I Love You) For Sentimental Reasons
10. September Song

DECEMBER 8, 1956

1. (It's All) Sin
2. Because of You
3. Cold, Cold Heart
4. Down Yonder
5. Underlined
6. Stolen Poke
7. Disorder
8. I Get Ideas
9. Above the Fold Again
10. Jalousis

DEALERS!

Increase Profits... Increase Sales...

Here is that extra service to customers that competition demands. A reliable and authentic purchase recommendation your customers can depend on. You can profit by using TODAY'S TOP TUNES.

**TODAY'S TOP TUNES**

**EVERY OTHER WEEK,**
**TWO MONTH OR MONTHLY**

It's a colorful 4-page folder (4½x9½") per page that carries The Billboard's HONOR ROLL OF HITS with the best selling records of each tune.

It also shows best selling Popular, Latin and Classical long play albums. It also lists best selling Country and Western and Rhythm & Blues records. Your store name, address and telephone number will be imprinted on each copy of Today's Top Tunes.

MERCHANDISING DIVISION

CLEF RECORDS

2310 Patterson Street, Cincinnati 22, Ohio

Yes, I want to stimulate my sales with Today's Top Tunes

Send me: 

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trisol order</td>
<td>50 copies, 1,000 copies, 2,500 copies, 5,000 copies, 5,500 copies</td>
</tr>
</tbody>
</table>

My store name, address and phone number will be printed free on each copy of Today's Top Tunes.

**MONITOR MUSICAL SURVEY**

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most air play time on 104 NBC affiliate stations last week in the following areas.

Elmore, N. Y.


Baltimore


"Little Rock"


Hutchinson, Kan.


Chicago

"I Dreamed," Betty Johnson, Bully.

Knoxville

"Two Different Worlds," Dick Haymes, Capitol.

Billings, Mont.

"Momma From the Train," Patti Page, Mercury.

Copyrighted material
DECEMBER 8, 1956

The BIG HITS Are on Liberty Records...

Patience and Prudence

This Week's Best Buys

GANNA GET ALONG WITHOUT YA NOW
b/w "THE MONEY TREE"
Orchestra Conducted by Mark McIntyre
Liberty # 55040

"THE MONEY TREE"
Orchestra Conducted by Mark McIntyre
Liberty # 55040

The BIG HITS Are on Liberty Records...

The ORIGINAL and The SMASH HIT!

The Nation's Most Copied Record

"ARMEN'S THEME"

b/w "CAROUSEL IN ROME"

David Seville

Liberty # 55041

Liberty RECORDS, INC.

DECEMBER 8, 1956

THE BILLBOARD

MUSIC-RADIO

51
### RECENT POP RELEASES

**Coming up Strong**

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

1. **Confidential**
   - **Sunny Knight**
   - **(ASCAP)**
   - DOT 15507

2. **Jamaica Farewell**
   - **Harry Belafonte**
   - **(ASCAP)**
   - RCA Victor 6663

3. **Moonlight Gambler**
   - **Frankie Laine**
   - **(ASCAP)**
   - Columbia 40750

4. **Singing the Blues**
   - **Marty Robbins**
   - **(BMI)**
   - Columbia 21545

5. **Slow Walk**
   - **Bill Doggett**
   - **(BMI)**
   - King 5000

6. **The Star You Wished Upon Last Night**
   - **Gisele MacKenzie**
   - **(ASCAP)**
   - Vik 6253

7. **I Dreamed**
   - **Betty Johnson**
   - **(BMI)**
   - Bally 1010

8. **Goodnight, My Love**
   - **McGuire Sisters**
   - **(BMI)**
   - Coral 61748

9. **Armen's Theme**
   - **David Seville**
   - **(ASCAP)**
   - Liberty 59341

10. **I Miss You So**
    - **Chris Connor**
    - **(ASCAP)**
    - Atlantic 1105

### This Week's Best Buys

Special telephone requests indicate that these 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.

**MOONLIGHT GAMBLER** (E. H. Morris, **ASCAP**)—Frankie Laine—Columbia 40780—This far and away Frankie Laine's most commercially successful disk in a long time. Reports from New England, New York, Philadelphia, Pittsburgh, Cleveland, Milwaukee, Detroit, St. Louis and selected Southern cities indicate that it is coming up very fast and could very well be in the top 25 in another week or two. Flip is "Lotus Land." (Jangskidell, **ASCAP**). A previous Billboard "Spotlight" pick.

**DON'T KNOCK THE ROCK** (Valleystock, **ASCAP**)

**CHOO CHOO CHOOBOOGIE** (Byrds, **BMI**)—Bill Haley and His Comets—Decca 30148—Haley rocks and rolls on and on like "Oi! Man River." The amazing thing about him is still the speed with which each new release of his zooms out. Within a week of delivery, a flock of fine sales reports had been returned from major markets in East, South and Middle West. Main emphasis is on "Rock," but "Boogie" is also drawing good action. A previous Billboard "Spotlight" pick.

### Reviews and Ratings **

**FONTEZ SISTERS**

**The Banana Boat Song**

**DOT 15357**—The girls have a strong cover version of the folk-tune type, alike it may not have the initial impact of the Terriers or Vaughn versions. Many spinners will go for this one. (E. B. Marks-Beyned, **BMI**)

**Missippi Moan**

**71**

Olde gets properly languid, harmonized treatment on the slick, forces, including orchist Billy Vaughn. Okay for some long-time joke spotting. (Ford, **ASCAP**)

**JERRY VALE**

**Mother Mine**

**COLUMBIA 40773**—An expensive ballad which gives Vale a chance to open up to the pipes full blast. Rates play, too. (Montare, **BMI**)

**Talk Me So...**

There's a strong "Third Man Theme" in the backing as Vale gives Jerry a strong performance. On strength of his recent hit Vale should get job plays which could mean some sales. (Windy City, **ASCAP**)

**KAY CEE JONES**

**Say Aghapa**

**DECCA 30116** — "Aghapa" is a Greek expression of loathing which epitomizes the basis of an exotic, Oriental-tinted piece of material that Miss Jones styles to the "his" degree. It's a vocal back-breaker, but she commands it impressively. (Mills, **BMI**)

**Heaven Knows...**

79

This is a cute, lachtophonically exotic in a light, swing vein. Shows another facet of this talented chick, who may have a stronger seller on the other side or the other here. (Mills, **BMI**)

**THE FOUR COINS**

Time of the Year

**EPIC 59120**—The boys wrap up a set of mental ballad with teen-age appeal. (Consented on page 54)
It Won't Seem Like Christmas

Without

GENE
AUTRY
SINGING

HERE COMES SANTA CLAUS
OVER 2,500,000
BY HALDEMAN-AUTRY

RUDOLPH THE RED-NOSED REINDEER
OVER 5,000,000
BY JOHNNY MARKS

AND NOW!

EVERYONE'S A CHILD AT CHRISTMAS
OVER 2,000,000
BY JOHNNY MARKS

COLUMBIA RECORDS
Will drum up fantastic sales excitement!

SANTA'S POPPIN' His TOP OVER
"I WANNA SPEND XMAS WITH ELVIS"
Regent 7506
By MARLENE PAULA
REGENCY RECORDS, INC.
NEWARK, N.J.

The MUSICAL SPROCES COMPANY
"THE MUSICAL SINGS COMPANY"
140 W. 58th Street, New York 19, N. Y.
American's Most Complete
ONE-STOP RECORD SERVICE
by virtue of its list
FREE TITLE STIPS TO OPERATORS.

1956

When answering ads...
Say You Saw It In The Billboard

Reviews of New Pop Records

Continued from page 52

Looks in a stone, warm treatment.
Fine hockey. (Balto., BRI)

Evolution Loan...99
Enthusiastic vocalizing on a fast-moving
rhythm tone with a rock and roll
tempo. (Tiger, BMI)

LEON BARKER &
AND LEONARD PENNARD

CAPITOL. 3009—This is definitely
something worth noting. Rooster's adapta-
tion from Caesar Franck ranks up as
a top-flight novel music and an exposre
which could make this slicing a winner.
Great stuff for dances, too. (Cham-
ber, ASCAP)

Mournful on the CIV. .79
Another great exception of cutting by
Pennard. deputy chief head-er
real composer. Some sales posi-
tion. (Chamber, ASCAP)

Steve Lawrence
Lans Down I Know You.94
CORAL, 0157—Fine helped from
the new Broadway hit, "Oh What An
Year," gets a warm, full-bodied
Levance. Coupling of the two
promising tones can put this disc in
competition. Along with other versions
of the individual songs will give it
a solid impact. (Box, ASCAP)

The Remain Bas Sings Me
Production of this other lacks the
imagination of its title. (E. B. Marx-Stuyves, BMI)

LEW QUADLING ORK

Andrew's Theme
CORAL, 0174—The thing is a
rather fast one and the voices will do
very well. The voice manipulations
exemplifies perfect fusion and swells,
It sounds different from many
competition, and may give a
spasm to the youth. (ASCAP)

Walt Disney Valley
76

The drop in the performance, Quality
and his act work over a very pretty
melody and one fine item off the
These were Good. Good tender-
producing material. (Box, BMI)

THE THREE CHEUCKERS

What'll You Give Me A Chance.73
VHI. 0135—Interesting, slow belted
out of some production. Good har-
monizing here and strong music
from Marty Gold and et. (Sparrow, BMI)

THE KING SISTERS

While The Lights Are Low
76
CAPITOL. 1724—The King Sisters
handle this pretty ballad nicely, with
affectionate technique and good
voice, it is a smooth one and
credible, yet (Eugene, ASCAP)

In Honolulu. .76
A strong item of their own tone,
from Germany, gets a novel, interpret-
ing. The Sisters sing the music
of the host in German, and occasionally
waltzing. There's a refined tone and
real quality to it, too. Good novelty.
(Mercury, ASCAP)

BILLY MAY ORK

Concerto In My Life
CAPITOL. 1713—Tasteful instrumen-
tional version of the signature tune
will send it into work. (Mayfair, ASCAP)

Flower..76
Misty, cozy instrumental was,
which should play off nicely
Straight line. (Box, BMI)

DON CORNELL
Let's Be Friends...76
CORAL, 0178—Heavenly ballad with
effective lyrics. (Tinie)

Pege-Theme Code
Cornell sells a center chorus novelty
with swing and humor, but this is
better shown off for his style. (Mer-
cury, ASCAP)

MORRISON SISTERS
There's Nothin' New
DECCA, 0127—The Sisters, record-
ing an interesting tune here,
they're in a gay mood—contrasting
tones here and smart with their other-
rooms. A swing arrangement, too.
An item sure for dances. (Hill-
pry, ASCAP)

Lillian Briggs
Mean Words
AMERICAN MUSIC, INC.,
1170 besonders Blvd., Hollywood, Calif.

Mode for Each Other...76
The same attractive, fresh mood.
This one is up in tempo, and
swings, and has a refined feeling.
Three chords are real promising.
(Very, BMI)

LEROY HOLME ORK

America
MGM—C. 1529—Machine-recorded
Rolle is a very pretty melodic
item and very interesting, although
however, in public attention from the
Williams picture in its local
versions. (FIM, ASCAP)

August Moon...64
Furnace on the Moon, there's
the next new flick version of "Tales of
the August Moons," has a role by
Shirley Yamaguchi. Prominent
and unusual, but not very commercial.
(Mill, ASCAP)

HALL KANNER ORK AND CHOIR

I Guess It'll Pass The
KAPP, 0104—Here's another
moving item in this new role by
Shirley Yamaguchi. Powerful and
surprising, this number. More
acceptable jock material. (Clarinet,
BMI)

Bill Fontaine
Worry About Tomorrow Tomorrow...70
UNION, 2506—This happy, emotional
lyric from the picture "Budden of Joy"-
Time is a thief in tempo, but
it has a Broadway show feel about it,
A highly recommended item.
(Mercy, ASCAP)

The Berry Tunes...74
Another attractive instrumental
in a carefully arranged tune.
The tune itself, reduced by
itself, is a bright item.
(Mercury, ASCAP)

Jimmy Cavello
Rock, Rock, Rock
DECCA 0175—This one is
from the new Alas film, movie,
"Rock, Rock, Rock," and the boys
also appear in the film. A showyly
rubbed, and still popular item.
(Mercury, ASCAP)

Jenny's Dream
DECCA 0176—Brilliantly
arranged with catchy
melodies. (Thomson, BMI)

If You See My Love
76
Exactly what develops on a
soulful ballad. Marty Gold and et give
Coastline
Music

CHORUS

in

Remember
That
You
Saw
It
In
The
Billboard

When answering ads...
Say You Saw It In The Billboard

GIVE TO DAMON RUNYON CANCER FUND

The Billboard 2160 Patterson St., Cincinnati 22, Ohio
Please enter my subscription to The Billboard for one full year (32 issues). I enclose $15.00 (Postage in U.S. 2.00) for
This is all I need. (Check all that apply) 
payment enclosed 
subscription 
New Order
Subscription or Change
Company
Address
City/State/Zip

SAY YOU SAW IT IN THE BILLBOARD
THE BILLBOARD'S MUSIC POPULARITY CHARTS... POP RECORDS

DECEMBER 8, 1956

BOBBY STEVE

Desert Seek, Seek,

LINCOLN DECEMBER & Voceo

BALLY by Gibson

2775 SUNSET

LEXINGTON & SHORTEN

INSPIRED WE PREFER WEPPON

LARRY DAVIS

THE Rio Grande

ROGER WILLIAMS

"ANASTASIA"

RICHARD WILLIAMS

Get Acquainted With The Most Efficient

ONE STOP RECORD SERVICE

in the Country

WE CAN SUPPLY ALL YOUR RECORD REQUIREMENTS — ALL SPEEDS — ALL LABELS AT WHOLESALE COST, PLUS SMALL SERVICE CHARGE. ALSO FREE TITLE STRIPS.

WE GUARANTEE:

- BEST PRICES
- FASTEST SERVICE
- MOST COMPLETE FILLING OF ORDERS

TRY US AND BE CONVINCED

ALL shipments C.O.D. Taken dacapt with first order.

Now celebrating our 10th successful year.

TECHNICAL QUESTIONS

45's... 60c
78's... 65c
L.P.'s... 96c
LP's... 38c
KAPP'S MUSIC CENTER

S77. 700 - 3757

TOWN HALL RECORD SERVICE

188 RIVERDALE AVENUE, BROOKLYN 12, N.Y.

www.americanradiohistory.com
**This Week's C&W Best Boys**

FLL NEVER, NEVER LET YOU GO (Central, BMI) — Tommy Collins — Capitol 3591 — Collins’ newest record is off to a flying start, according to stores and operators in those two fine selectfield markets. It is doing especially well, considering the slow movement of this type of record issued in the past three weeks. Should be one of the outstanding sellers for the next month or two. Flip is “I Wish I Had Died In My Cradle” (Shapiro-Bernstein, ASCAP).

A MAN WITH A PLAN (Acuff-Rose, BMI) — JUST GEORGE & WYNNE — Fresno, Calif. & Yearning in the Horn — Brill 3591 — Acuff-Rose has created a very receptive market for this latest offering by Joe Acuff and Edward Maxine Maxine Reeves. A slim, easy-to-handle disc that is doing a good business in both cities. Some excitement also being generated by the flip. A previous Billboard “Spotlight” pick.

**Review Spotlight on...**

**C&W RECORDS**

WEBB PIERCE

**Fresno, Calif.**

It’s My Way (Cedarwood, BMI) — Pierce shows his usual style and complete command of the traditional country idiom in those two fine selectfield markets. “Yearning in the Horn” is a tear-a-jaw record, but done at medium tempo, and is given a forced presentation. “It’s My Way” is his familiar styled ballad. Complete appeal. Either or both of these, could make the charts.

GEORGE JONES & JEANETTE HICKS

Teaming (Starrite, BMI) — Starlite 279 — An extremely effective blend of Western blue, hillbilly and Trini Lopez, and that makes an easily sellable disc. The flip is “So Near Yet So Far Away” (BMI). BMI. This record does present the message of the material. Miss Hicks is alone on the side, and the song one fine harmonizing via multiple tracking.

JIM REEVES

Waitin’ for a Train (Feer, BMI) — Am I Losing You? (Rondos, BMI) — RCA Victor 4714 — “Train” is a new stying of a famous Janis Music number, and is as fresh as ever in this masterful rendition. A new generation unfamiliar with this tune to be exposed to this classic as well. The flip side is also very attractive, an intimate, tender thing, read from the heart. Solid commercial values here.

**FOLK TALENT & TUNES**

**By Bill Sachs**

Around the Horn

San Diego, Calif., has set “Grant O’Brien” (BMI) — Capitol 30155 — O’Brien’s Cash to a 10-day personal appearance tour of California starting December 9. O’Brien’s Cash are playing Compton December 7, Ventura December 8, World’s Fair Park, December 9, and then into Nevada, for water, of WAAAT, for a week of dates in the area starting December 14. Producer V. Stanford has had Thompson and His Brass Valley Boys, Donald Stiles, Ed Sokolski, Towd and Jud j’ody for a swing thru the South starting January 9, on the top-stippled schedule of Miami, Atlanta, St. Louis and other leading Southern cities.

**The Licker**

The latter became an APM licensed booker last August. Billy Walker (Columbia) played the Licker at Ballroom, Wills, Dec., 7 and then goes into New York, N. Y., for water of WABA, for a week of dates in the area starting December 9. Producer V. Stanford has had Thompson and His Brass Valley Boys, Donald Stiles, Ed Sokolski, Towd and Jud j’ody for a swing thru the South starting January 9, on the top-stippled schedule of Miami, Atlanta, St. Louis and other leading Southern cities.

Texas Bill Streight...celebrated the opening of the Minneapolis record shop bearing his name December 1 with a two-hour-long hour of his finest work. The act featured talent from the Twin Cities area. Bill asked the customers to send him photographs for the shop's address is KEVE Radio, 800 North Drive, Minneapolis. Bill also handles the country music section for the international Corporation, says he has available complete album of Dick Richards’ new Columbia recording of “I-Karaz Gold” for any joke who will write to him at the above address.

M. S. Bill Smith, writer of Sonny James’ “20 Feet of Muddy Water,” is with the U. S. Air Force in Germany. Bill keeps a regular slate of engagements throughout Great Britain and the Continent. The flip side of the Capitol release over these will be Sonny’s “For Best.” Smith’s address is HED MAMA, Box 37, New York, N. Y.

JIMMY COPELAND

What Kind Am I Living

Contact local station or wired directly

**This Week's C&W Best Boys**

**C&W Territorial Best Sellers**

For survey week ending November 28

City-by-city listings are based on information from 50 cooperating radio stations, in both major and lesser cities and joke hot operation in each of these markets.

**C&W Best Sellers in Stores**

For survey week ending November 28

Records are ranked in order of their current national selling importance at the present time. A monthly survey of charts, data from stores, and other leading indicators point to the present sales importance of each release. When significant sales reports are received on both sides of a record, position is

**Most Played C&W in Juke Boxes**

For survey week ending November 28

Tracks are reported in order of the greatest number of plays in juke boxes throughout the country. This list is compiled by a national survey of country and western record stores. When significant play reports are received on both sides of a record, position is

**Most Played C&W by Jockeys**

For survey week ending November 28

Sides are ranked in order of the greatest number of plays on disc jockey radio and shows throughout the country according to The Billboards’ weekly survey of top disc jockeys shown in all key markets.
**R&B Best Sellers in Stores**

For survey week ending November 28

**R & B Best Sellers**

For survey week ending November 28

**Most Played R&B in Juke Boxes**

For survey week ending November 28

**R&B Territory Best Sellers**

For survey week ending November 28

**Talent**

The schoolboys brought up a song. I hope you want me (Blackwood, BMG)—Oke 7076. The teenage group, with a lead reminiscent of Franky Looman. They've a distinctive lead and could make great future recordings. The only song so far with a title that fits, "The Wallflower" being a fast rhythm-ballad that allows the lead to improve its upper and lower lines as it please. The flip is a ballad, but taken at a slow tempo. It gets a more flavorful, recognizable way that high school kids will dig.

## R&B Best Sellers in Stores

For survey week ending November 28

**R & B Best Sellers**

For survey week ending November 28

**Most Played R&B in Juke Boxes**

For survey week ending November 28

**R&B Territory Best Sellers**

For survey week ending November 28

**Talent**

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## R&B Best Sellers in Stores

For survey week ending November 28

**R & B Best Sellers**

For survey week ending November 28

**Most Played R&B in Juke Boxes**

For survey week ending November 28

**R&B Territory Best Sellers**

For survey week ending November 28

**Talent**

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For the latest on BMI's new record deal, visit www.americanradiohistory.com.

