

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Fly Thru the Triple With Greatest Ease

Young Folks Doing Best Trapeze Work In History, Including Difficult Somersault

By TOM PARKINSON

CHICAGO—The movies and their publicists have spotlighted the flying trapeze and its most sensational stunt, the triple somersault. Present-day daring young folks on the flying trapeze are up to the test of public attention. They are showing some of the best flying in history, including the demanding triple.

Among the arts of the circus, many of them ancient, that of the flying act is relatively new and the skills rest in the hands of a small number of people.

Today there are probably no more than 75 active leapers and catchers. A check turns up only about 16 flying-return troupes. One of these is attempting the triple every day and making most of them. A second throws frequent tries for the trick that Europeans call the somersault of death.

47 Times 3

Leaper Tony Steele, of the Flying Malkos, has thrown 47 successful triples, with the owner of the act, Mike Malko, catching. They still don't make promises in advance, but when they complete it the announcer is ready to tell the audience what it has seen.

It's much the same with the Flying Palacios, where the artistry of Lalo Palacio, who has completed triples, brings applause.

These two leapers and their catchers join a select few, but exactly who else in circus history has accomplished the triple is sometimes in doubt.

Codona, Clarke, Concello

There is no question, of course, but that the late Alfredo Codona threw his triples with finesse and held a nine-out-of-10 success record. Before him, Ernest Clarke, of

Rubber Cuts Hazard of Net

CHICAGO—While flying trapeze performers are soaring along as usual, one of their incidental hazards has been lessened. It used to be that falling into a net, which looked so easy to the audience, was one of the more dangerous operations.

Now at least part of the hazard is ended. The troupes are making their nets with rubberized shockers, which act as large springs at the sides of the net. When a performer falls into the net now, the rubber gives and the net absorbs the blow.

There's still danger, and learning to fall is part of the procedure. However, the nets no longer are so tight when they are guyed out that they flip their flyers out to possible injury, as the older style frequently did.

CBS, OTHERS REVIVE NEW TALENT CRY

NEW YORK—The annual cry for new TV faces has stirred up unusual activity this month. CBS-TV is reviving its talent showcases, American National Theater and Academy has bid for TV support to train actors and writers, publicist Wallace Ross has launched a campaign to win recognition for new dramatic stars and a group of realtors has formed a workshop in which networks, agencies and packagers can test shows.

CBS last week staged the first of a new series of showcase auditions for producers, directors and agencies, featuring dramatic scenes and variety acts. Under the guidance of Robert Dale Martin, network casting director, the series, at one time a monthly web fixture, will present writing and performing tyros in formats which themselves might be usable as shows.

Basil Rathbone and Celeste Holm kicked off an ANTA drive for TV money at a Radio and Television Executives Society luncheon October 10. They outlined the ANTA plan for organizing 40 repertory theaters thruout the country to give experience to actors and playwrights lacking enough credits to crack TV.

The realtors, headed by Ralph Mark, are opening a creative arts center in New York next spring, a part of which will be a showcase theater where possible TV pro-

(Continued on page 20)

Buyers of Records Find Big Salesmen In Their Mail Boxes

Clubs' Strong Pre-Selling, Other In Home Media Stimulate Industry

By BILL SIMON

NEW YORK—As the phonograph record business continues to climb to a new peak, it becomes more and more apparent that some of the most effective "selling" is being done right in the consumers' own homes. The public is being pre-sold on records and, in effect, is being driven into the shops by unprecedented pitches on TV, radio and, perhaps most important, by direct mail.

By a conservative estimate, the various mail-order clubs and coupon-buying plans will have sent a total of more than 35,000,000 mailing pieces to consumers during 1956.

Publications, Too

In addition, of course, there are the various music and high fidelity magazines and an ever-increasing prevalence of record review and chatter columns in daily and weekly periodicals. Also, there are the various record publications sent out by local disk shops in nearly every moderate-size community.

However, a glance at the literature emanating from certain of the record companies themselves would seem to indicate that a fantastic job is being done by them to

educate the public to the pleasures of all types of records and to familiarize the public with the names and works of performing artists and composers. In view of the constant increase in record dealers' income, it is reasonable to assume that direct mailings, the biggest percentage of which are instigated by the clubs, are good for the entire record business.

The pitches themselves become more and more effective as competition is intensified. Multi-color brochures, packed with information, are becoming the rule. RCA Victor even has "experimented" with sending its monthly Save-on-Records pitch on a small record, including excerpts from the monthly specials.

'Education'

Several outfits get their best results dangling the "educational" or "self-improvement" angle of their product. Whatever the pitch, the public is soaking the stuff up like the proverbial sponge. It's likely that before the year is out, the folks at home will feast their eyes and perhaps their ears on sales material that the record business of two years ago might never have dreamed possible.

The biggest mailings currently emanate from the four leading club groups and from Victor with its S-O-R program. Combined, these are believed to have about 1,750,000 members. While statistics are kept closely guarded, trade estimates place the Sutliff-Stevenson group, Book-of-the-Month Club group and the Columbia Records Club at the top, with over 1,000,000 members between them.

Concert Hall

The Concert Hall group, recently sold to Crowell-Collier, was transferred with a guarantee of 250,000 members. Victor's original S-O-R book holders also are believed to number around 250,000. Capitol's Children's Record Club, still comparatively small, contributes to the growing list.

Included in the Sutliff-Stevenson
(Continued on page 20)

NEWS OF THE WEEK

Goldenson and Noble in Pitched Battle for Control Over ABC . . .

A battle for control of ABC has pitted the Paramount Theaters faction, led by Leonard Goldenson, against ABC President Robert Kintner and Edward Noble, chief minority stock holder and former owner of ABC. Page 2

First Ratings Indicate Program, Webs' Weaknesses, Strength . . .

First sheaf of ratings indicates which debuts are hits and which misses. Programming strengths and weaknesses are mirrored in the September-October rating reports. Page 3

Columbia Releasing 43 Albums To Round Out 1956 Packages Sked . . .

Columbia Records schedules 43 albums to round out comprehensive package drive in 1956. Product covers all fields, from classical to jazz and pop, and includes spoken word disks. Columbia's Entre label also reactivated with release of collectors' items. Page 18

Warners Music Firms to Police Diskeries' Royalty Payments . . .

Warner Brothers music firms start drive to clean up and enforce strict mechanical royalty

payments from indie record companies. Appoint investigator on the West Coast. Expect Eastern companies are to be similarly policed. Page 19

Texas State Fair Surges Ahead Of '55 Mark Despite Slow Start . . .

Despite a slow start, the State Fair of Texas, Dallas, charged well ahead of last year's record-breaking attendance count for the first six days. Strong attractions were aiding in piling up the increased patronage. Page 52

DEPARTMENT AND FEATURES—

Amusement Games	82	Music Pop Charts—	
Aud.-Arena	54	Album Buying Guide . . .	24
Carnival	62	Honor Roll of Hits . . .	30
Circus	60	Best Seller Lists	37
Coming Events	62	Tips on Coming Tops . . .	42
Classified Ads	70	Parks & Pools	56
Coin Machine	77	Pipes	68
Coin Machine Market . . .	76	Radio	18
Fairs & Expositions	58	Rinks	18
Final Curtain	55	Routes	57
General Outdoor	52	Television	2
Letter List	69	TV Film	4
Merchandise	68	TV, TV Film Reviews . . .	14
Music	18	Vending Machines	78
Music Machines	72		

Mails to Hypo Yule Buying

NEW YORK — The effectiveness of direct-to-consumer mailing pitches on retail record sales is likely to manifest itself this year in Christmas holiday buying.