---

THE CLOVERS

From the 1950s, the Clovers had a string of hits including "Love Is Strange," "Love Takes Two," and "Love's Gonna Take Care of You." Their sweet, harmonious sound was a staple of rhythm and blues in the era. (Photo: Clovers Archive)

---

THE FLAMINGOS

The Flamingos were a soul and pop group from the 1950s and 1960s, known for their smooth, harmonious sound. Their hits included "I Only Have Eyes for You" and "Sunrise." (Photo: Flamboyant Archive)

---

LEONARD FLEX

Leonard Flex was a music manager and record producer known for his work with artists like The Four Tops and The Temptations. His Arrhythmia label was a major force in the Motown sound. (Photo: Flex Archive)

---

THE CLOWERS

The Clowers were a 1960s rock band from San Francisco. They released a few singles, including "Love's Gonna Take Care of You," which became a hit. (Photo: Clowers Archive)

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THE TIME

The Time was an African-American rock band from the 1980s, known for their fusion of funk, soul, and rock. They released several hit albums. (Photo: Time Archive)

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The Flamingos were a soul and pop group from the 1950s and 1960s, known for their smooth, harmonious sound. Their hits included "I Only Have Eyes for You" and "Sunrise." (Photo: Flamboyant Archive)

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The Time was an African-American rock band from the 1980s, known for their fusion of funk, soul, and rock. They released several hit albums. (Photo: Time Archive)
Reviews of New Pop Records

Continued from page 35

JASPER "BERGEN 100—Some.winter stuff, including a folky number of Townes Van Zandt dubbed into a rhythm of the same name. Some of the tunes will find you in the coming weeks. (Karn, BMG)"

JAPPE "Belle"—Ah those "belle" words in which the singer makes you feel what she's got on off cameras. (Karn, BMG)"

LILIAN "Twilight Christmas"—33...NRM...WIM...Tempo...With perfect vocals in a pleasant song...Growing if it's to emerge. (Proctor, BMG)"

MARY "Christmas in Michigan"...MARCH...Very...NRM...With his...rica...Children's Christmas song...on a very high...Bound. (Karn, BMG)"

ROGIS "MOON ORK"...The Santa Claus....33...DECCA 4012—Holiday season by mothers and oste in outing much temps. Cinders and vocal by: Tony Allan: Prince Canary. (SACPA)

BETTY "Gone"...The Christmas Me. Year...33...KANDY 116—Thruout gets good projection into soft...fiddle...to...neutral key Christmas. (SACPA)

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BETTY "Gone"...The Christmas Me. Year...33...KANDY 116—Thruout gets good projection into soft...fiddle...to...neutral key Christmas. (SACPA)

BERNIE KNEE "I Love You, My New Year"...AGENDA 1412—Blessus' version...with his..._compliments...EXCELLENT...HANDSOM RHYTHM ORCHESTRA...COMMENTS...BEAUTIFUL...FOXTROT...TAKEN..."(SACPA)"

ELLY "THE MAN IN THE MOON..."...COLUMBIA 1012—A Christmas tune for the kiddies...Har...Bar...harmonized vocals. (Karn, BMG)"

ELLY "THE MAN IN THE MOON..."...COLUMBIA 1012—A Christmas tune for the kiddies...Har...Bar...harmonized vocals. (Karn, BMG)"

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LUCY TRAYLOR "Mommy and God"...HOLDEN 1011—A Christmas tune for the kiddies...Har...Bar...harmonized vocals. (Karn, BMG)"

LUCY TRAYLOR "Mommy and God"...HOLDEN 1011—A Christmas tune for the kiddies...Har...Bar...harmonized vocals. (Karn, BMG)"

LUCY TRAYLOR "Mommy and God"...HOLDEN 1011—A Christmas tune for the kiddies...Har...Bar...harmonized vocals. (Karn, BMG)"

Want More Profits...

For as little as $25 a week a Billboard's new SALES BOOSTER KITS will help you sell more singles, more albums, and more photographs and more accessories.

These terrific new merchandising kits are packed with red-hot up-to-the-minute window posters...17"x22", two colors. Times of the week, plus the up-and-coming favorites...plus posters for the Billboard's weekly survey! Terrific for your window display.

BIG PLAY POP ALBUM POSTER: 17"x22", two colors. The week's Top 10 best selling albums, from BILLBOARD'S wide surveys. Build self-displaying setups around them.

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

TODAY'S TOP TUNES: listed the tops in pops, country, jazz, R&B, C&W...singles and albums.

POINT-OF-SALES POSTERS OF NEW TITLES AVAILABLE AS FOLLOWS...all over your store! Pin them up in your Listening Window.

ALL THIS IN EVERY KIT...FOR AS LITTLE AS $25.00 PER KIT IF YOU ORDER NOW.

SAVE $3.00 ON THIS SPECIAL INTRODUCTORY OFFER!!

For new dealer-subscribers only.

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

MAIL THIS MONEY-SAVING COUPON NOW!

DECEMBER 8, 1956

THE BILLBOARD

MUSIC-RECORDED IN QUALITY AT ANY PRICE

Bissell's 6 10 Glossy Photos

200 cards 52 cent each

INGREDIENTS

30% table salt, 30% sugar, 20% corn syrup

DEVICES

A DESIGN OF JAMES I. ARASHIAN

PLAN 8000

18 1/4 W. 46th St.

N.Y. 18, N. Y.

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Fan mail glossy publicity photos, post cards, blow-ups. Compare our prices and quality before ordering. Any list price. Send free samples sent promptly on request. Write today. Satisfied customers. Dealers welcome. Believe in publicity since 1936. We are as close to you as your nearest mail-box!

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DESIDEREI — RETONES

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Syracuse, N.Y.
COHEN MANAGES
El Paso Arena

EL PASO, Tex.—Sun S. Cohen, general superintendent of the El Paso
and the Coliseum here, has been named to succeed C. W. (Chuck) Swain.
Swain resigned to become man-
geaging of the $3,000,000 Civic
Auditorium at Albuquerque.

Cohen, a product of the JATE
for 40 years, assumed his new duties Wednesday and will continue to
produce the annual Sun New
Coronation Pageant as he has.

Alberta Rodeo Assn.
Erects McKinney Prez

STEVETTLE, Alta.—Russ McKin
ney, of Stevettle, was elected
d projected activities of the Stampeders
Association. Franck
Seymour, a director, was elected
secretary-treasurer.

Awards were presented to
ranches in 11 events. Major win-
er was Will Eifritz, of Black
Diamond, Alta.
Rodeo Assn. Names Linder For 10th Term

CALGARY, Alta — Herman Linder, of Calgary, Alta, has been elected to his 10th term as president of the Stampede Managers’ Association, embracing rodeos in Alberta, Saskatchewan and British Columbia.

Vice-presidents are Ray Depew, Raymond, Alta; Fred Johnson, Grand Prairie, Alta, and Irving (Continued on page 6).

Riingling Minority Stockholders Call Special Board Meeting

SARASOTA, Fla.—Two Ringling Bros. and Barnum & Bailey Circus directors have called a special meeting of the board in what they described as an effort to get information "about the past, present and future operation" of the show.

They are Mrs. Hester Ringling Smith and George F. Seigneur, both directors and members of the minority stockholders’ group.

They were not in attendance. A telegram was sent to John F. Hunter, recently retired president of the Barnum corporation, in New York, asking him to call the session. Company by-laws provide that any two directors may call a special meeting, it was pointed out.

Four 49rs Move

The announcement of the first positive step taken by the minority group, known in the business as the "four 49rs," since they took over 50 per cent of the stock, was expected by many to make some type of action when the circus was closed in July, but until now they have remained silent.

No exact time for the meeting has been announced, but it is expected to be held in mid-December. The directors will convene in either New York or Sarasota, it was assumed.

Also in the move is Stuart Lancaster, son of Mrs. Sanford and holder of her power of attorney in that matter. He said that the director’s meeting may pursue further what steps might be taken should control of the circus be at stake.

It would be, he said, "to stop and confer on the matter.

The minority indicated it expected the directors convene in early January, as was announced by a member of his staff.

Also at the meeting was Charles Ringling, son of Mr. Ringling, president of the corporation, about why the circus was closed in mid-December.

They also will request information from him about the present plans and policies for the show, some members of the minority are known to look with disfavor on North’s action in taking the show out of the tented circus business and converting it into a unit playing indoor arenas, but parks or fairgrounds.

When the directors convene, it is expected that John Ringling North, Henry Ringling North and Theodore Behl will represent the majority stock. John North is in New York, Henry North is expected back from Rome shortly, while at Detroit businesswoman.

The fourth member of the majority on the board was George D. Woods, of New York, but he resigned recently, reportedly because of a disagreement with some of North’s recent moves.

While Arthur M. Cernilli’s title is executive director, it is understood that this is an administrative title created by North and that he is not a director. It was not learned immediately what procedure was required to fill the vacancy.

Minority spokesmen on the board are Mrs. Sanford, whose father was Charles Ringling; Mrs. Seigneur, who is the former Mrs. Robert Ringling, and William F. Dunn, of New York.

Trustees of the estate of Mrs. Edith Ringling is Don Gordon judge, New York judge, and an attorney for the firm. But the request for the board meeting has come directly from the two members of the board rather than from Judge.

Kochman Set For Tampa Thrill Dates

CHICAGO — Jack Kochman, head of the Kochman family of Florida roddo drivers, has been awarded a three-week engagement at the Florida State Fair, Tampa. Performances will be set for Tuesday, Saturday, Sunday, Thursday and Friday afternoons.

Kochman, who runs a fleet of mobiles, will have all new 1957 models for the date.

Hunt Circus, With H-M Acts, Set for Palisades

CHICAGO—Hunt Bros. Circus, with suppression of the Brandon, N. Dak., Hunt Bros. Circus features has been set for a special engagement next week at the Palisades Park, New Jersey, the deal was completed at the outdoor meetings here by Irving Rosenzweig, operator of the New Jersey fun spot, and George H. Harkey, Jr., of the Hamill-Morton Circus, who also represented the Hunt show.

Present plans call for the opening of the three-ring-under-canopy at the Palisades on Friday, April 12, for charity. The engagement will extend until April 22.

The Hunt equipment will make possible the creation of the oldest circus atmosphere. Rosenzweig believes that the novelty of a landed circus presentation in the metropolitan New York area will provide the park with excellent publicity holder. It intends to make the most of it with saturation advertising and the heavy use of newspaper space and radio and television advertising.

Prices Under Study

Daily matinees and evening shows are planned for the entire period. Considerable study will be directed to the prices but all details of presentation and cost to the public are determined. The ticket price structure, Rosenzweig, said, will likely be 75 cents for children and 90 cents for adults. Advertising will emphasize the three-ring-status of the show and the moderate price structure. Performances will not run more than one and one half hours since the park management is primarily interested in protecting the entire Saturday fun center and making its profits from the rides and games.

Hamill said that many of the top Hamill-Morton performers would be included in the presentation to make for a well rounded program with all of the imagined more than 200 of the acts that will attract and win praise from the New Jersey audience.

This will be the opening date for the Hunt Circus which will then resume its regular route.

Merry-Go-Rounds, Miniature Rides Nice for Back Yard

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Merry-go-Rounds, Miniature Rides

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SOMERVILLE, N.J., NEW YORK

THE BILLBOARD

DECEMBER 8, 1956

GENERAL OUTDOOR

61

THE BILLBOARD
ANCHOR

The Billboard
December 8, 1956

GRANDST' BOOKINGS

LIGHT AT CH MIETING

GAC-Hamid Incs Canada A Circuit; Ice Shows, Rodeos Do Brisk Biz

CHICAGO — More grandstand contracts for '57 were left up in the air than were signed at the convention of the International Corporation of Fairs and Exhibitions, which closed here yesterday. And, more time was spent than usual in most instances before negotiations were closed.

The Western Median A Fair Circuit, for instance, spent almost three days before it arrived at a tentative grandstand contract to GAC-Hamid, Inc.


Ernie Young, who recently joined the staff of GAC-Hamid, made the sale. And since the fair is only in its second year, Young, who headed a Chicago agency bearing his name, has been impressed with the nightlife show.

Show included

The GAC-Hamid show contracted by the circuit embraces Wella and Eves, four bands, a dance, a dancing pantomime, Willie West and McGuire, comedy, seven Andrews, Buddy Nell, Dickie and the Joke Boys, Len Chester, hand-balancing act, and two horseback and motor corral, roller skating on a pedal stop a fire, pole, and the letter A.

In other action, the circuit voted that members of the Western Circuit would forward contracts thru the Interstate Fireworks Company. Some individual agencies also wanted the Fred and the Larry Bab and Sandy Winter contract signed by the Fred Bab and Sandy Winter Company, who has considerable business interests in west Virginia and is active in show business and has a tent agency. As a result, Heeter signed the contract.

Other GAC-Ink Pueblo

Other GAC-Hamid contracts secured were one for three days from the Colorado State Fair, Pueblo, a second for the same fair, only one for the GAC Hamid office, the contract is unusual as it calls for the agency to buy the matinee grandstand for three days, paying $2,000 a day for the fair for the grandstand.

The agency is to supply a variety show, including a circus.

Tickets for the 8,000-seat grandstand are to be sold by the Bob Thompson agency, the Seattle booking agency, which in turn will give the Steiner Bros. booking agency the chance of a stipulated amount of its worth. On those nights the CMA Hamid contract will supply the circus with a revue and, in another unusual arrangement, will supply all the $1 each from the face for each of the three nights. These tickets will be put on sale thru the CMA-Hamid agency.

On the road, GAC-Hamid besides Phoenix and those in the Western Canadian A Circuit, have completed contracts in Nashville, Knoxville, Owatonna, Minn., and in Superior, Wis., and for four more towns, Austin, Minn., Moline, Ill., Janesville, N. D., and Trenton, N. J.

Sam Howard’s Water Follies will be sold to Janesville, N. D., and Superior, Wis., is to have a spin run of attractions.

In the southern states, the Southern Airlines Agency, Chicago, did not announce its book-

ing plans but has accepted engagements at all the same locations, such as Saginaw, Mf., and Jolita, Minn., to name a few, a dozen and one again not contracted.

Harry Knight of the Corner Road, requested bold bookings. One of the principal changes in this city is the sale of the coliseum at the Kentucky State Coliseum, which will be closed in Aug., and it is expected that the number of performances in four days. During the 50 fair the rodeo showed in the out-

door stadium, and in four perform-

ances in two days grossed in excess of $90,000.

ARENAS & AUDITORIUMS

Prefabrication Comes To Auditor-Arena Business

BY TOM PARKINSON

Into the world of engineering studies and prefabrication comes a new product—the prefabricated all-purpose auditorium-arena. In short, the clients can have their auditorium-arena built and ready for business in a few weeks. The firm of J. H. Hineman Jr., of the Borga Inc.

Company, Chicago, is one of the firms building to a set of standard plans, as opposed to the more costly custom-built condition. Actual construction time varied from 10 to 12 weeks, depending upon the size of the building.

The prefabricated unit is 60 by 40 feet and has a structural height of 30 feet. The cube is 1,000 square feet, and the walls are 13 feet high. The unit is designed for the rental business, since it is easy to move from one location to another.

The building can be set up and in operation in three to four days. The prefabricated building has been used for a variety of purposes, such as a church, a school, a skating rink, and a movie theater.

The prefabricated auditorium-arena has the advantage of being able to be set up and in operation in a shorter period of time. This is due to the fact that the building is prefabricated in sections, which are then assembled on site.

The prefabricated building is also more cost-effective than a custom-built auditorium-arena. This is due to the fact that the prefabricated building is mass-produced, which reduces the cost per unit.

The prefabricated auditorium-arena is a revolutionary concept in the world of engineering studies and prefabrication. It is a new product that is designed to be set up and in operation in a shorter period of time, while also being cost-effective.

The prefabricated auditorium-arena is an example of how prefabrication is being used to revolutionize the world of engineering studies and prefabrication. It is a new product that is designed to be set up and in operation in a shorter period of time, while also being cost-effective.
MEETING NOTES:
Midwest Fair Loop Retitles, Expands

CHICAGO — Members of the Minnesota State Fair Loop were reelected here during the outdoor convention to change the group's name to Midwest Circuit and to expand the membership. Originally the group was set up as an expansion of the circuit because livestock shows, commercial exhibits, and Fine Arts, moved from one fair member to the other. Overlapping dates, however, brought an end to that arrangement. The group now joins the group here.

A committee consisting of Maurice Fager, Kansas Fair Free, Topeka; chairman; Joe Monnar, Louisiana State Fair; Wernerven, and William Masterson, Wisconsin State Fair, Milwaukee, was named to draw up new bylaws. These will be acted upon at the circuit's next meeting, probably in late February, in Kansas City; Virgil Miller, Kansas State Fair, Lubbock, will be chairman, will continue as president.

Libby Electric
John Libby, assistant manager of the Minnesota State Fair, St. Paul, was elected secretary of the International Motor Control Association at the annual meeting of that organization. Libby succeeds Fred Poore, secretary of the Davenport (Ia.) Fair.

Coldwell Recuperating
John Coldwell, Lincoln Park, North Dartmouth, Mass., a sparkplug of the pack since he first issued his first meeting in years as the result of a recurrence of a condition for which he was recently operated on, kept in touch by telephone and is now feeling better.

Mrs. Ben Weiss and Mr. Harry Batt Jr. contributed to the merriment at the parlour's bungalow when they staged on stage for 20 years, and for their poodle bichon in his act. Mrs. Weiss no longer wears a tiara, and has got a gold-foil for her husband.

Treasurer Ed Leidig was perhaps the first representative of the Chicago (Pa.) Fair ever to attend the gathering. He was accompanied by Mrs. Leidig. Other newcomers among the精品 from the Nova Scotia, Miss W. A. of the Chase City (Va.) Fair and Bill Folsom seldom misses an opportunity to be the last of the fair are both officers of the Virginia Association of Fairs.

Awards these thick and fast at the International Motor Control of Fairs and Expositions' meeting, one of the biggest awards in the nation's history, was awarded the Broder's Gazette Cup, based on percentage on the ground of livestock, boys and girls, under 21 years of age, and a fair executive secretaries, and was on hand to attend the session. In the fair association's survey of the price of same, the number of spectators, and the number of winners in various departments were: Canadian National Exhibi-

tion, Toronto, newspapers; Calgary (Ala.) Exhibition and Stampede, newspaper; Illinois Association of Agricultural Fairs, State association; Louisiana State Fair, Peoria, Ill.; Cali, letter inserts; North Carolina State Fair, Raleigh, sudden; Mid-South Fair, Memphis, Tenn., commercial pack, and the California State Fair, Sacramento, billboard.

New Combination
Five show people are now driving new cabs in Chicago, the results of the Showmen's League of America giveaways. Winners were Harry Ingalls, Colby, Mich.; Bob Parker, Houston, Tex.; Frank Minnow, Mich.; Rip Brodie, Van-


couver, B. C., and Harry A. Cassidy, Spring Valley, Ill., the latter taking the fifth cab, a convertible.

The 63 feminine fair executives and wives of idenets who attended the annual Monday (26) luncheon of the Fair Women's Affiliates all agreed to get ready for the annual show, and to have no trouble in attending for all the major events.

Back to the World's Fair
Bernard (Bucky) Allen, of the California State Fair, was one of his social obligations and then took off for the East on route to the Minnesota Fair, to operate: the midway at the world's fair.

John Courtnay, who had a couple of eye-catching models of various fair buildings and devices, including the Roto Ferri Wheel, a unit that revolves on a horizontal axis and vertical positions, acknowledged that several would probably be completed and open for the upcoming season.

Interest for All
Showtering considerable interest is the group that were led by Leo Ca-

illo and Gene Auffy, motion pic-

ture and television stars, and Bill Nunn, the long-time commercial announcer for the Palm Royal, San Diego, Ga. and BillNunn, the long-time commercial announcer for the Palm Royal, San Diego, Ga.

The latter caught the show at its tail end, and took home another show among some of its colorful features for Dakin.

President Caddy contingent, including Paul Little and Roy Morgan, from Smith, was also there. The former was the first to catch their breath they moved on from the Sherman Fair to Hilton Hotel for a coin machine show.

Valuable Tip
Dudley T. Firth, manager of the California State Fair, Sacra-

mento, was thought to be the man of the fair meeting. He said that he received a call from his company, which had a meeting in a $27,000 additional program. He had heard that the company was still at the fair, Lloyd Cunningham, secretary of the Iowa State Fair, Des Moines. Twitter, Blue Valley, Ind., University of Iowa football team, and the former president, who had been somewhat disheartened, would enter into a new role this year.

Jounkins Shows
Paul Stokell, of Cincinnati, Ohio, will have the Sidle Show on the program. This year, ending the show (Patty) Coddin said . . . Cliff Wil-

son reported that his wife was the recent recipient of a life membership in the Armstrong Lodge, East

ern Montgomery, Ala. Ray Cramner, last season with the Celini & Wilson Shows, will go out with the Olson Shows as a member. A new addition to the Olson Shows will be the Donnie Show, manager Paul Olson announced.

Harry Bills, who arrived in Chicago a week before the show opened, was on the wind-up, that disclosed he had included a one-carat diamond for one of the most widely used rides and had a new one, tip the manufacturer seems that the fair's general agent of the Olson Show, was on the receiving end of a big tip. Mr. Wilson will be in charge.

Carroll Greats Shows, announced he would have in the St. Cloud and Marshall in Minnesota, and Webster, S. D., and also Bob Car Dan, the Los Angeles Exhibitor, and Tracey, Minn. He also said he would have in the Chippewa Falls, Wisconsin, delivery scheduled for February.

The Fair East was well represented by Harry Morris, of the Pacific Coast, pointed out. He said the Chicago shows were also included West Worthington, Cal. Rolly, Harry Hills, Lloyd Hilligoss, Fairy Doyl, Harry Day, the 


goodness' charming demonstration of the Mirth Mirthy, of the Pacific Coast shows.

John Coddin, Phil Gordon, Ski Johnson, and the Chippewa Falls, Jack Ray, and Harry Cooper.

Multiplex Faust Co. Serving the Trade Over 50 Years

SELF-CONTAINED DISPENSER

Draws two different mixed drinks--

COKE or PEPSI and ROOT BEER

Craft beer draws PAIN CARBONATED WATER

(fresh is carbonated and maintained in refrigeration).

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The new catalogue offers for the first time many new items that you have been asking for, such as table tents, cup carriers, and the fanciest in the business when you deal with Gold Medal.

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318 E. Third Street

Cincinnati, Ohio
CHICAGO—The Illinois Supreme Court declared the law on metropolitan association, operation and financing of a new exposition died.

The action cleared the way for the Metropolitan Fair and Exposition Authority to go into operation and to make use of a fund derived from the sale on tax levy. The fund now stands at almost $5,600,000, and will reach $7,000,000 in May.

Loren W. Lohr, chairman, said the first step would be to name a professional staff to get the project under way.

Meanwhile, the exposition hall continues to create more news. Selection of a site is at issue, with numerous opponents speaking out against a proposed location in Evanston. Agencies are studying the question of location.

Original plans for a $34,000,000 building were cut back some weeks ago, but a recent study revealed that financing the structure and its operation would be difficult.

The International Association of

FOLLOW THE LEADER!

If you want personal service—call the Bandwagon—join the thousands of Showmen who use Shows and Bands that offer only the best.

CHARLES A. LENT

The Showman’s

“Shades of Kilburn”

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The Most Beautiful MINIATURE GOLDFISH

Courses

Built in America by Manufacturers who are experts at their work

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OPEN A DRIVE-IN THEATRE AT LOW COST

Here and guaranteed rebuilt equipment available at nominal rental or purchase. Complete set of equipment for a 200 seat theatre at a cost of about $15,000. SPECIAL OFFER: Temporary wooden tents 15,000 seats at about $1,500.00. Write for a catalog and complete information. Write for catalog and complete information.

The Billboard

December 8, 1956

THE FINAL CURTAIN

Chicago Hall Wins Decision; Clashes Loom on Site, Size

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CHICAGO—The International Association of Fairs and Expositions changed its name, increased its annual dues, broadened its membership, and made other changes in its bylaws at the annual meeting held here. The new title is International Corporation of Fairs and Expositions.

CHICAGO — Jack Reynolds, general manager of the Eastern States Expositions, Springfield, Mass., was named president of the International Corporation of Fairs and Expositions (ICFE) for 1956-57 Wednesday (Feb. 28). Reynolds, who was vice-president of the corporation in 1955, will take over the presidency from James A. Stewart who, under new bylaws, now becomes a member of the board of directors.

Monosur, manager of the Southwestern Fair, Atlanta, injected showmanship into his morning session in presenting his subject, "Cracker's U.S. A. tape-recorded speech, which was coordinated with slides, made up the address. Paul Smith, picket-wliet for William F. Baker as representative of General Federation of Women Workers, described the benefits derived from its model farm. John E. Lobier, Massachusetts State Fair, related experiences with a plug-horse derby, and E. E. Schofield, State Fair, described his fair's health exhibit.

five Sessions Pull Good Turnouts; Night Show Discussions Are Brief

By CHARLIE BYRNES

CHICAGO — The 66th annual meeting of the International Corporation of Fairs and Expositions, held here Wednesday (Feb. 28), climaxed a year that saw many changes in the structure and operations of the organization. The organization changed from an association to a corporation, a year-end survey was named and several projects that will develop in the coming years were initiated.

The three-day meeting, which included the annual business session, saw a variety of subjects discussed. While the foremost and most important subject—midwest grandstands—came up for some attention, other ideas, including a heat wave, was decided among the fair men.

James H. Stewart, '56 president, expressed appreciation at the close of the business sessions, all of which were held in the Bal Tabarin of the Hotel Sherman.

The opening session, which was held along with the 66th annual meeting and passing of bylaw changes, was held on Tuesday. W. J. Hadfield, general manager of the Southwestern Fair, Atlanta, described the organization's morning session in presenting his subject, "Cracker's U.S. A. tape-recorded speech, which was coordinated with slides, made up the address. Paul Smith, picket-wliet for William F. Baker as representative of General Federation of Women Workers, described the benefits derived from its model farm. John E. Lobier, Massachusetts State Fair, related experiences with a plug-horse derby, and E. E. Schofield, State Fair, described his fair's health exhibit.

Gooding Lauds Annual State Assn. Meetings

Stevens Point, Wis.—Honor roll was presented to the fair association officers and members for their work in 1955, at the annual meeting of the Wisconsin State Association of Fairs here Wednesday (Feb. 28). In honor of the convention, 14 honored members of the association were given plaques. The plaques presented were made from the American eagle with an inscription which honored the individual for his work in the association in 1955. The following members of the association, who have served 10 years or more, were given plaques: Clair Smith, Green Bay; C. A. Ballock, Menasha; and H. A. Gooch, Racine.

ICFE Elects

Jack Reynolds
57 President
Mrs. Leon Harms Named Prez of Ladies' Group

CHICAGO — Mrs. Leon H. Harms, wife of the manager of the New Mexico State Fair, Albuquerque, was elected president of the Fair Women's Affiliates at its annual luncheon Sunday afternoon at the Hotel Sherman. The luncheon, held at the request of Mrs. Harms, who was in Chicago on business, drew a record 63 feminine fair executives and wives of fairmen.

Mrs. T. O. Robinson, London, Ont., was named vice-president and Mrs. William W. Canning, St. Louis, Wis., was re-elected to the post of secretary.

Following luncheon, the ladies were briefed on points of interest to see in Chicago while their husbands attended fair meetings and socialized with representative societies.

Attending, in addition to the officers, were Mrs. R. G. Plant, De Pere, Wisc.; Mrs. James H. Stewart, Dallas; Mrs. C. T. Sydenstricker, Los Angeles; Mrs. W. D. Gage, Des Moines; Mrs. F. L. Shilling, Kansas City; Mrs. Robert T. Pyle, Youngstown, Ohio; Mrs. Harold G. Strong, Chicago; Mrs. W. P. Brown, New York; Mrs. Frank Harris, Dallas; Mrs. R. E. Burt, Nashville, Conn.; Mrs. Harry B. Kelley, Hillsdale, Mich.; Mrs. E. M. belly, San Antonio; Mrs. R. C. Bowers, Girard, Kans.; Miss Josephine H. Lambert, Hoboken, N. J.; Mrs. Everett E. Keifer, Suffolk, Va.; Mrs. W. C. Lampkin, Mobile, Ala.; Mrs. E. E. Kelley, Nashville; Mrs. E. Lee Smith, New York; Mrs. Enos W. Jansen, Lancaster, Pa.; Mrs. F. V. Harris, Grand Rapids, Mich.; Mrs. D. R. Crook, Great Falls, Mont.; Mrs. Roy Corvel, Great Falls, Mont.; Mrs. John R. Morison, Denver, Colo.; Mrs. John A. Crum, Cleveland, Ohio; Mrs. Albert Dea, Booneville, Iowa; Mrs. H. Waltz, Boston, Mass.; Mrs. Estella Call, New Augusta, Ind.; Mrs. Robert H. Wilkins, Winchester, Ind.; Mrs. C. H. Hackleman, Connersville, Ind.; Mrs. Joseph Searles, Woodville, Miss.; Mrs. Robert H. Beck, Detroit, Ind.; Mrs. Richard E. Beall, Cincinnati, Ohio; Mrs. C. W. Beall, Cleveland, Ohio; Mrs. R. C. Bowers, Girard, Kans.; Mrs. Ernst W. Hofmann, Warsaw, Ind.; Mrs. Robert F. Beall, New York; Mrs. Frank Spencer, Great Falls, Mont.

ANNUAL MEETING ASSOCIATION OF ALABAMA FAIRS
Hotel Stafford, Tuscaloosa, Ala.
JANUARY 21 AND 22 1957
J. D. Warren, Pres.
C. W. Summer, Sec'y
Jasper, Ala.

Miss Balle Says ... OPERATORS SECRETARIES CONCESSIONARIES AND ANYONE INTERESTED IN THE FAIR BUSINESS — NEEDS THE BILLBOARD EVERY WEEK! Make Money — Save Money. Subscribers NOW — 10¢ per Year. THE BILLBOARD 2160 Patterson St., Cincinnati 22, Ohio (Foreign rate, one year, $5).

FAIR ASSN. MEETINGS

ICFE's 66th Meet
A Fair exposition staged by the American Radio History Society was shown while Robert Jones, Ohio State fair, traveled a comprehensive tour of the Fair Women's Affiliates. Discussion of the success of this year's State Fair, Donald L. Swanson, California secretary, introduced the model bobsled which was a feature of the fair.

J. Dan Baldwin, manager of the Kentucky State Fair, showed much interest in the new, 816 million fair plant. Officials believe that the fair will be able to attract large crowds.

Also present was Mrs. B. Cuningham, Iowa State Fair, and Leon H. Harris, New Mexico State Fair, who described their buildings on their fairgrounds. C. W. (Bill) Wynn, Missouri secretary, spoke on their centennial, C. G. Peter, Oklahoma State Fair, described the 98 operation of the Southwestern American Exposition. Maurice E. Hartnett discussed the 1957 entry in the fair to the Calgary (Alta.) Exhibition, and Eddie V. Schleicher, Dayton, Ohio, discussed the daily program begun.

A feature of this year's meet was a display of advertising and promotion material gathered by the fair association. Included were newspaper ads, press releases, circulars, mailing pieces and programs.

Herschell Wins

Ticket Company and the Gold Medal Products Company. The Allen Haves Manufacturing Company, Toronto, Ont., netting the D. S. Humphrey Award for the first time in its history, won the Honorable Mention award, won by the Cleveland, Ohio, and the Arrow Development Company, Chicago, Ill. The Exhibiting Supply Company, Chicago, was awarded the Fenwick Award for the most meritorious exhibit (real estate, consumer goods, or hardware) and/or Arcade equipment. The highest award was won by the Williamsburg, Va., and Capital and Companion Projector Company.

Suitably engraved plaques were given to each of winners.

Linder Renamed

Continued from page 61

Hansen, Swift Current, Sask. Secretary is Irving Parsons, of Calgary. The Cowboys' Protective Association with the Stampeders Manager's Association, have agreed to allow steer wrestling on rodeo programs that the individuals rodeo boards wish to include. The sport has not been on the Canadian programs.

Lone Ranger

Continued from page 60

in 1956

THEATRICAL ENTERPRISES

scored many industry FIRSTS
in its presentation of

The Stingiest Man In Town

an hour and a half musical,
as the first Holiday Original for ALCOA
over NBC-TV, December 23, 1956

NOW for 1957

THE WORLD'S FIRST AND ONLY
COMBINED TOURING MUSICAL SPECTACULAR

The ICE-AQUAGANZA

for 1957

Produced by LENN LADEN

featuring a cast of 50 in a 2½ hour musical extravaganza,
completely integrated for client identification.

WATER BALLET  DIVING  TOP VARIETY ACTS  SKATING STARS
Olympic  Singing  Figure
Comedy  Comedy  Trick
Dancers  Comedy

LAVISH PRODUCTIONS  EXCITING COSTUMES
BEAUTIFUL AQUAMAIDS

Using the world's finest completely portable equipment
designed in conjunction with leading manufacturers

ONLY ICE-AQUAGANZA PROVIDES A TOURING SHOW WHICH

WRITE-PHONE-WIRE FOR AVAILABLE DATES
Regular Slate Wins In NAAPPB Contest

CHICAGO—A candidate for director was nominated from the floor at the convention of the National Association of Amusement Parks, Pools & Beaches, but the regular ticket won in the balloting. Named to the NAAPPB board were William L. Musser, RNZ, Silver Lake Park, Canandaigua, N. Y.; M. A. Riley, Sycamore Park, N. C.; O. C. K. MacDonald, Eilenburg Park, Ligonier, Pa.; James E. Johns, Oakland Park, San Antonio; Walt Disney, Disneyland, Anaheim, Calif. and Arthur B. Hale, State Fair Park, Dallas, all for three-year terms. In addition, Larry Stone, Parsons Park, Nantasket Beach, Mass., was elected for a two-year term to fill a vacancy. James L. Brown, of South San Francisco Park, Wilkes-Barre, Pa., was nominated to the board to replace William T. Fox of Centennial Lake Park (Pa). In doing so he also asked that his name be stricken from the list of candidates to be followed. NAAPPB Presid- ent Henry G. Bowen ruled, how- ever, against that so no change is being made in the slate named by the nominating committee and adopted at the annual convention. Smith said later that his action was a friendly objection to what he described as behavior which gave the smaller parks too little represen- tation. He had hoped for a NAAPPB that in his action he represented about 30 other parks, most of them small. He said that the group was not anti-big but was a group that continued its efforts, possibly putting up a full slate of directors next year.

PARKS-KIDDIELANDS-RINKS

Southern Firm Going After Park Stands

NEW YORK—A veteran souvenir and novelty firm, nearly 30 years in the manufacturing and jobbing of the business, has gone into the retailing of the souvenir and novelty sections of permanent park stands.

Souvenir Incorporated, which operated its first stand last summer in Staten Island, the kiddie attraction outside Astor Place, N. Y. Biad has been submitted on other locations, and the firm has ex- pected to be signed next week with a major park in New York City. The firm, headed by Mr. J. H. O. Balk, vice-president, and Hal Coe, sales manager, Souvenir Incorporated has been negotiating with Kiddielands and outdoor attractions.

Chickow Wins NAAPPB Against Splinter Threat

CHICAGO—Henry G. Bowen, outgoing president of NAAPPB, has defeated a challenge from John J. Kell, an industry official, to win re-election as the head of the NAAPPB and the position of chairman of the board. Kell, who had previously run for the NAAPPB leadership and lost, is reported to have had his followers in some of the junior clubs. The NAAPPB convention will now proceed as scheduled.

John L. Coleman, Of Indianapolis, Heads NAAPPB

CHICAGO—John L. Coleman, president and general manager of the city of Indianapolis, has been elected president of the Na- tional Association of Amusement Parks, Pools & Beaches. He suc- ceeds Henry G. Bowen, of Whallen Park, Flushing, N. Y., who has held the office for the past five years.

Coleman, first vice-president last year, was elected at the NAAPPB directors' meeting here Tuesday (37). He also was a director and board member for the past year.

Paul H. Roach of Las Vegas, Nevada, was elected second vice- president. He has been secretary for the past three years.

One third of the committee members who announced they would not run for re-election, has been elected president of the Na- tional Association of Amusement Parks, Pools & Beaches.

John L. Coleman, president and general manager of the City of Indianapolis, was elected president of the NAAPPB.

Conklin Tells AREA About Foreign Rides

CHICAGO—American Recre- ation Equipment Association members, builders of amusement rides, camps and camping needs, held a W. J. (Patty) Conklin, chairman of the AREA board of directors, a meeting Tuesday (8) that was attended by about 100 leisure industries members from around the country.

Conklin spoke at AREA's annual convention held here Tuesday (8) that was attended by about 100 leisure industries members from around the country.

The meeting addressed the problem of the foreign-made rides that are being imported into the country.

One device was illustrated during the meeting which was a large, rotating ride that could move up to 60 in one direction.

Park Convention Panelists Ponder Multitude of Professional Problems

CHICAGO—Panelists at the NAAPPB convention were asked to tackle problems of small parks and local operators, the lack of local parks, the lack of financial support for local operators, and the lack of a national park association.

A great deal of emphasis was placed on the need for a national park association that would provide a forum for small parks to come together and work on common issues.

The panelists also discussed the need for better communication between small parks and larger organizations, as well as the need for better funding for local operators.

Reserve for Kids

Chickow was encouraged to keep his reserve of kids' rides and his building of a reserve for the future of the business. chickow had previously run for the NAAPPB presidency and lost.

Youthful park operator, Chickow now has more than the usual number of rides for kids, and the business has been doing well for the past several years. He said that the kids have been very happy with the rides and that they have been able to attract a good number of kids.

This is a good example of how a small business can succeed when it is able to adapt to the changing needs of its customers.
Convention Panels Ponder

Continued from page 68

the majors at bedtime come and goes for kiddies.

Tuning to birthday party prom-
notions. John O'Brien, Fun Fair, Chicago, told that for his older birthday he carried young-
sters to his in a kidde in fire

truck. This led to inquiries from others and it built into a schedule that no such party is starting almost every hour during the season.

Carron Dinsburg, Willow Point

Park, Webster, N. Y., said his week-

end afternoons are kept busy by hun-

birthday parties. If there is rain, he shows a movie or offers kidde rides.

Where O'Brien sells 300 rides for

$10, Charges ranges 800 for 10

younger to use the park for 90

minutes. At half the party the

is called for lunch, at the final
time expires, the group is assem-

to go home.

Friedman voiced opposition to all-

types of tie-ins with commercial firms or groups. Dinsburg said he was pleased to have a deal in which a tie-in from ad-

vertised his park heavily and in re-

turn he accepted a bottle cap and

3 cents for each 10-cent ticket.

Cites Disney Figures

George Whitney Jr., Disneyland,

Anaheim, Calif., adding statistics which shed light on age groups from which most business comes. Four per cent is in

years old, 28 per cent is from those in 12 to 15, 20 per cent is from those 13 to 17, and 3 per cent is from those 18 to 21.

In another way, he said, the figures showed 47 per cent of the tickets were sold the first 17 years while 34 per cent were from 20 to 39 years, or the parental age bracket.

Disneyland, he said, has budget-

$50,000,000 for an ad campaign
directed at teenagers in 1957.

In the discussion of operation of

small amusement parks, Ed C.

Palmer, of Sunbeam Beach Park,

Anoka, noted that "something which
draws the crowd to the park and that both TV and night base-

ball have change; public amuse-

ment habits are changing and the

way finds the best way to overcome

the change in habits.

H. J. Terrill, of Silver Beach

Park, St. Joseph, Mich., detailed a new attractions at his park. Early line-up of games was altered and beer was suspended at his spot. In their place he es-


tablished a new appeal to princi-

ple groups and youth organizations.

He also told of using his hall

room for house shows, boat shows which are continued and of success with 24-sheet and TV spot adver-


tising, and of a big "birthday party" recognized among its customers days came in winter and thus they

increased a deal in which he gives

free tickets to youngsters whose birthdays are in the summer.

In the past presidents' panel, Dan Hurley directed the panel members. Among the com-

ments:

Harry Biff, New Orleans, said

a successful promotion for young-

billed to series and for panel members.

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R&B Spring Route Told by Concello

PLANS TRUCK-RAIL MOVES FOR ARENA DATES; LOOKS TO BALL PARKS; SKIPS SPONSORSHIP

CHICAGO—Ringle-Barnum's executive director, Art Concello, revealed plans for the expansion of the show's spring route to the East and upstate New York, as an untethered show.

After the standard New York and Boston stands, Ringle will be in Providence, R.I., for five days; Redding, Conn., for four; then to Philadelphia for five days; Hershey, Pa., for four days; Baltimore, State Fair Arena, for four days.

Packs Records Set at Orleans; Sign Cuba Acts

NEW ORLEANS—Tom Packs Circuses played to nine successive straw houses here starting Wednesday afternoon when Packs' troupe opened the line running from 8 p.m. on Sunday (28).

An earlier-railer-jommer brought the total to 10 and there were 10 other strong turnouts, to put the show into a new record category. Jack Lein, of the Packs staff, said both the public and the staff were ahead by a substantial margin.

The show is a shrimp date.

Meanwhile, the general business manager, Arlo Smith, completed booking of key acts for the upcoming date in Havana, Cuba, where Packs equipment is to be landed, and Packs staffs are to be berthed.

The acts he said will be among those in the Sports Palace, Havana,_during the Christmas season, are Jack Joyce Exotic Animals, Great Wallenda Stripes, Berry and Benny Fox, Pat Anthony's Wild Animals, Nora Cristina Elephants and the Flying Roberts; these will have the pops and John Darrin will advance, also.

William Lester, Advance Agent, Dies at Home

ROSEVILLE, O.—William J. Lester, 80, a veteran of 60 years in show business, 30 of them as a contracting agent with circuses, died at his home here Thursday (24) of a heart attack.

One of his sons is Allen J. Lester, who is a contracting agent now and hereof and also the legal step, "Cats on a Hot Tin Roof.