It is expected that "educational" selling and the constant reminders concerning records will help stimulate retail as well as mail-order buying to an all time high (see above story).

TARGET JANUARY

NBC Studies 7:30 Strip for Revamps

NEW YORK — The NBC-TV network is giving serious thought to reprogramming its 7:30-8 strip, with January, 1957, the target date, if strong enough programming can be assembled.

Initial ratings so far this season have seen the network take a belting from the competition whose shows slanted at the kiddies very often better than doubles the NBC rating. The Tuesday (9) Trendex gave NBC's combination of Jonathan Winters and the "News Caravan" an average rating of 5.9 to the 16.9 scored by "Name That Tune" on CBS and the 19.5 gotten by the first half of ABC-TV's "Cheyenne."

Such a handicap obviously greatly damages the audience impact of the bulk of NBC's evening programming and gives them little

to build from. The main question facing the network is what programming to substitute for its present combination of music and news. Some of the NBC programming brass lean toward the idea of offering a revitalized news strip which would contain feature and human interest material.

This would allow the web to capitalize on the talents of its two new news commentators, David Brinkley and Chet Huntley. And as important, it would make the problem of switching most of the current 7:30-8 sponsors — Studebaker-Packard, Chevrolet, Life magazine, Sperry-Rand and others — less difficult. There are two alternatives, a beefed-up musical strip and kiddie half hours. The first is considered too costly, and the second a duplication of programming already being offered by the other webs.

Survey Shows Double Punch Of Color TV

NEW YORK—Color doubles the audience of TV programs and more than doubles the impact of commercial messages, says NBC and Batten, Barton, Durstine & Osborn at this juncture in its "Color-Town" survey. The poll of 4,000 homes in a medium-sized U. S. city is a continuing study of color TV's growth and impact.

At this point, with a relatively small number of color sets and color shows, findings reveal that color boosts viewing, that more color homes watched the shows than did black and white owners and that twice as many people were watching the programs in chromatic homes. The survey further says that these people watch the show in hue when they wouldn't care for it in black and white.

On the commercial side, color has proved some specific points. It increased the number of viewers who recalled at least one of the products advertised and also it increased the number of products (Continued on page 6)

Pan-Am to Drop 'Meet the Press'

NEW YORK—After a long network ride, Pan-American Airways has canceled its sponsorship of "Meet the Press," Sundays 6-6:30 on NBC-TV. The cancellation becomes effective December 30.

Johns-Manville will remain as co-sponsor of the show which has been a network standby for many years. The network is hopeful it can find another client.

QUADRUPLE

TV Power Proved by Sandura

PHILADELPHIA—The potential in daytime television for small advertisers is underscored by Sandura Company, Inc., here which credits the quadrupling of its business this year to its alternate week buy of a quarter hour on NBC-TV's "Queen for a Day."

Sandura, thru Hicks & Greist, Inc., put \$231,000 of its 1956 advertising budget of \$300,000 into the alternate Tuesday purchase of the 4:30-4:45 p.m. segment of the NBC series. Two months later, the firm recorded double its business for the same period in 1955. After nine weeks on the air, Sandura extended its original 13-week contract to 39, doubling its advertising budget.

Sales staff and dealer enthusiastic (Continued on page 6)

NBC-TV'S PROMOTION PLANS KEYED TO HUE

NEW YORK—Color is the key word today in NBC-TV promotion plans. Color kits, color mats and a few color trailers top the web's campaign in behalf of each show, according to John Porter, network director of advertising and promotion.

Support in print is spearheaded by twice-monthly ads in Life and Colliers. Debut ads appear in newspapers on premiere day, with block ads listing the evening lineup running seven days. NBC also participates in co-operative advertising bought by its affiliates.

At the request of stations, NBC offers a mat service to affiliates which includes samples of ads prepared by the web. As each new program comes up, an elaborate kit, including press releases, photos, station-break copy and slides, is sent to the stations. With the increase in color use by stations, these materials are now made for color.

One-minute and 20-second trailers are prepared by the web for most of its shows, including all spectaculars. In addition, NBC has already increased its network identification breaks from five to 10 seconds (the only web to do this) and is using them as miniature trailers. The peacock has become the NBC symbol for color and is now used by many affiliates.

The network also makes available to its advertisers a number of services, prime of which is its merchandising department, a staff of 12 under Murray Heilwell. These men create point-of-sale material which clients can plant in retail outlets and, in essence, merchandise the shows to their advertisers' dealers and distributors.

Emphasis seems to be evenly divided between newspaper and TV, as contrasted with CBS-TV preference for TV, for maximum promotional aid to sponsors.

McNeill Nears NBC-TV Days

NEW YORK—Indications are that Don McNeill's "Luncheon in the Clouds" is getting nearer to daytime presentation on NBC-TV. The network is already culling McNeill's radio clients to see how many might sign for his video stanza, even before it debuts on the network.

The debut is expected to be about the beginning of next year, with no time slot selected. The show is, however, expected to go somewhere between 12 and 1 p.m., and make for some program switches at the web. The program would originate from Chicago at a well-known hotel.

News Names Made Acts on TV Variety

NEW YORK — With more variety shows in the sweepstakes this year and fewer fresh faces to perform on them, top stanzas have added the "living newspaper" look in hopes of arousing viewer interest and garnering higher ratings than their competitors.

Increased emphasis on topical segments has sent producers scrambling for stars and non-celebrities who happen to be making today's headlines. This has unleashed a flood of salutes, audience bows, quickie interviews and walk-on hellos involving people who are in no sense of the word entertainers.

Most popular non-pro guests of September were various pilots of the Suez Canal, who were featured

on 23 network shows. The latest case in point is no-hit pitcher Don Larsen, who will make \$50,000 worth of variety appearances in the next month. Money is no deterrent for big shows like Sullivan, Como, Winchell, Allen and Gleason. Quiz winners, crime victims and James Dean's uncle and aunt are earning vast sums by stepping before the camera. Precedent may harken back to the vaudeville heyday when smash circuit tours were made by acquitted murderers.

Previous big change in TV vaudeville was Ed Sullivan's pioneer effort which broadened the definition of variety to include drama, opera, sports, film clips and government. In the past year, a news edge has been applied to the

format, introducing a rash of jet pilots, scientists, senators and Iron Curtain escapees. Now firmly classed as variety acts are plugs by stars and producers for upcoming plays and movies.

More often than not, the topical name provides the big attraction of the week in luring dial turners. Faced with a barren stretch of news feature stories, TV producers now slight circus acts and singers in favor of beauty contest winners, humanitarians and those whose strength is a year of fame rather than a fortnight.

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BATTLE RAGES

Goldenson, Noble Square Off In Fight for Control of ABC

NEW YORK—The battle for control of the ABC broadcasting empire was raging here over the past weekend. The two factions joined in the struggle are headed by Leonard Goldenson, president of American Broadcasting-Paramount Theaters, and Edward Noble, the chief minority stockholder in the company and former owner of ABC before its merger with United Paramount Theaters. The betting seems to be that

Goldenson will prevail. If he does, it is expected that Robert Kintner, Noble's protege and president of ABC, will hand in his resignation at the meeting of the board of directors Tuesday (16). Goldenson is expected to take over temporarily the president's portfolio as head of ABC, but cast about for a top light executive to move into the slot.