The elder Lester was a band leader and tour manager for 28 years when Howe's Great London, Kit Carson Wild West, Hagenbeck-Wallace Shows, Barnum & Bailey, and Ringling Bros. and Barnum & Bailey. He had been agent for the famous agent of Cole Bros.' Circus. He went from there to Ringling, where he helped, he said, to keep the agency going until his retirement two years ago.

Survivors are wife, Grace, sons, two sons by a former marriage, Allen and Carroll; a sister, Mrs. Frances Jones, and two grandchildren, all of Roseville. Burial was at Roseville.

CIRCUSES

R-B CONTROL FIGHT LOOMS

A battle for control of Ringling Bros. and Barnum & Bailey Circus is brooding up, with East Coast and West Coast showmen seeking to inure the majority of the minority side has taken shape in the past week.

Two minority stockholders have demanded a special meeting to take action for the election of the other leader of the minority side has established his control of the circus to stop "a downward spiral of the organization." (Details on page 61.)

Circus People Visit During Chicago Meets

CHICAGO—Circus exhibition this outdoor season here last week was limited mostly to folklore and other entertainment on shows, and the shows, most of the attendance was of an informal nature. Outstanding individual performances in the appearances of Ringle-Barnum representatives, May 1956.

Others who were on hand included:

Jack Mills, Howard Swartz, Jack LaPetite, Tom Park, Mr. and Mrs. Jack, O. S. Kowalski, Mrs. W. S. Ellis, George Johnson, Dennis How, Jimmy Beyer, Al Reade, Otto Conroy, and Bob Martin.

Truck Moves Revisited for Plans of Transportation

Concello said the show would move on by four or five railroad baggage cars, plus a fleet of perhaps 15 semi-trucks, and with the theory of giving the show flexibility in movement so that it might be needed early on the stand, elephants, horses and other parts of the show be moved directly by train, be said.

Tickets will be available for passenges, in each case, will be limited to the number of persons who have shown their own tickets to the show, and to other persons, they will be issued tickets.

The proposed Ringling show will require arena show space of roughly 800 feet by 75 or 50, Concealed, and 120 buildings that reach the specifications of Other Developments

These are other developments and plans for the coming season:

Most concessions will be handled by the building, barn or grandstand that the show is playing, but an effort will be made for the con-

cessions to be included in the overall gross for the whole date.

Thus the circus could figure in profits derived from concessions.

Some form of concessions are used by various shows in some buildings, have said, but according to reports a fairly substantial part will be taken for grandstand dates.

Concealed and Jack Biggs re-

portedly have reached accord on this basis with the ACVA, with all reported secured.

Dr. W. C. Huebener

On Mend in Cincy

CINCINNATI—Dr. William C. Huebener, M.A.M. member of the H. & S. Veterans Affairs Committee, died Tuesday (25) in St. Mary's Hospital.

Tent 51, trickles a few millions all while visiting relatives in New York. He had been manager of the circus for seven years when he turned to the country by plane re-

turning from his previous home, 872 Clifton Hills Ter-

tured in New York. He has some time in a Frank-

furl hospital for observation and several operations.

Dobitch, Sennes Merge; To Handle Acts, Circuses

NEW YORK — The Frank Sennes-Al Dibley Enterprises have been formed by Sennes and Dibley Enterprises to be in business in New York and Chicago.

Dobitch, booking agent for midwest circuses, and also the manager of Sennes' office and a producer of big outdoor shows at the Mound Castle, Holy-

wood, and the Desert Inn, Las Vegas, Nev., also has a highly successful in other indoor show business.

Sennes announced the new set-
Shrine Annual Begins Stand At Fort Worth

FORT WORTH — The independent Shrine Circus here opened its annual engagement at the Fort Worth Coliseum and closed on Sunday.
Staff includes Jack Joyce and Bob Atcherry, equestrian directors, Don Hall, sales manager; Dan Coates, announcer; Happy Kellerman, John Barlow, booking agent; especially lighting, and Pat Hutcherson, booker, and Ed Kellerman, general manager.

Performances include: Frank Anthony Terry, Wild Animals; Les Orsels, Cathy Dan, Great Broncos; Del Kaye and Miss Biggerstaff, LED Doctor and Dan Brothers, clowns; Valencianos Brothers; Clown of the Honey Mooners; Leon circa; Eli Alibey; intermission.

Eddie’s Flier and the Flying Matadors, Ralph Brooks; Don Shanks; John Cleveland; Shangnaw Twins, Leonpelt, the Nice, Vincenzo; Paul and Friedman; Kelly-Miller Elephant; Bob Top and Lemon and the Hilby Brothers, All in One Top Circus.


Paris Rundown Counts Nocks, Wasconcellos

PARIS — The Biggoule Brothers have no doubt about their part of the battle problem by engaging a couple of strongmen from street fair shows playing Paris and its suburbs, Jeanette MacDonald and her 10 lions, 10 elephants, 10 giraffes, 10 zebras, lots, now top the bill at the circus of the West, and Doolin Fami, of the Cincinnati circus, has sent a group of Biggoule Brothers to New Orleans.

Good circus acts are provided by the Horsin’ Team, tumblers; Ta- mara and Company, 3 girls, 2 horses and a comedy; Rigetius, unpopular cinder; John Miller, Toilette, Bill Russell’s clowns and Fred Kafnas and Mike and Masseu.

Hubert de Malbouon will again present the Biggoule Brothers Circle in December 15 at the Palais des Sports. At least two recruits Ringling-Barnum & Bailey—Robert Brown and Louis Vanouw, high school-riding, and the Paris Norks, 100 miles, have been booked for this event, as have the Norks; they are the professionals of the Bill Smart’s horses from England, and the Biggoule Brothers.

American circus and vaudeville acts also are getting in the Paris market, and monster hippo (mammoth) is using mostly high-priced acts for the Biggoule Brothers, trampoline; Gaitsbar’s cass, John Rhodes; music act; Bob Tham; Maudie Plummer, yodeler Thimbley; Ruby Hall, singer; Maxine and the See Ee Troupe, aerobats.

UNDER THE MARQUEE

The George Hanneford Troupe will be with Polack Eastern again. The special group will be with Tom Pulls in Cola... the Charles Velin Tumblers celebrated their 30th wedding anniversary.

Bill Dollar is著名 Ralph Green’s Roly/Circus in the South, Visitors included Byon and Thelma Cash, Wurd and Leonard, Rendall, John Rendall, the Biggoule Brothers, the Biggoule Halloweys and Robert R. White.

Otto Credibly is at the Famous Barr store in St. Louis for the holiday shows. Originally designed for industrial sponsorship, the show will be built with touring aspects in mind.

Known as the “Ike-Apagnio,” the recent opening of the World’s Fair in Chicago, Theatrical Enterprises, a one-year-old production of the Paris-Act Jumbo, is featured on a parade to frame TV spectators for Aenea. Its first such presentation will be at the circus in the near future, which will feature a host of big names when Christmas time, prior to Christmas.

Anecdote of TE have December 1952 with his hits who has been with CBS, NBC, National Films and Guild of America.

The Mountain Mills Chimpamiers from the English circus will be with the Polack Western show, which will be with the Wild West City Christmas Moon’s presentation.

Melissa and Wicnas also will be part of the show. Tephe, North Warren, Pa., is, promoting a show with Lou Rich, and a London show of a movie company acted by Vee D. Small, which is the act that will be a part of the show. Johnson, T. A., will perform his hand in the Monday (3) show... Alan Goodenough of the circus at the Polack Western at Springfield and reporting the Polackis attempted triple somersault for the benefit of his movie career.

Agent Paul Forester, with the Tommy Scott Show, and Scott have formed a new Studio Pictures to handle production shows... The truncated Th iw, Florida CPA chairman, announces that the tour of 25 members will be in Sarasota in early 1957 to visit Ringling, Beauty and Cristiini.

After leaving Oren Davenport’s fall dates, Bert and Costume Deux made the Evansville, Ind., Shrine exhibition with their act until the time for the Davenport winter tour of 1958, which will be at the White House department store. Bert and Costume Deux, show with the Gil Grey Cymbals. He will be back for his seventh season with the group.

Joe Lewis is in Sarasota and has new plans for the coming year... In the Special Hotel, Room 200, Bert and Costume Deux are working up a Christmas circus show. In Sarasota are Jesse Moon and John Jono.

... Ira Mille writes that the five Eagles Lunchmon Club met recently with Eagles, Mille, Ed DeWitte, Arthur Hackwell, the Ted Dewrites and the Fay Alexanders.

Roy Eugene and Mrs. George Eugene contac New York in Tusken and visited Shot-Page and the Matt Laurens, who are the leading showman in the country for the March of Dimes, scholarship to college. He was a Cabaret student for three years on the U.S. with the Harlem Globetrotters average in high school. The Mille, who is interested in the business for the American Tobacco Company, is a New York player, they have a Detroit Sports show booked at the Shilling office.

Acts which have returned to the U.S. with the Harlem Globetrotters after a tour of the Middle East and Europe include Mike Pickering, Bob Anderson and Company, Bed Cardell and Rose and Don Johnson. The boys have left the country with the Globetrotters now.

NEW YORK — An ice-water-variety show here for presentation to fair officials of the state will be produced by a youthful organization which has already scored solidly in the television field. Originally designed for industrial sponsorship, the show will be built with touring aspects in mind.

Known as the “Ice-Apagnio,” the recent opening of the World’s Fair in Chicago, the Theatrical Enterprises, a one-year-old production of the Paris-Act Jumbo, is featured on a parade to frame TV spectators for Aenea. Its first such presentation will be at the circus in the near future, which will feature a host of big names when Christmas time, prior to Christmas.

Anecdote of TE have December 1952 with his hits who has been with CBS, NBC, National Films and Guild of America. Its first such presentation will be at the circus in the near future, which will feature a host of big names when Christmas time, prior to Christmas.

Multiple Skills
The company will emphasize its diversification, pointing out the advent advantage for fair grandstanded offerings. Allo there will likely be no some personalities in the cast, many of which have performed in the same show. Nearly 50 will have multiple skills, and many are capable of carrying at least some of the big acts. The show will be done in three acts, the first featuring a group of big acts, the second focusing on a two-man act, and the third presenting a variety of acts.

The show, produced by a group of young producers, will feature a cast of about 30, with some of the acts being performed by well-known vaudeville stars. The show will be presented in a variety of locations, including fairgrounds, amusement parks, and theaters.

The cast will include a variety of performers, including clowns, dancers, singers, and acrobats. The show will feature a number of unique acts, including a group of tightrope walkers, a group of acrobats, and a group of fire dancers. The show will also feature a variety of musical numbers, including a group of cowboy singers, a group of country and western singers, and a group of Dixieland jazz bands.

The show will be produced by a group of young producers, who have a track record of success in the entertainment industry. The producers have a strong background in both the theatrical and the television industries, and have produced a number of successful shows in the past.

The show will be designed to appeal to a wide audience, with a mix of acts that will be sure to please all ages. The show will be presented in a variety of locations, including fairgrounds, amusement parks, and theaters. The show will be presented in a variety of locations, including fairgrounds, amusement parks, and theaters.

The show will be presented in a variety of locations, including fairgrounds, amusement parks, and theaters. The show will be presented in a variety of locations, including fairgrounds, amusement parks, and theaters.
Eastern Ops Quiet At Midwest Confab
King Reid Pack’s Essex Junction; Cettin-Wilson Strength ‘57 Route

CHICAGO — It was an off year for the outdoor meetings inside the large tent, natural for the weather to be sour and rainy. Fewer shows and fewer audiences were present. Almost 40,000 people attended the exposition, however, as compared to last year. Though there were on hand in excellent condition for the weather, the result was a forecast of excellent outdoor activity.

The biggest news, the awarding of the Champions Exposition, was the U.S. State Fair. The exposition will be held in New Orleans, La., and the feature of the fair will be the new midway at that state fair. The fair is expected to be a great success and the midways a great success for the exposition.

The chaps of the Midways Exposition, Exposition, Vt., to the King Reid Shows, occurred a thousand miles away and resulted in that showman’s returning home well in advance of the end of the show season.

The chaper of the fair, also the chaper of the fair, is expected to be a great success and the midways a great success for the exposition.

Reinhoffer in South
Pat Reinhoffer, manager of the shows, attended the fair, and he did a fine job. He had a fine feeling for the weather, and he had a fine feeling for the weather. His fine skills and fine appearance made a fine impression on all.

A static situation prevailed, and no shows were booked. However, several contracts were signed, and permanent shows will be held until normal conditions return. The contracts, however, were not signed for the sake of the show, but to meet the needs of the industry. When the weather clears, the business can be expected to improve, and new shows will be booked to meet the needs of the industry.

The Vermont State Fair, which is located in the heart of the state, also had a fine feeling for the weather. The weather was fine, and the fair was expected to be a great success.

The Chaper of the fair, was held in New Orleans, La., and the feature of the fair was the new midway at that state fair. The show was expected to be a great success and the midways a great success for the exposition.

SLA Raises $11,000
In 30-Minute Drive
Al Sweeney Installed as President; Names ‘57 Committee Chairman

CHICAGO — The Showmen’s Club of America has raised a total of $11,000 in 30 minutes here in the Windy City. The club held a successful fund drive in the interest of the club and its members. The drive was held at the fair, and the proceeds were used to support the club.

The drive was held in the interest of the club and its members.

Nominators to Pose Slate at Next NSA Meet

KANSAS CITY, Mo.—Heart of the Showmen’s Club of America. The club has re-elected its officers and has named the slate for the coming year, which will be presented to the board of directors at the NSA meeting.

The slate includes: W. J. Brady, president; C. N. Allen, secretary; and J. W. Johnson, treasurer.

KANSAS CITY, Mo.—Heart of the Showmen’s Club of America. The club has re-elected its officers and has named the slate for the coming year, which will be presented to the board of directors at the NSA meeting.

Leadership at the SLA banquet

Al Sweeney Installed as President; Names ‘57 Committee Chairman

CHICAGO — Over 700 representatives of the various specialty clubs and the door show business honored Maurice (Lefy) Ohren at the annual Showmen’s League of America banquet held at the Hotel Sherman Sunday evening.

In addition to being honored by the members of the organization, Ohren was also honored by the President of the organization during 1956, was presented with a diamond-studded watch by Les Doharz, who also presented Cardy with the chairman of the event. Vann Grattah, local

League Honors Ohren At President’s Party

Maurice Ohren Presented With Gold Life-Membership Card

CHICAGO — A record number of guests, estimated at over 2,000, attended the SLA banquet and ball of the Showmen’s League of America here Wednesday night. The event in the Sherman ballroom was popular with the guests who attended the event after a hard week’s convention.

Speakers were held down to a minimum. Dr. L. J. (Steve) Camm, toastmaster, kept the program moving at a fast clip. Introduced from the speaker’s table was the SLA officers of the League, Maurice Ohren, president; Al Sweeney, first vice-president; and John Benedict, second vice-president.

On the drug, the SLA officers of the League met with the members and the SLA officers of the League, Maurice Ohren, president; Al Sweeney, first vice-president; and John Benedict, second vice-president.

MR. G. F. BLITZ, League chaplain, read the remembrance for deceased members.
Dolly Young Leaves Hest

CHICAGO—Dolly Young, the post-season manager of concessions with the Hest Shows, announced here Thursday that she will remain in Chicago this winter with the big showmen's convention that she has attended every year. She will return to organization and that she will put in the 1957 season operating concessions with the open-air amusement park at Cedar Point, O.

She began her Cedar Point season in 1947, and has kept her busiest with the winter show. She will remain in Chicago until the winter show is completed at the State Fair buildings at seven Florida fair.

Associated Gets A Big Turnout At Homecoming

SAN FRANCISCO—Associated Trappers pooled a record turnout at its 121st annual homecoming party and bazaar held in the chambers here Friday (25). The meeting was attended by 1,000 trappers, from the states of Montana, Idaho, Washington, Oregon, California, Nevada, Utah, and Arizona. The dinner was held at the Hotel Oakland.

Casts were the outdoor entertainment, followed by a turkey dinner and dancing in the evening. Myrtle Hutt Tanner and Paul Tate, famous trappers, were the auctioneer. The entire fair had total receipts of $62,500.

Included among the guests were Mrs. Paul Tate, Mrs. John R. Smith, Mrs. Jacob A. Loeke, Mrs. Frank R. Lykins, Mrs. James B. Whitaker, Mrs. Frank C. Lyons, Mrs. John L. Smith, Mrs. John R. Smith, Mrs. J. O. Smith, Mrs. W. S. Smith, Mrs. W. S. Smith, Mrs. W. S. Smith.

Mr. and Mrs. John R. Smith, owner of the Famous Fair Shows, are the largest bazaar in the city of Chicago. Deliveries of the fair were made to the bazaar, which was attended by 1,000 trappers, from the states of Montana, Idaho, Washington, Oregon, California, Nevada, Utah, and Arizona. The dinner was held at the Hotel Oakland.

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Lake Michigan Showmen’s Association

MIAMI — The 200th meeting was called to order by John Vivona, in the absence of President Oscar C. Buck, who was in Chicago, seated on the dais were Henry Buxter-Bukaw, newly nominated third vice-president; Joe Harris, Sam Goldstein, Max Sherman, Tommy Caren, Bill Jones, Ted Lewis and David Endy. One hundred and eighty-three members were present.

Max Sharp, chairman of the president’s testimonial party, announced that he had made arrangements for the party to be held at the Eden Roc Hotel, Miami Beach, in the Promont Room, Sunday (18). Whitey Taba, chairman of the blood bank committee, reported that 432 units of blood were on hand.

William C. Bryant, chairman of the cemetery committee, announced that there will be joint memorial services at the cemeteries on Sunday (10) at 2 p.m. After services, an unveiling will be held at the Showmen’s Rest Cemetery, North Miami. William R. Moore, past president, asked that those who pledged $50 toward the Flag Fund please send in the amount immediately.

Alton Pierson, chairman of the entertainment committee, announced that the first baboon homecoming and dance will be held in the chalmaroon Saturday (11). This is to be a weekly affair. Executive Secretary Martin M. Weiss reports that the 337 membership cards are ready. Same that have been sent out have been returned for insufficient address. Members who haven’t received the cards are asked to write Weiss directing them to either mail or hold their cards.

The annual banquet and ball is scheduled to be held at the Seville Hotel, Miami Beach, Sunday (17). Affair will be under the chairmanship of Bob Parker and David Endy.

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National Showmen’s Association

Ladies’ Auxiliary

NEW YORK — A slate of officers for 1957 was presented by the nominating committee on Sunday (10) and elected as follows: Mrs. Brown, to repeat as president, and her other suggestions are: Robert Peterson, second vice-president; Russell Bennett, secretary; and Vivian Zinn, treasurer, pro tem, on the motions.

The meeting opened with a brief introduction. June J. Blot, Betty Harris and Millie Wilson were welcomed back. Lucille Davidson and Gladys Ringer returned.

The regular business was brought up. Robert Wheatley, Billie Bowers, and Vivian Zinn, the last in the name of the organization.

An invocation was read from the men’s club invoking the blessing of the Lord. Carolee Dear left for St. Peters, Pa. Mrs. Davis is the absent member. Clara Bailey and Dolores Cerrato were reported on the sick list.

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League Honors

Continued from page 72

parted members and the audience stood for a minute of silence. The Square Post No. 423, American Legion, presented the colors and “Taps” and the bugle group sang “Holy God We Praise Thy Name.” Mag. Arrell delivered the benediction and the meeting was concluded with an organ solo by Consuelo Weiss.


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$50.00 REWARD

For information leading to the recovery of a Negro, 14 yrs., last seen May 26th at Delray Beach. Reward of $50.00.

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State Fair

Miss A. LAMON

VANDERBILT ST.

(Phone 6963)

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WANTED AT ONCE

Up to 4,000 feet [Est. 30 ft.] Rich or Fair. Mail for full information. ACCORDING TO THE RULES, WE ARE NOT LIABLE FOR ANY DAMAGE.

WANTED

Class A and B material of superior quality. Fully equipped. Also Smith & Ellis, 35th St. N.W., Washington, D.C.

JEFFREY KESCHBAUM, Chairman East Brandy, Pa.

---

FOR SALE

Boat The Whole and Miles J. Owens or Mrs. J. J. REEF

5400 East St.

(Phone N Vulcan 7576)

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SAVE MORE MONEY

MAKE MORE MONEY

Substitute in the Billboard 10/31/57

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Michigan Showmen’s Association

Ladies Auxiliary

Officers present for the November meeting were: 1st vice-president, P. L. Baker, president; Ann Stone, Tina Wiener and Helen Colman, first, second and third vice-presidents, respectively; Gertrude Quilt, secretary; and Mildred P. Vanover, treasurer. An invitation was read from the men’s club inviting the auxiliary to its meeting at the lady’s clubrooms.

Carolee Dear left for Mrs. Davis in her sick-
Merchandise

Special 3-Piece Wrench Set

Cook Bros.

Men's Finest Quality Slacks

COOL & G SALES

1020 Milwaukee Ave., Chicago, III.

Specials

36 Wrenches

Bulk Foam

Qu dep.

-42-

with PLASTIC Demonstrators,

Chicago.

Franklin

FINEST Taffeta

CLOWN Pearls

$6.25 styling.

CLOTH BABY DOLL $5.00

16 IN. IN GOWN...$5.35 DOLL $5.35

$2.50 PAIR

25% dep., b/c D.O.D.

C

G

SALES

1020 Milwaukee Ave., Chicago, Ill.

Pipe Wrenches

by Bill Baker

WORD HAS REACHED:...

The Pipe Wrench, David A. Schiappa, known in the med field as Chief Geo, has been elected, at the age of 46, Swan, who had been in show business for 30 years, is survived by his widow, Haidee, and two daughters, Dona and Gaynell, a twin brother, Jack, and a young brother.

LEO (HAPPY) HELLER...

pipes in the following: "I closed the medicines just right and took three days off. Will start up again with pens in Sam's Department Store, where I used the med. I'll work the pens during Christmas and run the med December 28. Chico De Conroy who has his ragout pen in Sam's, closed last month. Chico is a terrible worker, as good, in fact, as Prof. Ben Schuman, who teaches a class in sales promotion at Wayne University, and his wife, Marion (another good worker), put on their demonstration skits in the department store.

This is no job, it really happened, and I think it's a grand tribute to our profession. Dorothy Thompson is on the sick list. She has a mild attack of amnesia in Kegs, Detroit, four months ago, and has been bedridden ever since, but they tell me she's getting better. She is a powerful worker and gets some real money. I was with Tom Nason (not the Tom Nason of pen fame), his wife, Marianne, and his son, Tommy, and one of his girls was on the floor. They are doing well with it. Bill Hocker, Larry Saas, Tommy Fisher, Al Reiter, Lawrence Irwin and Marty Haller are all in town getting ready for the Christmas rush. Eileen Krafts were in to say hello. They are manufacturing their own product, Krafts Formula No. 9 Auto Finish. They say they are doing well with it. Mrs. Nossi suggests these in the new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says they have installed a new machinery they have used will be a good one. She says...
WATERPROOF $8.75

with stretch band
Leather or Satin
YELLOW TOP Networks
32, 13, & 13 oz.
Guaranteed
Return postage
Refund

WOW! A PACKAGE THAT SELLS ITSELF in a lovely lowest case with a mirror back.

BULIVA ON BEHIND WITH 15 AND 17 JEWELS a popular position, and yellow.

This lowest case with a beautiful necklace a matching banding, watch with gold.

ALL THIS FOR A $17.75 LOW PRICE OF DONT WANT Sample ORDER NOW $13.75

SEND FOR FREE CATALOG Students only—men with girls too, but number

AL ZEIGER & SON 706 Seattle St., Philadelphia 8, Pa. WALDEN 4-0453

GIVE TO DAMON RUNYON CANCER FUND

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 & PAROIDDIES

3 Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD—$1.75 a word. Minimum $4.

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed

The Billboard 1520 Pattison St., Philadelphia 8, Pa.

Please insert the above ad in...

I enclose remittance of $...

Name...

Address...

City...

State...

FAMOUS MPR. CLOSEOUTS

BRAND NEW JEWELRY

GIFT OFFER! TEN PERCENT FREE with your order of Complete Sets, $10.00 minimum.

1. THE CHARMANT (Charmams) $10.00, $5.00
2. THE CENTURY (Centuries) $10.00, $5.00
3. THE SELECTOR (Selectors) $10.00, $5.00
4. THE TRADER (Traders) $10.00, $5.00
5. THE BUSINESS MAN (Businessmen) $10.00, $5.00
6. THE JUNIOR (Juniors) $10.00, $5.00
7. THE LADY (Ladies) $10.00, $5.00
8. THE MAN (Males) $10.00, $5.00
9. THE GIRL (Girls) $10.00, $5.00
10. THE BOY (Boys) $10.00, $5.00

COMPLETE CHECK LIST TODAY:

FABULOUS CLOSEOUTS

GREAT VALUES IN JEWELRY

IN STYLES! STYLES!

EXTRA SPECIAL !

BOXED SETS, ALL STYLES, $1.00 EACH, 1000 PC.

ANCEINT & DISTRIBUTORS

THE LARGEST IN JEWELRY

SPECIAL—ELEPHANTS

ANIMALS, BIRDS, PETS

FOURTEEN UNDER PRINTS

NORTH AMERICAN FOSSILS & CHEMICAL CO., INC.

39 Broadway

New York

FRIDAY, DECEMBER 8, 1933

MISCELLANEOUS

INSTRUCTORS BOOKS & CARTEONS

EXTRA LARGE STOCK OF BOTH

BRAND NEW BEAUTY OPTIC, $15.00 to

PRINTED & PLATED.

STRENGTHS

BRAND NEW BEAUTY OPTIC, $15.00 to

PRINTED & PLATED.

STRENGTHS

PREMIER CANVAS REPRODUCTIONS

IN 12 INCHES AND WIDER

EXTRAVAGANT—FULL PRICE.

REPR. CATALOG AND SAMPLES FREE.

Lament
to

DEBUTANTS

DEBUTAN"s

MISCELLANEOUS

DINOSAUR

BEAUTIFUL OPAL

IS EXHIBIT-

ALWAYS FASHIONS, 450 S. Wabash Ave., Chicago, Ill.

SPECIAL PRICE $100.00.

FABRICATIONS

BRAND NEW REPRODUCTIONS

IN 12 INCHES AND WIDER

EXTRAVAGANT—FULL PRICE.

REPR. CATALOG AND SAMPLES FREE.

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IS EXHIBIT-

ALWAYS FASHIONS, 450 S. Wabash Ave., Chicago, Ill.

SPECIAL PRICE $100.00.
WANTED TO BUY

REGULAR CLASSIFIED ADS set in usual want-ad style, one paragraph.

First Five Numbers, $5.00 a week.

Rate: 20c a word—Minimum $4.

CASH WITH COPY.

Forms close Thursdays for the following week's issue.

FOR MORE DETAILS WRITE: HARRY WEINMAN, 116 W. 32nd St., New York 18, N. Y.

TATTOOING SUPPLIES

- WAX COMPOUNDS
- TATTOO INK
- TATTOO NEEDLES
- BURLAP ROLL
- FIRE PROOF BOXES
- TATTOOED BOXES
- CONTRACTED WORK
- MAKING ASSORTMENTS
- TATTOOING INK

WEINMAN'S 
Guaranteed 
LIKE NEWS 

Choice Lot 
FOR $4.99

10 for 
FOR $6.45

SPECIAL Lot—Man's 
ELGIN, WALTHAM, 
DEMELLO WATCHES 

Assortment, Men's 
Watches. Guaranteed 
Working order. 

Listen: don't lose your watch or 
choke on it. 

DO YOU WANT A WATCH?

WEINMAN'S 
Guaranteed 
LIKE NEWS 

Choice Lot 
FOR $4.99

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SPECIAL Lot—Man's 
ELGIN, WALTHAM, 
DEMELLO WATCHES 

Assortment, Men's 
Watches. Guaranteed 
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LISTEN: don't lose your watch or 
choke on it. 

DO YOU WANT A WATCH?

DIRECT FROM MFR.

3-PINS 
REAL BURGUNDY SET 
MOPETE LEATHER 
Watches, Blue and Green 

different colors. 

$15.84 
per 
gross

RETRACTABLE 
BALL PENS 
10 gross 
$2.70 
per 
gross

MODERN PEN MFG. CO., INC. 
844 Broadway 
New York 13, N. Y.

MISCELLANEOUS

AMERICA'S # 1 WIDE CUFF ATTRACTION

Present the Sensational "Wide Cuff" on every show. Pays $6.30 a minute. 

WHY NOT GIVE IT A TRY?

FOR SPACE OR PAYMENT ORDER

WEINMAN'S 
Guaranteed 
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Choice Lot 
FOR $4.99

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SPECIAL Lot—Man's 
ELGIN, WALTHAM, 
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Choice Lot 
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10 for 
FOR $6.45

SPECIAL Lot—Man's 
ELGIN, WALTHAM, 
DEMELLO WATCHES 

Assortment, Men's 
Watches. Guaranteed 
Working order. 

LISTEN: don't lose your watch or 
choke on it. 

DO YOU WANT A WATCH?
BARBARA DELMAR'S XMAS SPECIALS!

Box Sets: $9.95-18.00; 17-35.50-
15-16-21.24-27, all styles
Sample due, sale...

The Fantich Brothers are past masters in knowing the auction trade. That's why they're the largest suppliers of fine jewelry and pearls in the country!

EARN EXTRA MONEY FROM NOW TILL XMAS ON THESE HOT ITEMS!

Matching Luggage Complete 3-Pc. Sell!
26" Pullman, 20" Duffle Case, Train Case with removable mirror.
You add matching needs and boxes. New! Smart! Durable! You can stand on it... Tough as leather covering! Available in California liver, Carnation this or Sunset Tux.

Delicious 2 lb. & 5 lb. Rum & Brandy "Quality" Fruit Cakes
A terrific money maker.
Doesn't all Fruit Cakes.
Vaccinated, A-1 fresh quality.
- Loaded with selected cherries, raisins, nuts, dates, etc. and
- Attractive box in its container.
- Guaranteed to please you.
- Become a sure money maker.

COPPER CLAD ALCAMATIC 90 Series Automatic Copper-Clad with FREE Cover
10 Exclusive Features
- Fires in Ceramic, heavy duty, non-oxidizing, reducing resistance.
- Guaranteed by the manufacturer.
- Exclusively American! Only 39c!

COPPER or CHROME LOW... LOW... LOW... PRICE
Sample, $7.25
2-lb... $10.00 Per Doz.
5-lb... $7.50 Per Doz.

Copper & Black Metal
12 oz. $1.25 per lb. 24 oz. $1.50 per lb.
10 lb. $8.00 per lb.

RETAILS FOR $39.95

HALL of DISTRIBUTORS, Inc.
8713 TWELFTH STREET
DETOICO, MICH.

Genuine Cuvian Alligator Rugs But now at these sensational prices $3.20, hatched, size 54" x 84" inches $4.25. $20, Luna Lilo, size 36" x 60", $10.
$40, Patience, New Large Deluxe Bag. $7.50. $50, Double Continental Bag, $7.50. Sample, $1.80 extra, p. a. $4.50, s. 2.50. 3.00. 7.00. 10.00.

HALL OF DISTRIBUTORS, Inc.
8713 TWELFTH STREET
DETOICO, MICH.

HALF OF DISTRIBUTORS, Inc.
8713 TWELFTH STREET
DETOICO, MICH.

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8713 TWELFTH STREET
DETOICO, MICH.

HALF OF DISTRIBUTORS, Inc.
8713 TWELFTH STREET
DETOICO, MICH.

Genuine Cuvian Alligator Rags But now at these sensational prices $3.20, hatched, size 54" x 84" inches $4.25. $20, Luna Lilo, size 36" x 60", $10.
$40, Patience, New Large Deluxe Bag. $7.50. $50, Double Continental Bag, $7.50. Sample, $1.80 extra, p. a. $4.50, s. 2.50. 3.00. 7.00. 10.00.

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DETOICO, MICH.

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8713 TWELFTH STREET
DETOICO, MICH.

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DETOICO, MICH.

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DETOICO, MICH.

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HALL OF DISTRIBUTORS, Inc.
8713 TWELFTH STREET
DETOICO, MICH.
NOW! IN TIME FOR XMAS SALES
One of the Season's Hottest Items
CHRISTMAS CORSAGE
IN ACETATE
GIFT BOX

Contains 600 Pearl Choker and authentic, wearable Christmas Corsage
titled "SANTO'S GREETINGS". Imprinted on each box.
A NOVEMBER 51.49 Retailer, NEVER BEFORE AVAILABLE AT THIS LOW PRICE
$4.50 Dec. $4.80 Gross
Packed 1 dozen in shipper box. 3 gross in a carton.
DO NOT DELAY—SHIP NOW FOR EARLY DELIVERY

JAMES H. TAYLOR
509 Fifth Avenue, New York 18, N. Y.

THE BILLBOARD
December 8, 1956

Letter List
Letters and package statements to persons in care of The Billboard will be acknowledged to the sender within three months. The name and home town of a writer, desired by him, will be published with a letter. The Billboard makes it a point to write and mail all letters to the writer, and out of sheer interest, it is requested that no letters be sent to The Billboard office after Thursday morning.

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcell Post
William, G. M., 1218 C.
G. S., 225 South Market St.,
G. A.
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150 NAMA Exhibitors Show Record Crop New Products

Cigarette, Candy Units More Selective; 18 Hot Food, 25 Vendors Shown

CHICAGO—This is undoubtedly the biggest week— XVII
in consumer interest overall last year's record in advance registrations, National Automatic Merchandising Association's annual convention and exhibit will draw as many as 18,000 in number of con-
vention-goers. At least 150 exhibits—so far—more than last year's record—are showing.

And a leapfrog of new vending machines and products will be exhibited.

Most notable, exhibit-wise, is the sharp increase in the number of manufacturers on the list at food vending and coffee machines.

Five hot food machines were shown by local dealers for NAMA's 1955 show. This week 18 hot food vendors are being shown by 15 companies. Local and national product suppliers are showing this year in more than three times the area.

Conel Fooded

Vending food vendors are being shown by Rowe Manufacturing Company, Whippany, N. J.

Vending Has

School for 60

Canadian Ops

TORONTO—Some 80 vending operators, from Quebec to Van-
couver, attended a three-day sales and service session, at the week-
ly meetings, sponsored by Vending Maid, one of Canada's largest vend-
ner distributors, held Wednesday (33). At Plowright, Vending management, venders held a two-hour session, that said the meetings may become annual events for Canadian operators.

Representing the Rowe Manufac-
turing Company, and discussing Row equipment, were Jack Hop

(Continued on page 83)

BELL MILLS

HOSTS 2 MEALS DAILY AT SHOW

CHICAGO—In addition to displaying its full line of equipment on the floor at the National Automatic Merchandising Association's annual convention and exhibit this week, Villafax, Chicago, at the Hilton Hotel, Suite 210, is serving two breakfasts and one lunch, which are being attended by many of the 18,000 convention-goers.

Beef and tomato, and ham and cheese sandwiches, are among the items on the menu.

NAMA PROGRAM

BY ANY OTHER NAME IS SWEET

CHICAGO—Billboard readers were astonished to find a realtor's ad in December 3 issue that the entire three-days-
convention is business sessions of the Na-
tional Automatic Merchandising Association. The ad was pre-empted apparently by the National Association of Management, Parks and Beaches (NAPAB). There

errors resulted in the letters "NAPAB" instead of "NAMA's" being used on the listing card.

Rowe Shows New

Showcase Vendors

20-Col. Cig, Fresh-Brew Coffee, Hot Food, 11-Col. Candy Vendors Highlight Display

CHICAGO—New cigarette, coffee, drink, candy and pastry vendors, all featuring the Showcase display, were exhibited at NAMA at the Century City, Michigan, Thursday, the 18th, and the 19th. For coffee, the exhibit included the perfect cup of coffee or hot chocolate selections.

New Vendo

Self-Brew

Cup Vender

CHICAGO—Vendo Company's new self-brew vender has a 160-cup, self-stirred, ice water cold brew cycle. The vaccine includes two-stage containers, one containing coffee, the other containing water. After the hot water is mixed with the ice water, the mixture is dispensed into the cups as required.

Foodco Bows

3-Flavor Bulk

Milk Vender

CHICAGO—Cup-O-Matic, 75, a 3-flavor, push-button selection bulk milk vender, is being introduced by Foodco, New York City.

The vender has a capacity of 1,200 cups in a 7-ounce container, and two one-quart-size containers. It is also equipped with a 75-cup capacity, and four-ounce-size containers. It is also equipped with a 75-cup capacity, and four-ounce-size containers.

Refrigeration

Cup-O-Matic is a compact, self-contained, two-cup container. The vaccine is self-contained, and it is equipped with a 75-cup capacity, and four-ounce-size containers. It is also equipped with a 75-cup capacity, and four-ounce-size containers.

A seven-pound, dry ingedients container is equipped with 200 cups and one two-gallon-size container. The unit serves coffee five ways, by one-ounce, two-ounce, four-ounce, six-ounce and eight-ounce selection.

Shipment weight comes to 500 pounds. Dimensions of the vender is 27 inches high, 35 inches wide and 36 inches deep. Price was not quoted.

Continental Self-Brew, Pre-Mix Vendors Debut

The coin acceptance takes nickels, dimes and pennies in any order. A separate change box is provided on the machine and any coins may be recovered in pennies on dimes and in nickels and pennies on 25-cent trams.

Cream Selection

The customer can choose from seven different cream selections, which will be fed into the machine, regardless of the particular beverage selected. The machine is also equipped with a separate cream container, which is placed above the cream snack.

Continental Vending Machine Corporation, one of the heaviest exhibitors at NAMA convention in Chicago last week, showed its new self-brew coffee machine, in which the coffee is administered by the machine and then delivered to the cup in stainless steel tubes. The cup station has a separate container for milk and a separate container for cream.

The Capri coffee machine, which will sell for $50 to $60, W. W. Bevich, general sales manager, is equipped with a 150-cup capacity, and an ingredient capacity of 200 cups of coffee, 300 cups of hot chocolate and 150 cups of soup. The hot chocolate and soup are in separate tanks, and the coffee is self-brew.
New National 200-Bar Unit

CHICAGO—National Vendors announced a new 200-bar unit, colored yellow, called the Series 10-0. The introduction of this machine is part of National’s one-column manual cigarette machine series. Price is not quoted.

The bars are accommodated by non-interlocking removable shelves and a built-in guard mechanism. Columns are interchangeabe for candy and pastry items. Each column holds 17 different colors.

(Continued on page 85)

Leihigh Hot Drink Vender

CHICAGO—A three-selection dry ingredient hot drink vender called the Lehigh, Inc., Pennsylvania, in co-operation with the Nestle Company.

Priced at $1200, the vender holds 190 packets of chocolate, coffee, and 180 cups. It is fully mec.

(Continued on page 85)

Cole-Spa ‘7’ Cold Cup Unit

CHICAGO—Cole Products Company, manufacturer of the four-drop drink vender, the Cole-Spa Special ‘7’, has an 850-cup capacity, vending five sizes of drinks from one or two carbonated drinks.

The machine utilizes a pre-mix for fruit-flavored cola selections such as cherry, lime and strawberry. Feature is a new-type lighted

(Continued on page 85)

Wico Shows Can Vender

CHICAGO—Wico Food Vender, a hot canned food vender featuring six selections and a 102 can vending capacity is the newest in the line of Wico machines, Chicago.

It is made by turning a pointer knob to the desired food label on the front of the machine.

(Continued on page 85)

M-57 Bev. Bar By Bert Mills

CHICAGO—The M-57 Bev. Bar, a newer version of the M-56, was introduced by Bert Mills Corporation, Chicago. It is a new development in the automatic vending field.

Like the previous model, the M-57 Bev. Bar is a roof top installation where the stock is securely hidden behind the panels.

(Continued on page 85)
PENNIES PAY OFF

with greatest money making scale on the market!

$20 deposit plus 25¢ an hour for
Use indoors or out

Produces up to 200 cents

Wire Customers for Locations

Two Machines Installed

No rental or subscription fees or tolls

AMERICAN CHEWING PRODUCTS Inc. & Mfg. Presenta a N. J.

VENDCO SALES CO., 300 E. 42nd St., N.Y. Phone: U. Line 7-5452

CIGARETTE AND CANDY MACHINES

FULLY CONDITIONED

Complete, with house, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere-completed.

CIGARETTE & COLUMN CANDY, 10 cent capacity, new price...........$11.00 NEW CIGARETTE & COLUMN CANDY, 15 cent capacity, new price.......$12.00 REFILLABLE "B" CIGARETTE MACHINE, 35 cent capacity..................$4.00 VENDO MACHINE 5, King Size..................$10.00

VENDCO wheel and handle with Independent drive and weight, 130 lbs.

All equipment unconditionally guaranteed. Fast delivery. One
day delivery, balance C.O.D. All

50% conversion available at 25¢ extra.

NATIONAL VENDING SERVICE CO. 300 Park Ave., No. 1, New York, N. Y. Telephone 5-1677

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the latest vending opportunity—right now and next vending equipment—be first to list of significant opportunities in vending.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today
Saves you more than 20% on newsstand price

The Billboard, 2105 Patterson St., Cincinnati 22, Ohio

For the latest vending opportunity—right now and next vending equipment—be first to list of significant opportunities in vending.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today
Saves you more than 20% on newsstand price

The Billboard, 2105 Patterson St., Cincinnati 22, Ohio

For the latest vending opportunity—right now and next vending equipment—be first to list of significant opportunities in vending.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today
Saves you more than 20% on newsstand price

The Billboard, 2105 Patterson St., Cincinnati 22, Ohio

For the latest vending opportunity—right now and next vending equipment—be first to list of significant opportunities in vending.
Vending Machines for Sale

25 Columbus 1c Model 2 ... $3.95 ea.
40 Alum 7c Bell Gum ... 6.65 ea.
15 Copper Half Plastic 1c ... 7.95 ea.
15 Wheaties in Tab Gum 15.55 ea. without window.
15 Wheaties in Tab Gum 17.55 ea. with window.
25 Metal Stamps ($5.00 value) ... 2.95 ea.