Names mentioned for the position are Sylvester (Pat) Weaver, former chairman of the board of NBC, who would not be available until the middle of next year; Robert O'Brien, financial veepee and secretary of AB-PT; John H. Mitchell, veepee and head of ABC-TV; Bob Weitman, now a top programming executive at CBS but formerly with ABC, and Paul Rabinovitch, a veepee at Paramount Pictures.

Nothing New

This battle is not a new one. Once before it took place, but at that time Noble won out and ousted O'Brien, then attached to ABC. But what are the reasons for its current flare-up? An official of the Paramount group, who preferred to remain anonymous, said

his group felt that Kintner has not produced the results expected of him this year. Kintner's reply reportedly is that he has done as well as possibly could be expected, pointing to his success in snaring major automotive clients and the continuing increase in ABC billings during the last two years.

Another aspect of the struggle is said to be that the Paramount group feels that it must move quickly to take over control of the broadcasting side of the operation. The past year has seen a further shrinkage of the revenues received from theater ownership and a concomitant growth in the importance of TV to the corporation.

Should Noble remain in control of TV, the trade speculates, he could well take over the dominating position in the entire operation. It has been reported that Noble was considering the purchase of more stock to strengthen his hand, but whether he can buy enough to win control, estimated at 35 per cent, is not known. The directors of AB-PT cannot be replaced except on 48 hours notice, which is said to put Noble at a great disadvantage this week.

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703

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A.R.B. NETWORK RATINGS for September

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

• Top 20 Network Shows

Rank	Show, Sponsor & Web	Avg. Rating
1	Ed Sullivan, Lincoln-Mercury (CBS)	57.1
2	\$64,000 Question, Revlon (CBS)	44.9
3	Robert Montgomery Presents, Johnson's Wax, Schick (NBC)	38.8
4	Perry Como, Sunbeam, Gold Seal, Noxzema, RCA, Celucotton, S&H Green Stamps (NBC)	37.4
5	What's My Line? Montener, Remington Rand (CBS)	37.2
6	I've Got a Secret, R. J. Reynolds (CBS)	37.1
7	\$64,000 Challenge, Revlon, P. Lorillard (CBS)	34.9
8	Gunsmoke, L&M (CBS)	33.1
9	G. E. Theater, Gen'l Electric (CBS)	32.2
9	Lawrence Welk, Dodge (ABC)	32.2
11	Your Hit Parade, Amer. Tobacco, Warner-Lambert (NBC)	30.8
12	Climax, Chrysler (CBS)	30.7
13	Best of Groucho, Plymouth-De Soto (NBC)	28.5
14	The Millionaire, Colgate (CBS)	30.2
15	Phil Silvers, Colgate, R. J. Reynolds (CBS)	28.5
16	Honeymooners, Buick (CBS)	28.4
17	Wyatt Earp, Parker, Gen'l Mills (ABC)	28.1
18	Medic, Revlon (NBC)	28.0
19	Jane Wyman, P&G (NBC)	27.9
20	Alfred Hitchcock, Bristol-Myers (CBS)	27.8

• Top Net Shows Among Men

Rank	Show, Sponsor & Web	Men Per Set	Avg. Rating
1	Wednesday Night Fights, Pabst, Mennen (ABC)	1.22	26.3
2	National Bowling, Gen'l Cigar (NBC)	1.14	11.4
3	Ed Sullivan, Lincoln-Mercury (CBS)	1.11	57.1
4	Grand Ole Opry, Ralston-Purina (ABC)	1.08	12.2
5	Cavalcade of Sports, Gillette (NBC)	1.07	19.1
6	Red Barber's Corner, State Farm (NBC)	1.04	6.9
7	Ozark Jubilee, Partic. (ABC)	1.02	10.9
7	Amateur Hour, Pharmaceuticals (ABC)	1.02	20.9
9	\$64,000 Challenge, P. Lorillard, Revlon (CBS)	.99	34.9
9	Lawrence Welk, Dodge (ABC)	.99	32.2
11	G. E. Theater, Gen'l Electric (CBS)	.98	32.2
12	Gunsmoke, L&M (CBS)	.97	33.1
13	Alfred Hitchcock, Bristol-Myers (CBS)	.96	27.8
13	Caesar's Hour, Wesson, Babbitt, Quaker, Knomark (NBC)	.96	24.7
15	Frontier, Reynolds Metals (NBC)	.94	16.0
16	What's My Line? Remington Rand, J. Montener (CBS)	.92	37.2
17	You Asked for It, Skippy-Best Foods (ABC)	.91	12.4
17	Goodyear Playhouse, Goodyear (NBC)	.91	15.3
17	High Finance, Mennen (CBS)	.91	16.3
20	Perry Como, Sunbeam, Gold Seal, Noxzema, RCA, Celucotton, S&H Green Stamps (NBC)	.90	37.4

• Top Net Shows Among Women

Rank	Show, Sponsor & Web	Women Per Set	Avg. Rating
1	Grand Ole Opry, Ralston-Purina (ABC)	1.45	12.2
2	Ed Sullivan, Lincoln-Mercury (CBS)	1.34	57.1
3	Perry Como, Gold Seal, Noxzema, Celucotton, RCA, Sunbeam, S&H Green Stamps (NBC)	1.28	37.4
4	What's My Line? Remington Rand, J. Montener (CBS)	1.27	37.2
5	Amateur Hour, Pharmaceuticals (ABC)	1.26	20.9
5	\$64,000 Challenge, Revlon, P. Lorillard (CBS)	1.25	34.9
6	Goodyear Playhouse, Goodyear (NBC)	1.25	15.3
6	Ozark Jubilee, Partic. (ABC)	1.25	10.9
6	Caesar's Hour, Wesson, Babbitt, Quaker, Knomark (NBC)	1.25	24.7
10	Two for the Money, Sheaffer, Bulova, P. Lorillard (CBS)	1.23	19.3
11	Person to Person, Time-Life, Hamm, Amoco (CBS)	1.22	26.8
11	Lawrence Welk, Dodge (ABC)	1.22	32.2
13	Eddie Fisher, Coca-Cola (NBC)	1.20	7.6
14	Hollywood Summer Theater, Gen'l Foods (CBS)	1.19	12.0
14	On Trial, Campbell, Lever (NBC)	1.19	17.3
16	Hey, Jeannie, P&G (CBS)	1.18	12.7
16	Private Secretary, Amer. Tobacco (CBS)	1.18	25.3
16	G. E. Theater, Gen'l Electric (CBS)	1.18	27.8
16	Alfred Hitchcock, Bristol-Myers (CBS)	1.18	27.8
16	Loretta Young, Lilt, P&G (NBC)	1.18	25.3