Cash With Order

ATTENTION: Operators! Distributors! BRIGHTER YOUR MACHINES

NEW Snoppers with JEWELLED STONES available

Our new Snoppers will hold amusement or plastic drawer stops in the recess of your slate in a manner that previous users have never seen before. They look like eye-catchers.

Your machine will look like this.

Christmas bow.

20 M $5.00 net.

Enameled Stones .56/75/M

Plastic Jewels 2.00/ea.

Available on your distributor or

paul a., inc.

15 January 1956, 12, 15, 20, 25, 50, 100.

Lehigh Drink

Continued from page 81

Chemically operated, with a gravity feed magazine. The cup dispenser holds 60 cups in each of its two columns.

Ingredient packages are shown thru a glass window in the front of the machine, and the customer selects his choice by pulling a selection knob and receiving his cup from a dispensing slot at the bottom.

The vender has its own cup disposal with a self-closing door in the base of the machine. An additional feature—filled crimped coffee packs in three sections: coffee, sugar, with stir stick. Dimensions are 57 inches high, 13 inches wide and 13 inches deep.

Vendo Shows

Continued from page 81

ferent size cartons at the same time. Push-button selection panel and plastic delivery doors (two) that close automatically.

Weighting 495 pounds, the dimensions are 77 inches high, 32 inches wide and 13 inches deep.

Vendo has also announced a new outside milk station—a weather-proof steel display shelf-to house the new machine. It has a lighted sign on the top and concealed fluorescent lighting for the interior.

Dimensions for the station are 89 inches high, 58 inches wide and 38 inches deep. The unit is shipped ready for display. Price of the entire package has not been quoted.

Nat'l 200-Bar

Continued from page 81

column is independently hung. The mechanism chassis is removable, independent of the merchandising columns.

Nickel and dime operation is standard, as is a self-billing nickel changemaker. Steel pull handles are channeled and set in floating bearings.

A rectangular plate glass mirror with an injected "Candy" sign is on the upper front panel. Fluorescent display lighting is an optional extra, as is a gong and mint unit.

Silex Brew Unit

Continued from page 81

of chocolate. Constructed of stainless steel, the vendor features a convenient brewing mechanism for easy service. Cream and chocolate are refrigerated at 40 to 45 degree temperature.

Selection is made by flipping a dial on the front of the vender. The coin changer accepts 25-cent, 10-cent and 5-cent coins for dime sizes. Dimensions are 62 inches high by 32 inches wide and 28 inches deep.

J. SCHOENBACH Distiller, Inc.

Oak's "Gold Mine" tab gum dispenser

Vends all popular tab gums. One piece plastic mechanism can be seen from any angle and rotation automatically. Case is released when release is empty. One lock secures both money and mechanism. "The Gold Mine" is given mechanical perfection and it shipped complete ready to operate.

J. SCHOENBACH Distiller, Inc.

oak's "GOLD MINe" tab gum selector

For proven big profit item, to handle the "original" feel-proof, U-Test-M TV Tube Testing Machine.

Here's great opportunity for live, aggressive, responsible, financially sound businessmen.

- Makes big money wherever investment is made
- Tube replacement business is limitless
- Machine requires small space, only 7x9 sq. feet.
- The D-Test-M Tube Machine can stock up to 600 nationally advertised tubes for replacement.
- Here's your opportunity to establish a long lasting precious business in open, fertile territory.
- Reasonable investment required. Amount depends on extent of operations.

You CAN STILL GET IN ON THE GROUND FLOOR.

For further information, contact the leader that sets the pace.

See us at the NRA Convention, Booth 322W for our SPECIAL SHOW OFFER!

U-Test-M Manufacturing Company

4625 W. LINCOLN AVE. PHILADELPHIA 6-8450 MILWAUKEE 15, WIL

Vending Machines

权利 reserved.

香烟机转换

IMMEDIATE DELIVERY on 25c and 30c Coke Mechanism Conversions for ROWE, Imperial, Royal.

NATIONAL All Presidents, Crusaders, etc.

UNEEDA All Presidents, Crusaders, etc.

 Also Available: ROWE PRICE DIFFERENTIAL BARS & NEW CHROME MECHANICALs

Terms Arranged—Write for Information

Cigarette Machine Conversions

IMMEDIATE DELIVERY on 25c and 30c Coke Mechanism Conversions for ROWE, Imperial, Royal. NATIONAL All Presidents, Crusaders, etc.

UNEEDA All Presidents, Crusaders, etc.

Also Available: Rowe Price Differential Bars & New Chrome Mechanicals

Terms Arranged—Write for Information

UNEEDA VENDING SERVICE, INC.

The leader in vending distribution of vending machines

104 North Michigan Avenue, Chicago 1, Illinois

ROWE CRUSADER 8 Cols. - 240 cap. 25c, 50c, King, and Regular. Fully Modernized—Cut Bars.

Sensational Special Offer—Only $100.00

All Equipment Unconditionally Guaranteed

Completely Reconditioned and Refurbished

We Carry in Stock Every Make and Model of High Grade Candy and Candy Vendors.

TRADE PRICES

We deposit, balance C.O.D.
THE HOTTEST ITEM IN TEARS

GUGGENHEIM'S
GLO-LANTERN

Really glows in the dark.
Plastic......$1.15 per thousand
Vacuum Pressed...15.00 per thousand

of your distributor or

Guggenheim
33 UNION SQUARE
N. Y. C., N. Y. • AL 5-8493

$25 DOWN
Balance $10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET, IRON, COPPER, AND BRASS SLIDING REGULARLY ENAMELED, FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented by
WEATHER DOWN

10c Hi ENAMELLED, FOR
HUNDREDS OF
PLACE
WRITE,

CABINET 1/3 IRON

Columbus -when

PRICES.

VEND

IN

WEATHERDOWN

10c

POPPERETTE

Fully Automatic Popcorn Machine

10¢
HI PROFIT %

$159.00

TERMS: 1/2 Deposit with order, Balance COD

Write, Wire or Phone

Mayflower Distributing Co.
2218 University Ave. St. Paul 6, Minn. MIDWAY 6-7901

VEND—PUBLISHED BY THE BILLBOARD
HUNDREDS OF MONEY-MAKING VENDING IDEAS

- Cast you a fortune at a cost of 10¢ a piece—when you subscribe to VEND—the magazine of Automatic Merchandising! Fill In—Need—Out—Mail today!

VEND—PUBLISHED 21ST MONTH, 125TH ISSUE
Yes, please sign me up for VEND for: 1 year $6. 2 years $10. $4.50 (Foreign rate, one year, $5)

Name: ____________________________
Address: ____________________________
City: ____________________________  State: ____________________________

ROWE'S SHOWCASE VENDORS

- Continued from page 80

Rowe's Showcase Vendors

The self-brewed coffee vendor, set for delivery by Feb. 24 spring of 1957, dispenses coffee black, with cream, with sugar, and with cream and sugar. Pre-mixed drinks are also available. Another feature of the Rowe exhibit is the "make-yourself" sandwich vending bar which vends prefabricated vacuum-packed cold cuts and two packaged bread slices. Customers make cuts, and the slices are sold at various prices. This equipment is new in this form for Rowe. Rowe bids to dispense four types of bread.

SUCCESSFUL VENDING REQUIRES:

The availability of quality merchandise which meets popular demand, frequently visible, inexpensive, trouble-free machines which are easily understood and quickly serviced, and a fair margin of profit.

VENDERS

a brave, inexpensive, trouble-free machine which can be installed quickly and easily served. One example is the NORTHERN 5c PACKAGE GUM VENDER

For full information on our complete line of profit-making vending equipment, write:

The NORTHERN CORP.
31563 Armstrong St. Morris, Ill.

MANDELL GUARANTEED USED MACHINES

Mercer Island, Wash. Los Angeles, Cali.

MANDELL AUCTIONEERS INC.
2049 First Ave., Seattle, Wash.

MECHANICAL & SUPPLIES

GOLF CLUBS, shirt, shoes, etc.
SOCIAL SUPPLIES, cookies, candies, etc.

NORTHWESTERN SALES AND SERVICE CO.
1801 NW St. Paul, Seattle 4, Wash.

GIVE TO DAMON RUNYON CANCER FUND

NORTHWESTERN 5c PACKAGE GUM VENDER

For full information on our complete line of profit-making vending equipment, write:

The NORTHERN CORP.
31563 Armstrong St. Morris, Ill.

MANDELL GUARANTEED USED MACHINES

Mercer Island, Wash. Los Angeles, Cali.

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2049 First Ave., Seattle, Wash.

MECHANICAL & SUPPLIES

GOLF CLUBS, shirt, shoes, etc.
SOCIAL SUPPLIES, cookies, candies, etc.

NORTHWESTERN SALES AND SERVICE CO.
1801 NW St. Paul, Seattle 4, Wash.

GIVE TO DAMON RUNYON CANCER FUND

PLUG-IN BEADS

Our Plug-In Beads are the exact size of 210 count gum. They are available in beautiful OCEAN PEARL, Iridescent PEARLITE or Brilliant OPAQUE colors. 25¢ or more. $2.00. EXCLUSIVE. See our new Plug-In ANIMAL HEADS and connecting links. Order bright red Opaque Beads to use with our new Plug-In ANIMAL HEADS and connecting links. Order bright red Opaque Beads to use with our new Plug-In ANIMAL HEADS and connecting links.

Send 35c for Regular Sample Kit of Charms

SUE-BLOCK—the original patented design. Made in the USA. Original color coded dial design. We have supplied this to key chains and can make complete short pull. $1.00 each.

World's Largest Selection of Minatures Charms

PENNY KING COMPANY

2538 Missouri Street

PITTSBURGH 8, PA.

EXCLUSIVE MATT SALES AGENT FOR

NEW IMPROVED PENNY NOVEL ATLAS MASTER
### 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 or 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, make on location, the territory and other related factors.

### MOST ACTIVE EQUIPMENT

**FOR FOUR-WEEK PERIOD ENDING WITH ISSUE**

<table>
<thead>
<tr>
<th>ARCADE EQUIPMENT</th>
<th>HIGH</th>
<th>LOW</th>
<th>AVG.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. EXHIBIT—Dale Gun</td>
<td>$225.00</td>
<td>$175.00</td>
<td>$200.00</td>
</tr>
<tr>
<td>2. SEEBURG — Coin Hunt</td>
<td>$175.00</td>
<td>$85.00</td>
<td>$150.00</td>
</tr>
<tr>
<td>3. AM-1 MODEL 800</td>
<td>$125.00</td>
<td>$85.00</td>
<td>$105.00</td>
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</tbody>
</table>

**MUSIC MACHINES**

<table>
<thead>
<tr>
<th>MODEL</th>
<th>HIGH</th>
<th>LOW</th>
<th>AVG.</th>
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</thead>
<tbody>
<tr>
<td>1. AM-1 MODEL 800</td>
<td>$195.00</td>
<td>$155.00</td>
<td>$175.00</td>
</tr>
<tr>
<td>2. DART MODEL 270</td>
<td>$235.00</td>
<td>$205.00</td>
<td>$220.00</td>
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</table>

**SHUFFLE GAMES**

<table>
<thead>
<tr>
<th>MODEL</th>
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<th>LOW</th>
<th>AVG.</th>
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</thead>
<tbody>
<tr>
<td>1. DART MODEL 270</td>
<td>$235.00</td>
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<td>$220.00</td>
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</tbody>
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**WENDING MACHINES**

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<tr>
<th>MODEL</th>
<th>HIGH</th>
<th>LOW</th>
<th>AVG.</th>
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</thead>
<tbody>
<tr>
<td>1. ROWE C5</td>
<td>$125.00</td>
<td>$105.00</td>
<td>$115.00</td>
</tr>
</tbody>
</table>

**PICK-N-PULL GAMES**

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<tr>
<th>MODEL</th>
<th>HIGH</th>
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<th>AVG.</th>
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</thead>
<tbody>
<tr>
<td>1. BALLY</td>
<td>$250.00</td>
<td>$195.00</td>
<td>$225.00</td>
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</table>

**PINOCHLE**

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<tr>
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<th>AVG.</th>
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<tbody>
<tr>
<td>1. DART MODEL 270</td>
<td>$235.00</td>
<td>$205.00</td>
<td>$220.00</td>
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</table>

**UNITED MANUFACTURING**

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<tr>
<th>MODEL</th>
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<tr>
<td>1. BALLY</td>
<td>$250.00</td>
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**WILLIAMS**

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<tr>
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<td>$195.00</td>
<td>$225.00</td>
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</table>

### HOW TO USE THE INDEX

**MEAN AVERAGE**

The mean average is a computation based on all prices of machines at which the equipment has been advertised in the Index and the "high," "low," and "lowest" average of all equipment prices. It is not a simple average between the "high," "low," and "lowest" average price. This index indicates the price level at which the majority of the machines are advertised for and when used with mean average listing.

**HIGH** and **LOW** are most meaning when used with mean average listing.

### MOST ACTIVE LIST

**THE MOST ACTIVE EQUIPMENT**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1. BALLY</td>
<td>$250.00</td>
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<td>$225.00</td>
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</tbody>
</table>

**MUSIC MACHINES**

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<th>LOW</th>
<th>AVG.</th>
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<tbody>
<tr>
<td>1. AMI</td>
<td>$195.00</td>
<td>$150.00</td>
<td>$175.00</td>
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**SHUFFLE GAMES**

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**VENDING MACHINES**

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<th>LOW</th>
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</tr>
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<tbody>
<tr>
<td>1. BEALL</td>
<td>$155.00</td>
<td>$125.00</td>
<td>$145.00</td>
</tr>
</tbody>
</table>

### COIN MACHINES

**INDEX TO COIN MACHINES**

<table>
<thead>
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**ADVERTISED USED COIN MACHINE PRICES**

**PINBALL GAMES**

<table>
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<th>MODEL</th>
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</table>

**HIGH** and **LOW** prices listed above are taken from advertisements in The Billboard for the period above. The "highest," "lowest," and "lowest" prices advertised on music machines which have been advertised 10 times or more for the four-week period, and which have been advertised for which has been advertised five times or more. **"High** and **Low** are most meaning when used with mean average listing.

**HIGH** and **LOW** are most meaning when used with mean average listing.
MUSIC MACHINES

Rock-Ola in Full Output on 200-Play Phono in 2 Models

Start Quantity Distributor Shipments; Two Units to List at $1,195 and $1,295

CHICAGO — Rock-Ola Manufacturing Corporation is in full production of the 200-selection juke box in two models.

David G. Rockla, president, in announcing the new models in his weekly radio address last Thursday, declared that "phonographs are now rolling off the assembly line in all Rock-Ola plants and the full- scale production is being maintained at the highest possible rate with the price of the player still being fixed at $1,000."

The latter model features a dual credit system and a program scheduling system which allows the operator to schedule the playing categories for each of five selector pucks.

Showings

Some distributors have already placed the new models on display and will schedule them or hold informal showings.

At least seven distributors have so far held formal operator showings.

Franco Distributing Company, Chicago; Montgomery, Ala., will hold open house to show the 200-selection model for operators or potential operators this Sunday (Oct. 20). Hosting the affair at the firm's headquarters will be David G. Rockefeller, in attendance.

S. K. Piis, Capt. John, Reuben A. Follett, Polyphonists; and M. S. & M. Distributing Company, Memphis, kicked off a pre-Christmas advertising campaign to tie in with their showings last week (see "Philly Ops Split Ballot on 10c Play")

Rocky Bows 50-Cent Coin Unit for Jukes

SAN FRANCISCO — A 50-cent coin unit for any model Seeburg phonograph was announced this past week by Louis E. Welcher, president of the Western Merchandising Company, with the unit to sell for operators for "under $100."

Welcher's announcement follows within a month of a recent survey by The Billboard which indicated that over 75 per cent of merchants operating with 50-cent coin machines are buying 50-cent play devices on all future machines ordered.

New Royal unit can be installed with existing machines, and can be added to Welcher, without interfering with regular nickel, dime or quarter play.

Fifty-cent device normally gives the twice the number of plays demanded for a quarter, but by flipping a toggle switch on the device, the operator can set the device to give the regular nickel, dime or quarter play.

The Royal 50-cent device now gives the twice the number of plays demanded for a quarter, but by flipping a toggle switch on the device, the operator can set the device to give the regular nickel, dime or quarter play.

The Royal 50-cent unit is made of hardwood, has a brass entry for all coins, National slab rejecter mechanism, coin race and patented half-dollar separator developed by Welcher. Unit is in full production at the Los Angeles plant of Advance Automatic Sales Company.

Price Debuts New 45 R.P.M. Converter Unit

LOS ANGELES — A new unit that converts Seeburg model MD and 1500 models to 45 r.p.m. speed from 75 r.p.m. to 45 r.p.m. speed was put into production last week by the National Music Co., and sold exclusively thru California Communications.

The unit will sell for $89.50. Completely redesigned according to Seeburg specifications, it features a new direct gear drive, positive reverse gear, and holds and guides the record thru the complete transfer cycle and an all-steel transfer mechanism.

Price also announced a new unit for converting 75 or 45 r.p.m. equipment to 33 1/3 r.p.m. speed. Designed for non-coins-operated equipment, for use primarily with background music locations, it enables machines to use LP's. The unit will market for $34.95.

This unit is designed to accommodate approximately 6,000 square feet of space at the firm's plant to handle the maximum number of units that can be manufactured by other coin-operated devices currently being produced, according to company officials.

Birmingham Juke Takes Up Viva Dime

BIRMINGHAM — Juke play is really making strides toward putting juke box operators back on a second credit basis in this Southern area. A survey of operators has been reported to indicate that 78 per cent of all late equipment has gone without the dime.

Operators and location owners report anywhere from 25 to 50 per cent of all juke boxes operate on dime play. To date no comments by jukes have been received from location owners who have done away with dime play.

It has been said At Orlando, of Birmingham Vending Company, has made the switch or has reached the end of the rope in supplying a dime's worth of music for a nickel. Of course they can afford it on equipment already paid for, but on new machines you've got to get a dime play or you won't come out.
DETROIT

By HARLEY REYES

Ray Arrull, music and pinball operator of Adrian, Mich., who has been hospitalized for two weeks, is facing a second operation upon the digestive system. His staff is carrying on his operation in his absence. . . . Phil Jones, of the record department of Angiet Distributing Company, back on the job after a brief hospitalization and an operation.

Ted Parker, former sales manager for Angiet Distributing Company and now district representative in the Toledo area, has been in town for a few days renewing old acquaintances. Carl Angiet, son of the president of Angiet Distributing, has received his honorable discharge from the Navy after four years of service and is rejoining the firm.

Oakland Coin Company, operated by Russ Honom, is switching its entire music operation from 7:00 to 9:00 p.m. Louis Fisher, of Fisher Music, is also making the conversion. Lou Fanning, manager of Widman National Sewing Company, reported business good in the diversified vending field.

Thomas Merrier, manager of the coin division of the Oakland Sourdough in Systems, is getting set for the Christmas season, the busiest period of the new seasonal numbers as well as older standards. Ray Small, United Methodist Church organist and choirmaster, trekked to Toledo for the annual Two-Bit Ball, major youth project.

Arthur Sauve, founder of A. E. Saune & Sons, took horse- back riding a good exercise for these bike-fall weekends while he visits in Detroit before returning to his home at West Palm Beach. Active operation is headed by his son, Howard Sauve.

Edward L. Carlson, president of the United Music Operators of Michigan (UMO), has just completed double honors in the Masonic organization. He received the high 33rd Degree and also became a Shiner. Among his sponsors for advancement was Roy Small, UMO conciliator.

Tony Sarnace, owner of Circle Music Company in Dearborn, Mich., and James Finan, owner of United Sound Systems, both have an adventurous time closing up their cottages on an island in the St. Mary's River near Algonac. Their small boat was lost in the fog and nearly swamped, requiring a call for assistance.

The United Vendors' Association of Michigan, Inc., is busy revising by-laws and constitution under the direction of President Floyd Joyce, Conciliator Chuck Morgan and veteran operator F. Stanley Collins. Ray Small, of the UMO, has had several meetings with the group, sharing experiences in formal organization.

Glenn Keepoe, who runs the General Coin Machine Sales & Service with his brother, Max G. Keepoe, reports business extremely quiet during the past few weeks. Operators are experiencing a new kind of business, that of filling both purchase of new and used equipment and also in servicing them, resulting in several dollars of extra work.

Joseph Brilliant, owner of Brilliant Music Company, just returned from a vacation in Hot Springs, Ark., and is planning the Detroit premiere showing of the new Rock-Ola Model 200, for which he is distributor, on Saturday and Sunday, December 8-9. The date has been deferred for this major event of the season because of promotion schedules and conflict of dates with other industry shows.