• Top Net Shows Among Kids

Rank	Show, Sponsor & Web	Kids Per Set	Avg. Rating
1	Uncle Johnny Coons, Sust. & Swift (NBC)	1.98	4.9
2	Mighty Mouse, Gen'l Foods (CBS)	1.96	13.9
3	Howdy Doody, Sust. (NBC)	1.91	7.7
4	Mickey Mouse Club, Partic. (ABC)	1.90	10.6
5	Fury, Gen'l Foods (NBC)	1.86	13.5
6	Captain Kangaroo, Partic. (CBS)	1.83	6.3
7	Captain Kangaroo, Partic. (Sat.-CBS)	1.80	8.5
8	Winky Dink & You, Sust. (CBS)	1.76	4.8
9	Tales of the Texas Rangers, Curtiss, Gen'l Mills (CBS)	1.63	15.0
10	Rin-Tin-Tin, National Biscuit (ABC)	1.53	16.0
11	Ding Dong School, Sust. (NBC)	1.52	4.3
12	Roy Rogers, Gen'l Foods (NBC)	1.42	12.6
13	Disneyland, Partic. (ABC)	1.40	26.5
14	Big Top, National Dairy (CBS)	1.35	8.4
15	Lone Ranger, Gen'l Mills (CBS)	1.32	9.0
15	Wild Bill Hickock, Kellogg (CBS)	1.32	10.1
17	Lassie, Kellogg, Campbell (CBS)	1.30	22.2
18	My Friend Flicka, Colgate (CBS)	1.26	12.1
19	Let's Take a Trip, Sust. (CBS)	1.18	5.8
20	Lone Ranger, Gen'l Mills, Amer. Dairy (ABC)	1.15	11.2

'Comedy Time' Blurb Revamp

NEW YORK — NBC-TV has made two changes in its "Comedy Time" series, the 5-5:30 strip, to enhance its commercial value to advertisers. Dick Stark, the vet-

eran announcer, has been signed as host-emcee of the strip and will also do commercials for sponsors, if they do not conflict with his nighttime clients.

The web has lengthened its commercial time on the show from two and a half minutes to three minutes per quarter hour. This increases the value of the strip for sponsors with multiple products which now get 20 per cent more commercial time for the same price.

CHARTS CHANGE ANSWERS NEED

NEW YORK — The new TV Spot Campaigns feature appearing in alternate issues of The Billboard (see Page 6) this week starts a new service requested by many station readers. In addition to listing the products and advertisers placing spot campaigns in each region of the country, the feature now will also include the advertising agency placing the business and the type of campaign being set.

These new additions will provide still more specific information designed to give specific sales leads to commercial managers of TV stations.

Livingston to Spur NBC-TV's Coast Emphasis

HOLLYWOOD — Programming emphasis at NBC-TV is expected to swing toward the West Coast following appointment of Alan Livingston as vice president in charge of programming last week. Livingston, who assumed the presidency of Kagran (changed to California National) Productions last summer, will take on a considerable part of the duties previously performed by Dick Pinkham in New York prior to the NBC shake-up.

It's to be noted that no programming v.-p. has been appointed in New York, and it's expected that Livingston will function on both coasts, at least for the next several months, reporting directly to executive v.-p. Tom McAvity.

Altho the scope of Livingston's position has not been clearly defined yet, it's a new one in the NBC organization structure. The former Capitol Records v.-p. will helm program development, and at the same time have strong advisory powers in programming itself.

Livingston said that he plans a realignment and expansion of the staff on the West Coast, aiming especially at a division of personnel in regards to live and film shows. He'll also continue to function in an executive capacity at CNP on program development and production.

Generally, it appears that the network is aiming to concentrate more programming authority in the West. Livingston's appointment, the formation of CNP, and the expansion of studio facilities and construction of a large office building in Burbank, Calif., all point in that direction.

NBC Ticks Off Plenty of Sales

NEW YORK — NBC-TV last week continued to pick up new business and renewals. Corn Products Refining bought two alternate quarter hours of "Matinee" and "It Could Be You," giving it Friday daytime continuity with its present commitment, "Queen for a Day."

"Today" and "Tonight" picked up \$544,000 worth of business when Absorbine Jr. placed an order for 39 participations on each show. And Procter & Gamble extended its sponsorship commitment of its "Queen for a Day" quarter-hour strip thru June 28.

SCORE SO FAR

Ratings Take Tabs On Hits and Misses

NEW YORK—With initial rating returns already in, what network trends relating to programming strength are beginning to become evident? What are the hits and misses that are beginning to show themselves this season?

Taking it by days of the week, the CBS-TV mastery of Monday night still seems as strong as ever. The one new positive note struck by another network is the new Lawrence Welk show. Its ABC-TV debut hit an average Trendex of 16.7 for 9:30-10:30 to Robert Montgomery's 17.1 on NBC-TV, down from a 28.0 the previous week. But Montgomery, of course, has yet to get the carryover benefit of Revlon's "Most Beautiful Girl in the World," which will debut October 22 on NBC.

Tuesday has seen ABC take a solid grip on 7:30-9 p.m. whenever the combination of "Cheyenne" and "Wyatt Earp" is presented. The average Trendex for the three half hours on ABC Tuesday (9) was 23.6. CBS scored an average 17.5 for its three shows, "Name That Tune," Phil Silvers and "The Brothers." After 9 p.m. CBS took over solidly.

Wednesday Pattern

Wednesday, so far, has repeated the pattern of the previous years, with Disneyland still the kingpin 7:30-8:30 for ABC. "Navy Log," ABC's new 8:30-9 show, will debut this week, and if it can retain the "Disneyland" inheritance, the rest of the web's line-up may also give the other networks trouble.

Thursday night sees CBS stronger than the past season. Its "Playhouse 90," 9:30-11, was off to a flying start its first week, and figures to do better, if it can maintain story interest. Tennessee Ernie at 9:30 for NBC is still an unknown quality, but he must produce ratings if NBC's "Lux Video," which follows, is to battle for audiences. ABC seems crowded out on Thursdays with its "Wire Service," 9-10 unhappily on an island.

Friday seems NBC's best chance to capture viewers. Winchell's debut rating a 21.1 may herald the beginning of an important new career for him. He topped CBS' "Zane Grey" 16.8 and ABC's "Crossroads," which received a 9.1. It may already be assumed that NBC is considering lengthening Winchell's show to an hour and using it wherever it can do the most good in its schedule.

Jackie Gleason

Saturday has seen Jackie Gleason's hour show make a comeback, its past two ratings topping Perry Como, but the question here is whether "Oh! Susanna" and "Hey, Jeannie" will retain audiences. Welk, so far, has more than held his own with Sid Caesar, who hasn't done quite as well as expected.

Sunday is still the big CBS night of the week, tho the debut of "77th Lancers" on October 21 at 7 p.m. may aid "Circus Boy," a half

'250G Bank' 1st Quizzer in Color

NEW YORK — "Break the \$250,000 Bank" will be the first quiz seen weekly in color, when NBC-TV begins colorcasting the new stanza with the show of November 13. Web feeling is that unusually fine sets and props give the series a visual value which can be potent in color.

Commercials for its sponsor, Lanolin Plus, already mostly live, will become all-live when tint is added.

hour later, which hasn't done too well against the CBS opposition. NBC's Steve Allen has improved his ratings recently, and the combination of Bob Hope and Dinah Shore is yet to be heard from on that web. Neither "Amateur Hour" nor "Omnibus" seems to have made any great audience impact as yet on ABC.

At present it is much easier to tag those shows which haven't done as well as expected. Aside from Walter Winchell, "Playhouse 90" and the new Welk stanza, nothing outstanding seems to have appeared, tho later weeks may see other shows improve their viewing impact. Disappointments, according to the trade, are "Stanley" and "The Brothers."