Shoings will be held at the Brilliant Music salerooms in Northern and Trelawn, 10631 Livernois, open to the trade and invited guests, with refreshments to be served. Invitations are currently being sent out.

TWIN CITIES

By JACK WINEBERG

Reed Whipple, of North Tonawanda, N.Y., invented the forerunner of the record player, and for Wurlitzer phones, ran a service school for operators Tuesday, December 13, at the Wurlitzer Distributing Company quarters in Minneapolis. Harold Lehman, Minnesota Music Company, Minneapolis distributor, said business continues to be off quite sharply and that unless there is a sudden upswing soon, 1936 will turn out to be one of the worst in the industry's history in this area.

Amos Hehidick, of Advance Music Company, has placed a number of Peppy the Clown machines in 5- and 10-cent stores which he sells with the idea they will keep Peppy to be very much a bit of a novelty, Hehidick said. Harold Hartman, service chief at Saudier Distributing Company, was back in the shop for a few days here, taking cobalt ray treatments which his physician has recommended (Continued on page 39).

THE "G-200"

- Indoor eye-level mist of all 200 titles
- Record changer
- Wider choice of colors
- Inexpensive
- Complete accessibility

AM I ... music that makes more money for you ... originating of the first "G-200" in 1927...ahed then, ahead now.

1500 Union Avenue, S.E.
Grand Rapids, Mich.
"Years Ahead" ENGINEERING and DESIGN

MODEL 1455

Electronic and Mechanical Advancements originated by ROCK-OLA engineers and standard equipment on ROCK-OLA 50, 120 and 200 selection models have made possible the currently popular 200 selection phonographs. But—ONLY IN THE ROCK-OLA "200" ARE ALL THESE IMPORTANT FEATURES COMBINED, TIME TESTED AND PLAY PROVEN TO ASSURE TROUBLE-FREE PERFORMANCE. Such ROCK-OLA pioneered advancements as those described below PLUS many new and exclusive ROCK-OLA features make the ROCK-OLA "200" THE FINEST AUTOMATIC PHONOGRAPH BUILT.

We invite you to inspect the ROCK-OLA "200" and the entire line of outstanding ROCK-OLA phonographs at your ROCK-OLA distributors now.

D. Rockola
PRESIDENT

FASTEST PLAY IN THE WORLD

The ONLY 200 selection phonograph with SINGLE BUTTON TITLE SELECTION for FASTER, EASIER TROUBLE-FREE PLAY. Simply deposit coin, select tune and push button directly under the title selected. No combination of numbers and letters to remember.

THE ORIGINAL REVOLVING SELECTION PANEL FOR MULTI-PLAY PHONOGRAPH

Displays 40 Tune Titles in a single row—EASY TO-READ, ROCKET FAST. A touch of the glowing red program selection button and 40 new titles appear instantly to choose from.

*PICTURE WINDOW PROGRAMMING

Now, thanks to the ROCK-OLA pioneered Revolving Selection Panel mechanism, players can pre-select music to fit their moods. A light touch of the program selection button, like the flick of a magic wand, lights up a colorfully illustrated miniature picture window announcing one of five available program classifications and displays, on the selection panel below, 40 Tune Titles from that classification to choose from.

SMALLEST MOST COMPACT OF ALL 200 SELECTION PHONOGRAPH

ONLY—57¼" High x 30½" Wide x 27½" Deep

* TRU-TONE HI-FIDELITY SOUND SYSTEM
* SIMPLE 3 WIRE REMOTE RECEIVER
* FAST EASY ACCESSIBILITY TO ALL WORKING PARTS
* HINGED RECORD DRESS CAP
* ONE PIECE DIE CAST TURN TABLE WITH SELF-LUBRICATING BEARING & 4 POLE MOTOR

* ROCK-OLA DUAL CREDIT SYSTEM
* MICRO CONTROLLED SELECTOR
* CLEAR VIEW POPULARITY REGISTER

ROCK-OLA MANUFACTURING CORPORATION · 800 N. KEDZIE AVENUE · CHICAGO 51, ILL.
DECEMBER 8, 1956

THE BILLBOARD

MUSIC MACHINES

ROCK-OLA

HI-FIDELITY MUSIC

Model 1455

200 Selections

MODEL 1445-D Illustrated
Continued from page 57

hope will enable them to control the tongue malignancy he suffers.

Frank Davidson, of Spooner, Wis., in town buying music and shopping as well as showing off his voice, is present this week. He is converting to dime play, five for a quarter, very much as if that it is going over quite well. He plans more conversions as time goes on. He lives in Cranst., St. Clou., Minn., in the same parts for the music route, said that all of his phonographs are nickel play with the exception of the single 200-record machine he has. On that one, he said, the 25-cent machine has worked out well.

Another converting to dime play is Pete Vermon, of Key City, Minn., in town to buy novice games. He said he's moving in the dime play line and may be able to play five or five plays for a quarter, depending on the source. Vermon is with a C & S Sales Company, Millington, shopping the country for dime play, said he principally all his music machine business is doing well for him, three or five for 25 cents. Eady, of Millington, Tenn., a M & M Music Company, winch, D.S. in town to buy dime play and nickel play, said their operation is a failure. They have done without phonographs, with little thought at this time of converting.

Mark Killens, of Worthington, Minn., who bought music on his visit to this market, and is getting ready to begin his operation to dime play where he lives. He has the nickel play installed where location owners have been out and threaten to get machines elsewhere. They are asking better dollars, he said they are eliminating nickel play but has to get two plays for a quarter instead of straight dime. Even that has helped his gross, he said. A. H. Quife, of Fairmont, Minn., who makes his big move now used music, said his operation continues to be successful. He said he has C. B. Siegel and his wife, of Ela Cliffs, Win., came to this market to buy nickel play. They have been in the business probably nearly a year of dime play he has been successful and is planning to go to 5-cent operation.

Clara Bodin, of the Sandier Electric Co., is now in Minneapolis, since the place opened as Wurlitzer distributor. She, along with A. L. Hobe., of New Prague, Minn., bought used music to distribute to local music houses and used music, said his operation continues to be successful. Clara Bodin, of Ela Cliffs, Win., came to this market to buy nickel play. They have been in the business perhaps nearly a year of dime play he has been successful and is planning to go to 5-cent operation.

Continued from page 58

COINMEN YOU KNOW


detroit

OPs

for profits on every one but that some profit on every other line of business.

As far as another concern is concerned, dime play has made no real effort to promote its business in many of his locations. Dime play equipment would have sold better if others it had a failure and he had to remove the equipment.

Mr. Fry has decided to sell the business, according to Mr. Fry, Dime play equipment will be sold to the highest bidder and the 200-play machine will eventually be changed to authorized operating procedure once the sale is consummated. Mr. Fry feels that even teen-agers locations where dime play machines don't underachieve.

CONTINUED FROM PAGE 58

Chicago's market for 200-play machines, dime play would be much harder in being made the standard. Operators in the business who probably will want to join the plan a program men want to hear.
Coin Machine Exhibits Show 40 Games at NAAPPB Confab

**New York** — Bert Jacobs, Na Way Vending, and Harry Berger, Westway Vending, were seated on the panel of the Associated Machine Manufacturers at the National Association of Amusement Parks, Pools & Beaches convention at the Hotel Statler last week. While a wide variety of coin-operated games was displayed, the number of new models introduced at the convention was restricted to four.

Coin officers in general felt that the major change in the amusement-park scene was the way people used the coin-operated games. In the past, they were parks with only a casual interest in the games. Nevertheless there seemed to be a pickup of interest the time Wednesday, the last day of the convention, rolled around.

Several coin machine exhibitors voiced satisfaction—the by no means enthusiasm—for what appeared to be a general slow down in the introduction of new orders at the show. Many, however, indicated that they expected much of the business to be done later.

**Win Award**

Exhibit Supply, Chicago, walked away with the top coin machine model of the year award. The exhibit supply was awarded the annual Henry A. Gugino Award for the most meritorious exhibit dealing with games or penny arcade equipment. (See separate story on new equipment elsewhere in the section.)

Featured in its exhibit was the firm’s line of vacuum card vending, pep barrels, kiss-o-meter, bubble gun vendor, Jungle Hunt gun games, Bigger school ball games and a world’s longest pinball machine designed to introduce in the spring.

**Honorable Mention**

Honorable mention was also awarded the Williams Manufacturing Company and the Capital Products Corporation. Both firms featured their exhibits. Williams featured Peppy, their coin-operated pinball machine.

(Continued on page 94)

**U.S. Lists 337,463 Licensed Locations**

WASHINGTON — The number of licensed amusement game and pay-tennis machines in operation for the fiscal year 1955 was reported last week by the U.S. Internal Revenue Service.

According to the Internal Revenue Service, a total of 377,403 locations were licensed at the 110 enclosures and 15,995 were licensed at the $230 gaming tax stamp rate.

On the basis of the figures shown, all machines licensed and available for all types of locations would have a potential nationwide distribution of over 300,000 units.

**Regional Breakdown**

The following table gives the breakdown in number of locations licensed during the 1956 period in the different regions of the country and the districts within these regions.

(Continued on page 93)

**Mutoscope Bows New Kiddie Gun**

CHICAGO — International Mutoscope Corporation, New York, exhibited two new pieces as well as its current equipment at the National Association of Amusement Parks, Pools & Beaches convention last week.

Rung-O-Rama, a new, 15-shot-fireball Kiddie gun, was displayed. The photograph, which is in production and will be ready for shipment within 30 days, was released with the new Voice-A-Craft, featuring a choice of 1,500 titles and a selection of five musical introductions lasting 10 seconds each. It replaces the original model and will list for about $2,000.

Other pieces shown by Internationai included: Lord’s Prayer and Sing a Song of Praises, a penny machine with electrically operatedchangemachines; K-O Champ, bowling game; Rock-n-Ball, ball game, Dodge Mills, Mutoscope Movie and Tungo Grip Meter.

**Coin Machine Exports**

**August, 1956**

(Continued on page 97)

**Coin Machine Exports**

**Country** | **Photographs** | **Assessment Value** | **Names** | **Vendors** |
--- | --- | --- | --- | --- |
W. Germany | 253,014 | 105 | 29,253 | 651 | 312,811
Canada | 259 | 114,445 | 200 | 105,291 | 820 | 94,441 | 1,332 | 294,496
Belgium | 268,910 | 22,593 | 200 | 76,351 | 820 | 84,223 | 1,332 | 198,046
Venezuela | 188 | 137,277 | 11 | 16,127 | 268 | 18,433 | 547 | 171,837
Argentina | 135 | 120,541 | 61 | 17,853 | 312 | 2,114 | 339 | 225,540
Spain | 96 | 56,367 | 70 | 3,290 | 21 | 287 | 72 | 67,367
Australia | 51,239 | 56,367 | 70 | 3,290 | 21 | 287 | 72 | 67,367
Netherlands | 314 | 36,901 | 80 | 2,680 | 8 | 5,023 | 142 | 41,920
Italy | 102 | 8,591 | 65 | 18,600 | 8 | 5,023 | 142 | 41,920
France | 12 | 2,979 | 40 | 4,658 | 8 | 5,023 | 142 | 41,920
Hong Kong | 10 | 2,979 | 40 | 4,658 | 8 | 5,023 | 142 | 41,920
Sweden | 28 | 17,853 | 61 | 17,853 | 312 | 2,114 | 339 | 225,540
Other | 108 | 339,255 | 596 | 41,920 | 83 | 3,864 | 907 | 331,339
**TOTALS** | 7,243 | 1,300,759 | 2,470 | 340,255 | 1,594 | 104,103 | 6,247 | 1,680,116

**AMUSEMENT MACHINES**

**December 8, 1956**

**Communications from 188 W. Randolph St., Chicago, Ill.**

**The Billboard**

**Exhibit Debuts Coin Baseball Throw Game**

**Bally Bows New In-Line Pin: Key West**

**Bally Bows New In-Line Pin: Key West**

**Coinmen Pay Final Respects to Mrs. Billotta**

**Coin Machine Exports**

**NEWARK, N. J. — Representatives from the amusement game and machine industry gathered in St. Michael’s Church here Thursday morning to pay final respects to Mrs. Rosina Billotta, 83, another of John Billotta, New York State Warden of Pinsballs.**

Mrs. Billotta, who died Monday (29) at the age of 83, was very active in New York State operators and distributors. She accompanied her son to various amusement shows, developments, and conventions. Her vitality and enthusiasm will be a constant source of inspiration at the annual convention.

She leaves, in addition to John, three other sons, James, Anthony and Robert; two daughters, Mrs. Carlotta Tromso and Mrs. Anna Caramelli; a brother, John Giulio, and a sister, Mrs. Caroline Ruffino.
Roanoke Holds
Genco Showing; AMI Session

RICHMOND, Va.—The complete line of Genco games was recently exhibited at the Roanoke Vending Machine Exchange here. Al Warren, director of sales for Genco, was present at the showing. Richmond operators attending were John Chandler, Richmond Amusement Sales; Reuben H. Scher, Scher's Vending Machine Company, and O. K. Lewis, Bob Lewis and George Zopantis, all of the O.K. Amusement Company. Other operators included Henry Meyer, National Amusement Company; Fernwood Amusement Co., E. W. Wells; Petersfield Amusement Co., Petersburg; Ray Hash, University Music Company, Charlottesville; W. C. Colgate, Colgate Amusement Company, Clas City; E. L. Simmons, Danville Amusement Company, Danville; and T. E. Cox and Richard Williamson, both of Keyesville.

From Roanoke Vending Exchange were Harry Mosley, William Browning Jr., Dan Fitzgerald, Alton Shepherd, Ernest Bishop, W. D. Street and Patrick Brock Jr.

Tuesday (27) the AMI service school was held at the shop. George Klisey, AMI field representative, was in charge, assisted by W. A. Browning Jr., of Roanoke, and Joe Collins, AMI district sales manager.

Attending were Buddy Vaughn, State Amusement Company, Roanoke; Clyde Preffitt, University Music Company, Charlottesville; E. Conner and O. L. King, Davis Music Company, Roanoke; R. L. Salter, Salter's Music Company, Roanoke; Bob Apperson and John Samuel, both of Apperson Amusement Company, Charlottesville; C. H. Moore and C. E. Morse Jr., both of Richmond; J. H. Cameron, Universal Music Service, Richmond.

Tex. High Ct. Rules Pinballs Gaming Per Se

AUSTIN, Tex. — The State Supreme Court last week handed down the question of whether authorities may confiscate and destroy pinball machines. It held in a pinball machine case from Fort Worth that they may when the machine is per se gambling device, or when the property was being used for gambling purposes. A pinball machine, the court ruled in effect, is a gambling device per se.

The high court, reversing both the trial and civil appeals courts, ordered the District court to order a pinball machine seized from Fort Worth District Attorney's office.

The Forth Worth chief of police is right to have the machine destroyed. The district court and the appeals court held that the State had the additional burden of proving the machine was being used for gambling purposes. The Supreme Court cited the holding of the Waco court of civil appeals that there is no protection in backing up the decision. The Waco court held the game was not gambling because it was destroyed when the property was on its face a gambling device, or when it was being used for gambling purposes. The Supreme Court noted that had left that finding in effect to refusing to review it, and that it remained as the law in the Fort Worth case.

CHUCK'S-ALL 5000...ALL MICE GUARANTEED!

SEESEBURG...5000...ALL MICE GUARANTEED!

CASH WITH ORDER

ADDRESS ALL ORDERS AND INQUIRIES TO
THE BILLBOARD PUBLISHING CO., 2160 PATERSON ST., CINCINNATII 22 OHIO.

CASH WITH ORDER

ADDRESS ALL ORDERS AND INQUIRIES TO
THE BILLBOARD PUBLISHING CO., 2160 PATERSON ST., CINCINNATII 22 OHIO.

WANTED—MACHINES AND MACHINERY - ALL TYPES OF VENDING MACHINES—CIGARETTE, CANDY, COFFEE, ETC.-FACTORY DISTRIBUTORS.

P. O. Boe 196
Amelia, Texas

CIGARETTE—CANDY—COFFEE—COFFEE-MAKER
ASSOCIATED EMPRESSES

CIGARETTE—CANDY—COFFEE—COFFEE-MAKER
ASSOCIATED EMPRESSES

CIGARETTE—CANDY—COFFEE—COFFEE-MAKER
ASSOCIATED EMPRESSES

CIGARETTE—CANDY—COFFEE—COFFEE-MAKER
ASSOCIATED EMPRESSES

CIGARETTE—CANDY—COFFEE—COFFEE-MAKER
ASSOCIATED EMPRESSES
U.S. Lists 337,463 Locations

Continued from page 91

of 51,795. Next in rank is the Philadelphia region, posting 47,622, followed by San Francisco region, with 44,834; Cincinnati region, 43,109; Omaha region, 40,478; Dallas region, 36,835; Atlanta region, 35,330; and the New York region, 36,690.

Amusement Gaming

Device Locations

<table>
<thead>
<tr>
<th>Device</th>
<th>Locations</th>
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<tr>
<td>Random</td>
<td>337,463</td>
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</tbody>
</table>

GIVE TO DAMON RUNYON CANCER FUND

116 East 37th Street, New York, N. Y. Phone 663-7030

NOW READ THIS:

EXCLUSIVE

Gottlieb

Wurlitzer

Mutoscope

Mul

united

0

1100

oECEMBER

OPERATORS

Pool

OSCOpe

Carousel

Cups, Red

Rock

DISTRIBUTORS

1/2

READ
tlepoalt, of

new

each

ch

Reindeer

Inc.

1956

or

J.

IMMEDIATE

POOL

295.00

165.00

10.00

BASEBALL

PHILADELPHIA, PA.

1,340

40,475

37

150.00

... YOU

AMUSEMENT

tors

outside

FOREIGN

PREMIUMS

Coca-Cola

Expansion

Hill

SIO

Distributors

Bans

Pins Near Parks

CINCINNATI — Norwood city council recently amended the amusement ordinance and prohibited the operation of pinball games within 600 feet of any park, playground or, recreation center. The ordinance already had a restriction applying to schools and churches.

HELP YOURSELF

Wurlitzer Model 1100—45 RPM

$125.00

Wurlitzer Model 1250—50.00

Wurlitzer Model 1500A—295.00

Wurlitzer Model 1700—645.00

Wurlitzer Model 1800—825.00

Seeburg M-100C—655.00

J. H. RUTTER, INC.

1241 S. Main St., Salt Lake City, Utah

Phone: 4-1212

Wurlitzer Distributor

455 PINE STREET, MACON, GEORGIA

PHONE: 3-1556

Wurlitzer Distributor

COIN DISPENSERS

Pennies, Nickels, Dimes & Quarters

* Free long plastic refill tube available with each penny and dime dispenser.

* All die-cast parts.

* Chrome-plated mechanism.

* Detachable units (1c, 5c, 10c, 25c) on many tubers as you want (1, 2, 3, 4, 5 or more hole bases).

* Single 10c tube available in quantity, and single 5c tub with base attached also available in quantity.

* Guaranteed accurate.

Exclusive Factory Representative

For Wall-Kale Dispensers (Manufactured by McPherson Manufacturing Co.)

TACOMA, WASHINGTON

DUNIS DISTRIBUTING CO.

100 Elliott Ave., W., Seattle 99, Wash., Ph. Alder 0414

(Invitations Accepted Now for Local Distributors)
Bally Names Two S. C. Distributors

CHICAGO — Bally Manufacturing Company has named Frank eso, a man Amusement Company and Rock State Trading Company co- distributors for the Bally line in South Carolina. The announcement was made by Bill O'Donnell, Bally's general sales manager, last week.

Headquarters of both firms are in Columbia, S. C.

15 Exhibitors

Continued from page 91

When answering ads... Say You Saw It in The Billboard

New England Operators — Look!

New Bally Balls-A-Poppin'
New Bally Key West
New AB-Congress Bowlers
New Chicago Coin Skill-Bowl Play
New Exhibit Ringer Bell

Guns

United Bonds
United Carnival
Exhibit Treasure Cove
Exhibit Sportland
Exhibit Shootout Gallery

Large stock of Kiddie Rides, Shuffle Alleys, Bingo Pool Tables — Call, Wire, Write.

Prices Slashed!

Terrific buys
If you write
or call now!

Arca
de Williams & Bagder
Genco Basketball
Midget Movies (with film)
Genco Quarterback
Genco Champion Baseball
William's Super Pennant
United Super Slugger

Music

Seeburg 7300 Like New... Phone AM 2-30... $285
AM 2-80 Like New... Phone DOCK-OL 4270... 450
AM 8-80... 385 DOCK-OL 4232... 125

298 Lincoln St., Allston 34, Mass.

Algonquin 4-4040

Send for Big Brand New Export!! Catalog...

A Super Winner!

For 100% Amusement Locations...

4 Players — 4 Racing Cars — 4 lanes!

• A truly competitive amusement game in a size that permits installation in thousands of locations where space is at a premium. The optional “March” Feature is a tantalizing teaser that tempts additional coins into the large size cash box.

Loads of Action! Plenty Competitive!

See Your Keeney Distributor!

J. H. Keeney & Co., Inc.
2100 W. 59th St., Chicago 19, Ill.

Cleveland

Detroit

New York

Philadelphia

St. Louis

Cincinnati

Chicago

Los Angeles

San Francisco

Salt Lake City

Kansas City

Dallas

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Exhibit Sportland
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Large stock of Kiddie Rides, Shuffle Alleys, Bingo Pool Tables — Call, Wire, Write.

Prices Slashed!

Terrific buys
If you write
or call now!

Arca
de Williams & Bagder
Genco Basketball
Midget Movies (with film)
Genco Quarterback
Genco Champion Baseball
William's Super Pennant
United Super Slugger

Music

Seeburg 7300 Like New... Phone AM 2-30... $285
AM 2-80 Like New... Phone DOCK-OL 4270... 450
AM 8-80... 385 DOCK-OL 4232... 125

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Loads of Action! Plenty Competitive!

See Your Keeney Distributor!

J. H. Keeney & Co., Inc.
2100 W. 59th St., Chicago 19, Ill.

Cleveland

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Philadelphia

St. Louis

Cincinnati

Chicago

Los Angeles

San Francisco

Salt Lake City

Kansas City

Dallas

Bally Names Two S. C. Distributors

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Peanut Supply Heavy

Peanut supply at the end of October amounted to 291 million pounds, or 45 million pounds above the total supply for the period from the same date in 1955, according to Agriculture Department. Supply held in similar positions a year ago totaled 777 million pounds. Shelled raw peanuts reported used in making candy and salted peanuts last year, but the quantity of peanuts used in making peanut butter, including peanut butter sandwiches, in 1956 is down slightly from last year.

Declare Qtr. Dividend
On American Tobacco

CHICAGO—A quarterly dividend of 1 1/8 per cent ($1.20 a share) has been declared upon the preferred stock of the American Tobacco Company, payable in cash on January 2, 1957, to stockholders of record at the close of business December 10, 1956. The announcement was made by Harry J. Hilyard, treasurer, who added that this was the 200th preferred dividend paid.

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH...$100. 80 fi...565
SAN ANTONIO...110 130 CLUB...50
PALM SPRINGS...85 85...59

Bingo

Rowe
ROWa
Keeney
P.R.
National
Gance
10th
Unitatl
RASTERN
Fl:TLc
LEHIGH
75.00
115.00

GOING BIG

in every type of location

Mongolope's great
LORD'S PRAYER
VENDORS
VENDOR's DOLLS
$1.00 BOOK OF VENDORS
VENDOR'S DOLLS, MEDALS, MEDICAL
On Display
In Our Showroom
IMMEDIATE DELIVERY—ORDER TODAY

MODERN DISTRIBUTING CO.
3222 Tejon Street
Denver 11, Colorado
Phone: 481 7-3634

"WE HIGHLY RECOMMEND UNITED'S NEW BOWLING ALLEY—NOW DELIVERING"

SIMPSON ALLEYS

United Model $125.00
United Model $130.00
i-292-39

AMERICAN EQUIPMENT

AMERICAN 1500 BOWLING ALLEY
AMERICAN 2000 BOWLING ALLEY

EXTRA PROFIT PLUS $1000.00 IN YOUR POCKET

Your 100-Record is a proven profit maker.

The 50¢-play chute until now only available on expensive, new models is a proven extra profit maker.

NOW The ROYAL 50¢-PLAY Unit gives you this proven extra profit combination for just $99.95.

You need nothing else and YOU PUT ALMOST THE ENTIRE PRICE OF A NEW MODEL IN YOUR POCKET!

OPTIONAL EXTRA PLAY BONUS

No matter how many plays you now sell for 25¢, our ROYAL 50¢-PLAY Unit delivers twice as many.

AND, optional to you—EXTRA play bonus to your customers for using half-dollars!

Make no mistake! The ROYAL 50¢-PLAY Unit is the greatest thing in music since the 100-Record Phonograph!

ATTENTION: LOUIS E. WOLCHER
ROYAL MANUFACTURING COMPANY
1360 Howard Street, San Francisco, California

DISTRIBUTORSHIPS STILL AVAILABLE IN SOME TERRITORIES

INCORPORATED IN THE STATE OF NEW YORK

TAKE YOUR PICK

Wurlitzer Model 1800 ..................$255.00
Seeburg M100C ..........................575.00
Seeburg M100W ..........................625.00
10 Williams Cranes—Like New........WRITE

Bilotta Distributing Company
286 South Main St.
Newark, New York
Phone: 69-9414

Copyrighted material
DAVIS Rebuilt and Reconditioned Equipment is FULLY GUARANTEED

Operators at home and abroad buy from Davis with complete confidence. Davis 6-point Guarantee insures location-ready equipment. Phonographs available pre-set for 10¢ play if requested. Write, wire or phone us collect about the following equipment...

**SEEBURG**
- M100C ... $539
- 100W ... 669
- HF100G ... 689
- 148ML ... 95

**WURLITZER**
- 1438 ... $450
- 1436 ... 225
- 1434 ... 225
- 1428 ... 95

**ROCK-OLA**
- 1700 ... 1650A ... 1650 ... 1627 ... 1100 ... 95

**AUX**
- E-120 ... 195
- D-40 ... 95

**SHOOT-THE-BEAR**
- $85

**COON HUNT**
- 85

---

SEEBURG 100 - selection wall boxes are available at $64 ... Change covers ... new selection buttons ... new instruction plates and backed by Davis 6-Point Guarantee. Canadian and American operators, wire or write for special volume prices.

Cable Address: "DAVIS". 5¢ deposit required.

---

Vendo Food
- *Continued from page 91*

Hold approximately 30 units of 4" ads.
Each selection column may be set to sell at any price from 5 cents to 55 cents. Selections are made by individual push buttons, and the unit is dispensed automatically. Measurements of the new vender are 16 inches deep by 27 inches wide and 68 inches high.

Wico Vender
- *Continued from page 91*

A National exhibitor accommodates one-price (35 and 25-cent) operation. Three-price vending is optional.

The vendor is gravity fed and stores two cases (48 cans) in the base. Dimensions are 96 inches high, 26 inches wide and 15 inches deep. The entire unit is priced at $1,065.

Cole-Spa
- *Continued from page 91*

"Flavor circle" selection panel. The customer may choose his drink by pointing an indicator to any one of seven positions positioned in a circle above the panel.

Cole stated the unit was to be priced under $1,110. Dimensions are 83 inches high, 34 inches wide and 52 inches deep.

Fedam Base
- *Continued from page 91*

a heat blower operated directly from the motor shaft. The frameless unit was belt driven.

Of the standard model, with 15-cent operation, is $159. Optional models can be obtained with nickel-dime quarter totalizer for $175 and nickel-dime-quarter totalizer for $174.

---

Flexible to Build

Mercury Girder Vender

CLEVELAND — Mercury Vendors, Inc., Cleveland, has contracted to have its exhibition built by the Flexible Company, Louisville, Ky. This move was made to speed up production of the new model. Flexible will build the complete machine.

SINCEREST THANKS for The Very Wonderful Reception Accorded OUR ARCADE EQUIPMENT DURING THE NAAPB SHOW

THE EXHIBIT SUPPLY COMPANY
4218 W. LAKE STREET
CHICAGO 24, ILLINOIS

---

OUR SINCEREST THANKS for The Very Wonderful Reception Accorded OUR ARCADE EQUIPMENT DURING THE NAAPB SHOW

---

MIKE MONUES
* * *
1777 Thirty Ave. (int E. 111)
New York, N. Y. 4, N. Y. 482-578

---

GAMES! READY FOR LOCATION

---

SINGELES, INC.

HUNTER 295.

RALLY WIDEWAY 365.

RALLY BEACH CLUB 40.

RALLY PARADE 445.

---

PORTABLE COIN COUNTERS
ELOPP Model D-2—Extra-Light STANDARD-RAPID—Made in Germany
Try either one on a three machine novelty paradoxes.
Lily Preems New Vending Cup
NEW YORK — The Lily-Tulip Cup Corporation has gone into production on a China-Cote tapered reverso-vending cup for hot and cold drinks. According to Bill Shiley, in charge of Lily-Tulip's vending division, the finish and quality of stock is identical to the original China-Cote cup except that the tapered shape provides better nesting, thus increasing the cup capacity.

The new cup, known as the 718, is created in a brown leaf and check design. It will be shown at the Lily-Tulip booth at the NAMA show in Chicago.

Ford Installs Coffee Break
DETROIT — Coffee vendors, traditionally found on the streets of Detroit, have been set up in the Ford Motor Company. To cater to their coffee needs, they have been contracted by Ford, coffee machines have been installed, and the service is to be under the Ford installation.

Guaranteed! (Continued from page 9)

WORTH 3 TIMES MORE? COMCOCORNER - 13.95.
SPEAKERS 5铈.
WORTH 500. WORTH 1250 . 150.00.

POISON MUSIC CORPORATION
171 North Elston Avenue
Chicago, Ill.
Phone: Z-629 (3-2216)
Cable Address: COVENMUSIC. Deposit: $100 C.O.D.

ATTENTION — ILLINOIS AND IOWA OPERATORS!
IT'S HEARD IN FOR A SELL-OUT—IT'S GOLDFEVER'S NEW FAIR LADY
IMMEDIATE DELIVERY—ORDER NOW!

POOL TABLE BUYS!

LATE GOLDFEVER 5-BALLS

SINGLE PLAY MULTIPLE PLAY
Davy Crocket 5.00 4.00
Frontierman 6.00 4.00
Mannix 7.50 6.00
Skiing Champ 8.00 6.00
Lady Luck 9.50 8.00

SCOREBOARD, 4-Player $125
TENNIS, 2-Player $100
GRAVY, 2-Player 250
MARATHON, 2-Player 295
TOURNAMENT, 2-Player 275
DIETTE, 2-Player 195

NATIONAL COIN MACHINE EXCHANGE
1411 DIVERSITY BLVD
Phoenix, Arizona 85014

EXCLUSIVE FACTORY DISTRIBUTORS
AMI / CHICAGO COIN / GIMCO / EXHIBIT

ARCADE

Davy Crockett 5.00 4.00
Frontierman 6.00 4.00
Mannix 7.50 6.00
Skiing Champ 8.00 6.00
Lady Luck 9.50 8.00

EXPORT BUYERS

RIVER RIDGE, IL

SPECIAL PRICES

GUN

Davy Crockett 11.99
Frontierman 12.99
Mannix 14.99
Skiing Champ 15.99
Lady Luck 17.99

GUNSHIP

Even with a score of 100, the gun can still be used.

GUNS

Monroe Coin Machine Exchange Inc.
2823 Payne Ave. Cleveland, Ohio 44109

COIN MACHINES EXCHANGE, INC.
1720 W. North Ave. - Chicago 37, Illinois - Detroit 3-0300
A&P Bows Vending Battery on Island

NEW YORK — The Great Atlantic & Pacific Tea Company was scheduled to make its automatic merchandising debut last weekend. On Thursday (28) a battery of five Vart-Vend machines appeared ready to go into operation at the A&P Levittown, L.I., outlet at Carders Avenue, just off busy Hempstead Turnpike. This marks the second super-market venture into vending in less than two months. In October, the Grand Union chain opened what is probably the nation's first automatic supermarket at its East Paterson, N.J., outlet. The installation consisted of five Vart-Vend and three Blue machines vending milk, eggs, boxed, canned goods, pastries, packaged meats and cheeses, as well as coffee, tea and cream.

It was reported that A&P representatives had been looking purchase of the Grand Union installation in the wall of the East Paterson store and, evidently, they were impressed by the results. The A&P location is around the corner from a Food Fair outlet which does a heavier volume due to its location on Hempstead Turnpike. One of the keys of the vending installation will be to see how much the margin will be reduced. Other supermarkets dot the area liberally.

The A&P installation itself will consist of five Vart-Vends, mounted on a platform in front of the display window and under a canopy.

Double-U to Bow United Bowler at Balt. & Richmond

BALTIMORE — The premiere showing of the new United Bowling alley will be held at the Double-U Sales Corporation's showroom here Tuesday (4), and a second Double-U showing at King Carter Hotel, Richmond, Va., is scheduled for Thursday (6).

Producing both showings will be Harry Borenstein, Double-U president, and Sam Weissman and Art Nyberg.

The game itself is 14 feet long, and only 18 inches above the floor. It is played in the identical manner as duck pin bowling, with a shuffle alley scoreboard.

Some 300 operators are expected to attend the Baltimore showing, while 150 will probably attend the Richmond showing.

After the showings, Sam Weissman plans to spend two weeks fishing in the Florida Keys.
ATTENTION, IMPORTERS
We're Cleaning House!

During the month of December we are cleaning out our entire inventory of used equipment at sensational prices. This is your opportunity to get real values.

INCLUDED IN OUR INVENTORY

- All Models of SEEBURGS, WURLITZERS, AMI's and ROCK-OLAS
- PIN GAMES
- GUNS
- ARCADE EQUIPMENT

WRITE FOR SPECIAL YEAR END LISTS TODAY

Exclusive Gottlieb, Williams, Seeburg, Greco and International Meloscope Distributors.

Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALNHAM STREET
BOSTON, MASS.

Greco Makes Conversion for Spanish Pool

GLASCO, N. Y.—Greco Bros., local operating firm, is currently making a conversion on the Exhibit Spanish Pool game. According to Tom Greco, the firm has bought 100 of the games from Exhibit and is converting them to front-side, slate-top games.

Greco said that 25 of these units have been sold, and conversions are being made at the rate of eight or nine a week. Slate tops are procured by the Nyack Slate Company. The games are selling for $250 each.

Meanwhile Greco Brothers has moved into a new office quarters adjacent to the shop. The move provides conference space for customers.

Greco said that operators in the Hudson Valley had been bothered lately by direct sales of joke boxes to tavern locations.

Greenstone, Baer Merge With S&K

PHILADELPHIA—The S&K Distributing Company has merged with the Greenstone & Baer operating firm to form the S&K Amusement Company, with a total of 700 joke boxes and games in the Philadelphia area.

Principals are Herman Scott, Al Katz, Joe Greenstone and Stan Baer. S&K Distributing is the former Rock-Ola outlet in Philadelphia.

SHAFER WINTER SPECIALS

SEEBURG 3W1 (100) WALL BOX
$59.50

Including
- Completely
- New Buttons
- Reconditioned
- Chrome Covers

Shaffer Music Company
In the Coin Machine Business Over 25 Years

Columbus, Ohio
Cincinnati, Ohio
Indianapolis, Ind.
149 N. High St.
1200 Webster St.
1227 N. Capitol Ave.
AXminstar E-4614
Main 1-8310
Etherea 5-3571

Amusement Pinballs
as American as Baseball and Hot Dogs!

BUY THE BEST...WE DO!
NCMDA Adds 8 Members For 80 Total


NCMDA’s board of directors was scheduled to meet Monday (8) in the association’s offices.

Boston Council

grounds that the federal government is collecting that amount from bookmakers for a license stamp.

But William Kerr, adviser to the city law department, expressed doubts that the fee could be imposed any higher and be legally termed a tax and therefore contrary to statute. A municipality is empowered to levy certain fees only in proportion to expenditures for supervision of licenses.

Kerr warned that the entire schedule could thus be nullified. But the city council believes it has a right to ban the machines by ordinance, asserting that if the city has a right to license, it also has a parallel right to outlaw the machines. However, a study of the methods used in this respect in other cities is planned before any action is taken.

NOW! ALL NEW! 4-HOLE BUMPERLESS RACK POOL PANELS

NEW PANELS ONLY, Regular Size, with Rack and Ovemise Cue Ball... $29.50

Refinished Like New POOL TABLES

Reg. Size

Comes With: New 4-Hole Panel* - New Glass New Table - New Cue Ball - New..... $125

Jumbo Panel* - New Glass New Table - New Cue Ball - New..... $175

Get Our List, New-Used Games, All Types

222 W. Lincoln, Chicago 14, Ill. Lincoln 3-1956-7

Monarch Coin Machine, Inc.
Exclusive Distributors for AMI Chicago Coin Exhibit Genco-Gottlieb-Kooney Williams

NOW . DELIVERING
GENCO
Skill Ball
Gottlieb
Ringer Ball
Register
Fair Lady
Fun House

CHICAGO COIN Tournament Ski Bowl

Also large stock of Pin Games and Phonographs

Miller-Newmark distributing company
42 Fairbanks, N. W.
Grand Rapids, Michigan
5743 Grand River Avenue
Detroit, Michigan
Phone 322.50 - 2223

IVI Intros
Continued from page 81
way coffee selection, either or both
self brew or concentrate.
A National changer is set for
standard dime operation with two-
price vending optional. The con-

No. 1 Grade BUMPER POOL CUES, 48"$15.00 Value....SPECIAL PRICE....$15.50 per dau.
Solid mahogany butt, white points white tip. You can't buy better cues.
No. 2 Grade BUMPER POOL CUES, 48"$19.00 Value....SPECIAL PRICE....$24.50 per dau.
1-piece, walnut-colored butt. This is a real bargain for top-quality cues. Don't
lose yourself up with cheap cues. . . . even well made cues are bad.

For a small investment you can have new pool tables. You'll increase
your bar tremendously, too.

RACK POOL PLAYFIELDS
Immediate Delivery

No. 1 - REGULAR SIZE—17" x 45", 2-hole, bumpers besides holes.
Rates away from cushion for full set, includes ball rack ....$15.85
No. 2—BUMPERLESS PLAYFIELDS, 2 hole, away from cushion.
Includes 2人文 each side, coin slot at back, .....25.00
No. 3 - STYLE OR NO. 2, BLACK CUSHION, .....35.00

Mills M-57
Continued from page 81
M-57 has powdered ingredient cof-
fee, hot chocolate, tea and soup
selections, with 1,000-bag capacity.
Single and double portions of
cream and sugar may be dispensed.
The model has six ingredient con-
tainers with an optional liquid
chocolate attachment, that permits
additional soup selections.
Dimensions are 69 inches high,
32 inches wide and 24 inches deep.
Price is not quoted.

Thanks for your WONDERFUL RECEPTION
to GENCOS
NEW OFFICIAL SKILL BALL

BUY THE ORIGINAL OFFICIAL SKILL BALL!
DON'T BUY IMITATIONS!

Genco's original OFFICIAL SKILL BALL has been located tested
and has proved to be an even greater money-maker than Pool
Tables or Shuffle Alleys.

To meet the overwhelming demand, we have DOUBLED OUR
PRODUCTION.

Proof that once again Genco is first with the finest.

FIRST WITH ALL THESE "STANDOUT" FEATURES—
NO WONDER IT'S GOING TO TOWN!

- Extra Balls feature!
- 3-piece de luxe cabinet!
- Lifetime plastic cups
- "Transparent, unbreakable,
  Plexiglass "Showcase" front!
- Single, double, triple
  scorrings!
- Exclusive sound-proof,
  backfield of colored,
  everlasting foam plastic!

SEE YOUR GENCOS DISTRIBUTOR TODAY!

STILL IN PRODUCTION!
Genco's exclusive
"DAVY CROCKETT"
MOVING TARGET RIFLE GALLERY

MFG. & SALES CO.
2621 N. ASHLAND AVE. - CHICAGO 14, ILL.

101
MORE MONEY-MAKING FEATURES THAN EVER BEFORE BUILT INTO ONE GAME

TRIPLE-DECK SCORES plus new SELECT-A-SCORE SCORE-BOOSTER FEATURE

Separate advancing scores for each of 3 different color lines—red, yellow, green—as popularized in Bally BIG SHOW, get bigger play than ever in KEY WEST, because player can juggle scores back and forth...to score red scores for red or yellow line-ups...or yellow scores for yellow or red line-ups...insuring maximum scoring-advantage, maximum play-appeal, maximum earning-power.

MAGIC SQUARES

Another popular juggle-score feature, popularized in greatest Ballygames from BROADWAY to BIG SHOW. Combined with new Select-A-Score feature in KEY WEST, Magic Squares give greatest scoring flexibility, resulting in greatest play-appeal, greatest earning-power.

EXTRA-TIME ROLL-OVER

Press buttons before shooting fourth ball to shift Magic Squares or Select-A-Score—unless a skill-shot across fit roll-over permits pressing buttons after shooting fifth ball. Extra time is extra fun for players, extra profit for operators.

Spot Numbers Corner Scores Ballyhole Extra Balls

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Business is booming in the coin-machine industry . . . especially during the past few weeks since United's new skill-hit has been put on location. From every corner, the news from operators has been a story of genuine prosperity. Moreover, operators find it easy to obtain new choice locations . . . enter into virgin, competition-free areas . . . with this attractive new amusement game. It's welcome everywhere. And because this great, new skill-game is acceptable wherever shown, operators are expanding their operations in a big way . . . expanding their income to an all-time high. Now is the time for you to act. Now is the time for you to get in touch with your United distributor and get your share of this new prosperity. Don't wait! Do it today!

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