RHEINGOLD

(LIEBMANN BREWERIES)

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JR. PRESENTS"

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

117 half-hours available — many for first run!

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OXford 7-5880





IF YOU HAD A MILLION

(THE MILLIONAIRE)

NEW TO SYNDICATION! Clean up in your region or market with the dramatic powerhouse that has a **32.4** average Nielsen rating for 19 months on the CBS Network... plus a 51% higher average ARB rating than competing "Kraft TV Theatre" during the same period! As *THE MILLIONAIRE*, this film series is now in its *third big year* on CBS for Colgate-Palmolive!

2nd HIGHEST RATED NETWORK DRAMATIC SHOW (July Nielsen) —and if it can do this nationally, imagine what it will do for *your* product in *your* markets! Audience composition? Couldn't be better!...

MEN 32%	WOMEN 46%	CHILDREN 22%
----------------	------------------	---------------------

Source: ARB 18-month average

A DON FEDDERSON PRODUCTION from the same master showman who brewed sales magic with "Do You Trust Your Wife"... "The Lawrence Welk Show"... "Liberace"... "Life With Elizabeth." All hits, no misses!

Call MCA today for your finest film availability in years!



YOU CAN NOW SPONSOR, IN YOUR MARKETS, THESE 39 HALF-HOUR FILM HITS FROM AMERICA'S 2ND HIGHEST RATED NETWORK DRAMA SERIES

This One



DKJG-DFA-QE5J

WBUF's Start May Be UHF Crossroad

NBC Hopes That Launching With Giant Campaign May Point the Way to Others

BUFFALO — The dedication here last Thursday (11) of WBUF, the first NBC-owned UHF outlet, may prove to be a turning point in the annals of ultra-high frequency TV broadcasting. At least, that is the hope of NBC, which expects to put the station's operations on a profitable basis before a year has gone by, thus pointing the way for other UHF station operators to get their own stations into the black.

To achieve this fiscal objective, NBC undertook an elaborate and expensive campaign, dating from the beginning of this year, when the station moved to a new site and resumed operations as an NBC station after having suspended broadcasting when its for-

mer owners proved unable to continue. The budget for promoting UHF and the station in Buffalo during 1956 is \$100,000.

What NBC confidently believes will result from this expenditure is the saturation coverage of its market with an understanding of the basic facts about UHF, the instillation of the desire in the public to convert existing receivers to get WBUF's signal and the full cooperation of set dealers and servicemen in making the fastest possible headway in satisfying this public demand.

Spearheading this drive under the station manager, Charles C. Bevis Jr., is its promotion staff, aided by the network's director of special projects, Hank Shephard, who has been spending most of his time in Buffalo gearing up the drive.

A unified plan, called "Project 17," involved selling the UHF concept to set dealers and servicemen at the same time as the public, and this has been done. No sets other than all-channel receivers are coming into the market or being sold here. Converters for existing sets have been stocked in quantity, but even so the extent of public response has been so great that supply has been unable to keep pace with demand.

The bulk of the station's \$100,000 promotion expenditure was reserved for the period since July, when work on the new 740-foot tower began. By constantly keeping the station in the public eye, tremendous progress has been made in building the UHF audience.

In January, only 105,000 sets in Buffalo's 337,700 TV homes could receive UHF. This increased to 124,000 in March, 160,000 in July and 178,000 last week, the last figure representing a 57 per cent conversion figure. One manufacturer alone has sold over 30,000 converters in Buffalo.

Among the stories which the station has had to tell are the construction of its new \$1,500,000 plant, of which the first stage has been completed; the new antenna, 300 feet higher than any structure in town; its 500,000-watt signal embracing a greater coverage area; the onset of exclusive NBC service in Buffalo last August, with the attendant flow of big-name programming into the market, and heavy promotion of local activities.

Among the latter were a "Miss Channel 17" contest, in which 100,000 ballots were cast for the six semi-finalists. Also, the station acquired a 1921 fire engine, which is available for use by the city as emergency equipment but meanwhile is seen all over town pro-

Y&R in Pilot Of 'Rob Roy'

NEW YORK—Young & Rubicam is reported to be producing a pilot film on "Rob Roy" for General Foods. The shooting is to be done in Scotland. Y&R has assigned one of its top executives to supervise the filming of the show in the hopes that it can duplicate the success it has had with "Robin Hood" for Johnson & Johnson, another client.

Rob Roy was a Scottish hero who lived in the 17th century and who was immortalized in print by Sir Walter Scott. He was the subject of a feature produced by Walt Disney, which has been running the past couple of weeks on "Disneyland."

Survey Shows

• Continued from page 2

remembered. The hues also commanded more attention. Net results: double the impact of black and white.

An additional result so far in this continuing study is the pinpointing of who owns color sets. Not surprisingly, seven times as many color owners as black and white fall into the high income groups. A quarter more own their own homes. They are also twice as gregarious.

The study was begun by Advertest Research, Inc., last November, and a study of color set owners was made in February. More on this survey is planned for sometime around the end of the year.

TV Power Proved

• Continued from page 2

asm, new sales and repeat orders for its product, Sandran, a vinyl floor and wall covering, have flooded Sandura since the first telecast last March. (The minimum normal consumer buy in floor and wall coverings is \$75 per purchase.) According to Stokes Clement, president of Sandura, the company is here to stay in TV, "and it's not hard to see why."

moting WBUF. It carries the appropriate license number, UHF-17. On Labor Day, the station staged a "Safety Spectacular" in an eight-hour outdoor show which drew 75,000 people to a public park.

It is by the example of this carefully conceived and executed plan to stimulate dealer, serviceman and public interest in the functioning of a model UHF plant airing solid programming that NBC believes it is setting an example for other UHF broadcasters which cannot but strengthen their position of the industry.

TOP SHOW PLUGGERS

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

KTEN, Ada, Okla.—Patti Page

The entry which won this station second place in The Billboard's 18th Annual Promotion Competition for one-channel markets was centered on its exploitation of the Patti Page show for Oldsmobile. With "Jetaway you really get away" as a theme, the outlet began early in July with on-the-air promotion. The first such was on July 3, with increased promotion running thru July and August. All told there were 25 plugs for the show.

Nor did the station stop there. Announcers on sister Oklahoma stations, KWSH, Holdenville, Wewoka and Seminole, and KDKA, Ada, tub-thumped for the program. Additional live promotion was made by Helen Moreland on her home show called "Domestic Doings With Helen."

Naturally, local ads and photos in the lobby of the station were designed to stimulate additional interest. Not to be overlooked was a Happy New Year promotional report stressing "how much extra you get when you advertise on KTEN."

(Next week: WGEM, Quincy, Ill.)

New TV Spot Campaigns—

Contacts Set in Every Region
in Two Weeks Ended September 30

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

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

On Eastern Stations

Agilon Hosiery, Deering-Milliken thru Amos Parrish (Part.)
Amitone, Noref Labs thru Grey (Part.)
B & B Mushrooms, thru Grocery Store Products (Prog.)
Beeman Gum, American Chiclé thru Ted Bates, (Part.)
Camel Cigarettes, R. J. Reynolds thru William Esty (Ann.)
Carlings Beer & Ale, Carlting Brewing thru Lang, Fisher & Stashower (Prog.)
Cars, Chrysler-Plymouth thru N. W. Ayer (Ann.)
Cigarettes, Philip Morris (Ann.)
Clark Bars, D. L. Clark thru Grant Advertising (Part.)
Clorets, American Chiclé thru Ted Bates (Part.)
Comet, Procter & Gamble thru Compton (Part.)
Cosmetics, Avon thru M. F. Dreher (Part.)
Cough Syrup, Vick Chemical thru BBD&O (Part.)
Duz, Procter & Gamble thru Compton (Part.)
Ehler's Coffee, Albert Ehler thru Dowd, Redfield & Johnstone (Ann.)
Ender Shampoo, Helene Curtis thru Weiss & Geller (Part.)
Fab, Colgate-Palmolive thru William Esty (Ann.)
Ford Car, Ford Motors (Ann.)
Ford Car, Ford Motor thru J. Walter Thompson (ID, Ann.)
4-Way Cold Tablets, Grove Labs thru Harry B. Cohen (ID, Ann.)
Gallo Wines, E. J. Gallo Winery (Ann.)
Genesee Beer, West End Brewing (Ann.)
Glamorene Cleaner, Glamorene thru Product Services (Part.)
Golden Esso, Esso Standard Oil (Prog.)
Imperial Margarine, Lever Bros. thru Foote, Cone & Belding (Ann.)
Instant Coffee, Nestle (Part.)
Junket Frosting, Junket Brand Foods (Part.)
Kitchen Bouquet, Grocery Store Products (Prog.)
L&M Cigarettes, Liggett & Myers thru Dancer, Fitzgerald & Sample (Ann., Prog.)

Manischewitz Wine, Monarch Wine (Ann.)
Mapleline, Crescent Mapleline (Ann.)
Mars Candy, Mars thru Leo Burnett (Part.)
Mr. Potato Head Toy, Hassenfeld Bros. (Part.)
Necco Sky Bar, New England Confectionery thru C. J. La Roche (Part., Ann.)
Nu-Soft, Corn Products thru McCann-Erickson (Part.)
Olga Coal, Olga Coal thru Bayless Kerr (Ann., Part.)
Parliament Cigarettes, Philip Morris thru Benton & Bowles (Ann., Part.)
Petroleum Jelly, Chesebrough Products thru McCann-Erickson (Part.)
Plymouth Cars, Plymouth (Ann.)
Pontiac Cars, General Motors thru MacManus, John & Adams (ID)
Procter Electric Appliances, Procter thru Weiss & Geller (Ann., Part.)
Progresso Foods, Progresso thru Carlo Vinti (Prog.)
Qwip, Avoset (ID)
Rath Chopettes, Rath thru Earle Ludgin (Ann., Part.)
Rise, Carter thru Ted Bates (Part.)
Robert Hall Clothes, Robert Hall thru F. B. Soudon (Ann., Part.)
Roloids, American Chiclé thru Ted Bates (Part.)
Shave Cream, Colgate-Palmolive thru John W. Shaw (Ann., Part.)
Slinky Toys, James Industries (Ann.)
Snippy Scissors, Ungar Electric Toll thru M. H. Kilso
Snow Crop Frozen Foods, Minute Maid thru Ted Bates (Ann.)
Table Napkins, Kleenex thru Kemberly-Clark (Ann., Part.)
Tintair, Bymart Tintair (Ann., Part.)
Tootsie Roll, Sweets (Prog.)
Toys, Ann Carriage Doll (Part.)
Toys, Toy Guidance Council thru Friend Reiss (Prog.)
Vam, Wildroot (Ann.)
Wax-O-Matic, Master Mfg. thru Lang, Fisher & Strashower (Ann.)
Winston Cigarettes, R. J. Reynolds thru William Esty (Ann.)

On Southern Stations

Alka Seltzer, Miles Labs thru Geoffrey Wade (Ann.)
Auto Wax, Hutchinson thru Henry Senne (Prog.)
Banking, First National thru Henderson (Ann.)
Beer, Budweiser thru D'Arcy (ID)
Beer, National Brewing thru W. B. Dover
Beverage, Seven-Up thru J. Walter Thompson
Black Draught Medicine, Chattanooga Medicine thru Henry B. Cohen
Bliss Coffee, General Foods thru Benton & Bowles (ID)
Candy, Peter Paul thru Dancer, Fitzgerald & Sample
Cars, Chrysler, thru McCann-Erickson (Ann.)
Coffee, Luzianne thru Roman (Ann.)
Dexter Sewing Machine, Dexter thru Arthur Meyerhoff (Ann.)
Duz, Procter & Gamble, thru Compton (Ann.)
Eveready Batteries, National Carbon thru William Esty (Ann.)
Food Products, White Provisions thru Lowe & Stevens (Prog.)
Ford '57, Ford thru J. Walter Thompson (Ann.)
Gum, Fleer thru S. E. Zubrow

Gasoline, Shell Oil thru J. Walter Thompson (Ann. ID)
Instant Maxwell House Coffee, General Foods thru Benton & Bowles (ID)
Kool Cigarettes, Brown & Williamson Tobacco (Ann.)
Meats, Redfern thru Bearden, Thompson & Frankel (ID)
No Bugs My Fair Lady, Paper Products thru Wade (Ann.)
Peak Antifreeze, Peak & Norway thru Fuller, Smith & Ross (Ann.)
Pontiac Cars, Pontiac thru McManus, John & Adams (Ann.)
Pops Rite, Blevin (Part.)
Purina Dog Chow, Ralston thru Gardner (Ann.)
Qwip, Avoset thru Harrington-Richards (ID)
Records, Gil-Mar thru Martin, Gilbert (Ann.)
Restaurant's Food & Ice Cream, Howard Johnson thru N. W. Ayer (Prog.)
Saladmaker, Grant thru Arthur Meyerhoff (Ann.)
Shredded Wheat, National Biscuit thru McCann-Erickson (Part.)
Super Anahist, Anahist thru Ted Bates (Ann.)
Whirlpool, Yancey thru Kenyon & Eckhardt

On Midwestern Stations

American Character Dolls, Webb (Part.)
Anahist, Anahist thru Ted Bates (Ann.)
Anti-Freeze, Commercial Solvents thru Fuller, Smith & Ross (Ann.)
Anti-Freeze, Peak & Norway thru William Esty (Ann.)
Arrid, Carter thru SSC&B (Ann.)
B & B Mushrooms, Grocery Store Products thru Ted Bates
Beauty Demonstration, Charles Antell thru Paul Venzie (Prog.)
Bon Ami Cleaner, Bon Ami thru Ruthrauff & Ryan (Ann. ID, Part.)
Bromo Quinine, Grove Labs thru Benton & Bowles (Part.)
Cars, Chrysler-Plymouth thru N. W. Ayer & Son (Ann.)
Certs, American Chiclé thru Ted Bates (Ann., Prog.)
Coco-Wheats, Rogers & Smith (Ann.)
Coffee, Folgers thru Cunningham & Walsh, (Ann.)
Cream Oil, Wildroot thru BBD&O (Ann.)
Decaf, Nestle thru Dancer, Fitzgerald & Sample (Ann.)
Democratic National Committee, Norman, Craig & Kummel (Prog.)
Dexter Sewing Machine, Grant thru Arthur Meyerhoff (Ann.)
Duz, Procter & Gamble thru Compton (Ann., Prog.)
Farm Equipment, Walsh thru Weston-Barnett (Ann.)

Ford Cars, Ford Motors thru J. Walter Thompson (ID, Ann., Prog.)
4-Way Cold Tablets, Grove Labs thru Harry B. Cohen (Part.)
Fitch Shampoo, Grove Labs thru Harry B. Cohen (Ann., Part.)
Records, Gilmar thru Martin Gilbert (Ann.)
Glamorene Cleaner, Glamorene thru Product Services (ID.)
Granite Grits, Stone Mountain Grits thru Wildrick & Miller (Ann.)
Grocery Items, The Great Atlantic & Pacific (ID)
Hi Land Potato Chips thru Hurley (ID)
Hy-Line Chicks, Pioneer Hi-Bred Corn thru Wallace (Prog.)
Iowa Democratic State Central Committee thru Menough-Martin, Seymour (Prog.)
Iowa Republican State Central Committee thru Ambro (Prog.)
Kitchen Aid, Grocery Store Products thru Ted Bates
Liver Pills, Carter, thru Ted Bates (Ann.)
Mars Candy, Mars thru Leo Burnett (Ann., Part.)
Milk Products, Carnation thru Erwin Wassey (Prog.)
Mounds & Almond Joy, Peter Paul thru Dancer, Fitzgerald & Sample (Ann.)

(Continued on page 15)



**"SHEENA"
FIRST WITH
AUDIENCES
IN 80% OF
MARKETS
RATED**

Highest in sales opportunities for sponsors, the highest rated show in its time segment in most markets against local and network competition.

Atlanta: 53.9% share of audience;
Chattanooga: 63.5% share;
Cleveland: 58.3% share;
Columbus: 45.6% share;
Los Angeles: 32.8% share;
Memphis: 45.9% share;
Phoenix: 36.7% share

For rating and sales success stories on

SHEENA, QUEEN OF THE JUNGLE,

Source: ARB, June, 1956

Write, wire, phone
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10 East 44th Street
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OXford 7-5880



Look at these results:

POPEYE 7-DAY

AVERAGE ON WPIX OUTRATES

ALL SEVEN N.Y.C. STATIONS!

TELEVISION **WPIX** CHANNEL 11

October 9, 1956

FRED M. THROWER
VICE PRESIDENT AND GENERAL MANAGER

Mr. Robert Rich
Associated Artists Productions, Inc.
345 Madison Avenue
New York 17, N. Y.

Dear Bob:

Popeye's made a clean sweep in New York! The spinach-eating sailor topped all six competing stations, averaging all seven days of the week.

You know, of course, that our Monday-Friday Popeye strip was sold out over a month before the first telecast. It's certainly been proved quickly that the charter sponsors knew a good thing when they bought it. The Popeye half-hours pulled a 7-day ARB September average of 5.6, against 4.7 for the next highest station.

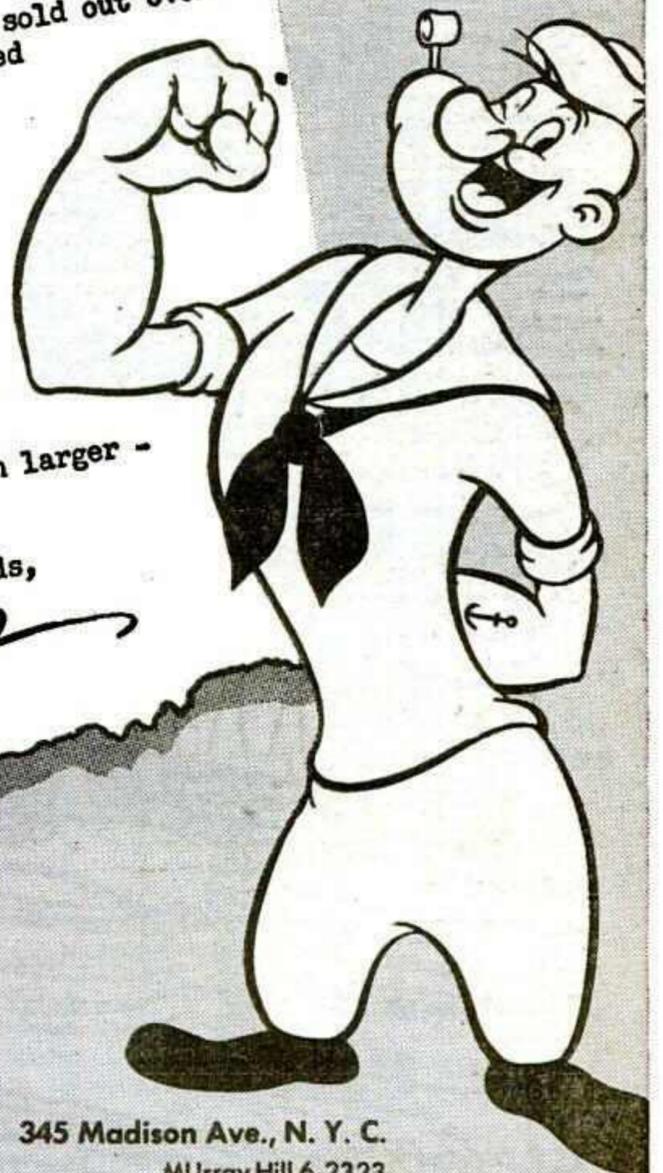
The Mon.-Fri. average was 6.0, with a non-duplicated cumulative rating of 13.9. Among the programs Popeye overpowered were "Million Dollar Movie," "Hopalong Cassidy," "Gene Autry," the U. N. Handicap, "Wild Bill Hickok," "Annie Oakley," "Captain Video," and "Sky King."

We confidently believe that Popeye ratings will grow even larger - after all, this was his first week on the air.

Best personal regards,



Fred Thrower
Vice-President



Capture the Audience in YOUR MARKET with Popeye cartoons.

Call or wire today

a.a.p.

Associated Artists Productions, Inc.

345 Madison Ave., N. Y. C.
MUrray Hill 6-2323

CHICAGO
75 E. Wacker Drive • DEarborn 2-4040

DALLAS
151 Bryan Street • RAndolph 6043

LOS ANGELES
9110 Sunset Boulevard • GRestview 6-5886



John Grotz



Newsfilm sends you the best

Into *Newsfilm's* four big processing centers pours *more than a mile* of film a day . . . speeded from some 250 camera correspondents throughout the world. This footage, equal to two full-length feature films each day, is expertly edited to select only the very best footage for each news story. Then the final result—12 minutes a day of *complete* world news coverage—is rushed direct to you.*

It's the best news in television, because it's the *only* syndicated news service that's produced exclusively for television station use. *Newsfilm* is planned, shot, scripted and edited for home viewing, not movie screens . . . and is produced with the needs of stations and sponsors in mind at every step. The result is letters like this one from KRNT-TV, Des Moines: "Newsfilm service is excellent and gives us one more exclusive feature with which to impress our viewers and clients. The viewers must be impressed, because Russ Van Dyke's nightly news-weather program at 10:00 pm pulls ARB ratings of 43 and better . . . winning 77% of the audience (in a three-station area). It's the highest-rated program among *all* multi-weekly programs in the Des Moines area. And our sponsors must be impressed, because this show went on the air sponsored and still has the original two advertisers it started with!"

Newsfilm, a product of CBS News (the top name in broadcasting journalism), is available to *all* stations. For details, call the nearest office of . . .

**CBS Television
Film Sales, Inc.**

*Of course, not all of the edited-out footage "dies on the cutting-room floor." Much of it is carefully filed in *Newsfilm's* vast library for subscribers' future use . . . as background material for special commemorative news programs.

AUSPICIOUS DEBUT

M-G-M Features Premiere Surpasses Expectations

By BOB SPIELMAN

HOLLYWOOD — The M-G-M features bowed on Station KTTV here Friday (12), and the results of the premiere may begin reverberations in TV programming policy from coast to coast. It was probably the most auspicious debut any show has ever had in Los Angeles since it became a seven-station market.

Because of the unprecedented interest in the initial showing, "Thirty Seconds Over Tokyo," starring Spencer Tracy and Van Johnson, and how it would fare against network programming, The Billboard conducted a special incidental telephone survey. The ratings follow:

8-8:30 p.m.	
KNXT-CBS (West Point) 4.2	KRCA-NBC (Crunch and Des) 3.7
KTLA (feature pic) 1.1	KABC-ABC (Jim Bowie) 3.7
KHJ (War in Air) 2.6	KTTV (30 seconds) 23.6
KCOP (Johnny Otis) 4.7	
8:30-9 p.m.	
KNXT-CBS (Zane Grey) 4.6	KRCA-NBC (Winchell Show) 8.7
KTLA (feature pic) 2.9	KABC-ABC (Crossroads) 3.2
KHJ (Gangbusters) 2.9	KTTV (30 seconds) 22.3
KCOP (Johnny Otis) 4.4	
9-9:30 p.m.	
KNXT-CBS (Crusader) 5.0	KRCA-NBC (Eisenhower) 8.2
KTLA (Western Var.) 3.5	KABC-ABC (Treas. Hunt) 3.8
KHJ (feature pic) 2.6	KTTV (30 seconds) 19.7
KCOP (feature pic) 1.5	
9:30-10 p.m.	
KNXT-CBS (Schlitz Playhouse) 8.6	KRCA-NBC (Big Story) 5.0
KTLA (Western Var.) 4.5	KABC-ABC (The Vise) 3.1
KHJ (feature pic) 3.6	KTTV (30 seconds) 23.6
KCOP (feature pic) .6	

The most remarkable aspect of the ratings is the fact that KTTV not only dominated the entire evening but easily outdistanced all three networks combined in each half-hour period. The first half hour

Pinkham Noted As CNP Prexy

NEW YORK — Dick Pinkham is being mentioned to take over Alan Livingston's slot as president of California National Productions, the NBC subsidiary. Livingston last week was appointed NBC programming head for the West Coast and is to be proposed for election as a vice-president shortly.

Pinkham, the former head of programming for NBC, has to his credit much of the programming success of "Today," "Home" and "Tonight," and several of the programming innovations the network is presenting this season.

'Nightwatch' to Be Aired by KCOP-TV

HOLLYWOOD — "Nightwatch," CBS radio program of several years past, will be aired as a TV show on local Station KCOP here beginning next month.

The show, partly on film and partly live, is being produced by Bill Burrud, originator of the series. Films are shot actually as cases develop, with a specially equipped camera car following the squad car. Eastman Kodak Tri-X film is being used.

the station had more than half, 54.6 per cent, of all sets in use, following this with figures of 45.3, 44.5 and 48.5.

The results far surpass the most optimistic expected by station prexy Dick Moore, sponsor Colgate and ad agency execs. They will undoubtedly hypo further buys of the M-G-M package, and at the same time must raise serious questions for networks and net program sponsors as to how to combat top feature product.

The factor of promoting cannot be overlooked in the success of the premiere. KTTV spent \$20,000 for

newspaper advertising, ran 175 station spots and used numerous gimmicks to plug the pic. Whether future product will score as well without such a heavy publicity barrage is to be seen.

The Billboard utilized regular rating service methods in conducting its survey, placing approximately 1,400 calls (350 per hour), or about the same number rating services use for incidentals in this area. End-of-month ratings, obtained by diary method, are expected to be proportionately somewhat higher, a phenomenon common in the rating field.

SOUTH SEA MAGIC

Guild Sets 2 Big 'Grief' Regionals

NEW YORK — Guild Films has wrapped up two important regional deals on its new vidfilm series, "Captain Grief." Standard Oil of California has bought the series for 11 Pacific Coast markets and Honolulu. They include such cities as Los Angeles, San Francisco and Seattle. And Stroh Beer has bought it for 21 important Midwestern markets in Michigan, Indiana and Ohio.

The deals are firm and for 52 weeks, which include 13 reruns. The buys contradict a story in last week's Billboard which said that regional clients were awaiting the completion of more than the two shows in the series. Both advertisers were more than satisfied with the shows already shot.

Guild is already dickering with

several other big regional advertisers. It is said to be asking top prices for the property, which reportedly cost \$51,000 per program and is also shot in 35-mm. Eastman color. Guild President Reub Kaufman does not expect to get the entire production cost of the show back on the first run, but believes that because of the beautiful South Seas locale the series will have an entirely new life when color becomes an important TV factor.

The show features Maxwell Reid and Helen Westcott and is being directed by Stuart Heisler. Guild is also working on a series involving the files of New York's retired Inspector Conrad Rothengast, whose career covered 25 years of dealing with crime.

Distrib 'Carol' As Yule Spec

NEW YORK — CBS-TV Film Sales is planning to offer the hour-long filmed version of "Christmas Carol" to TV stations as a holiday spectacular. The program stars Frederick March and was produced in color last year for Chrysler's "Climax" series.

The distribution operation is also considering offering stations the two-and-a-half-hour biography of Abraham Lincoln which was produced for "Omnibus" several seasons ago. The show could be presented as a half-hour strip around Lincoln's birthday, or as a spectacular at the holiday.

CNP Improves Film Handling

HOLLYWOOD — New technological and clerical methods have been adopted by California National Productions to insure high print quality and streamlined shipping service. Among the former are dust filters, humidity controls, machinery to expedite cleaning of film with a newly developed Eastman Kodak detergent and pliofilm bags for sealing of prints for storage and shipment.

The NBC Film Exchanges, which the NBC subsidiary administers here and in Englewood Cliffs, N. J., will use these and new booking systems for its weekly schedule of 500 prints.

Screen Gems Synd. Sales Up

HOLLYWOOD — Screen Gems has reported an upbeat in syndicated business for the first part of this month, with more than \$500,000 in contracts signed for the West Coast since October 1.

The more significant of the sales are those of the new mystery features package in Salt Lake City; Phoenix and Tucson, Ariz., and 117 "Ford Theater," "Damon Runyon," and "Celebrity Playhouse" reruns to KABC-TV, Los Angeles; KJEO, Fresno, Calif., and other markets. It marks the first time in recent years that the local ABC outlet has bought a large telefilm package.

Modern's TV a Separate Entity

NEW YORK — Expansion moves continue in the field of TV film shipping and trafficking. Modern Talking Picture Service has just spun off its TV division to make it an independent corporation under the name Modern Teleservice, Inc. Dick Ritenour, formerly vice-president and general manager of Modern TV, becomes president of Modern Teleservice. The two outfits will remain under common ownership, but the spin-off, described as a policy change, is expected to give the TV operation greater flexibility. It will continue all its established services.

Modern set up its TV division six years ago. The parent company distributes sponsored films non-theatrically. The TV operation distributes them to TV, but in addition handles the shipping of spot commercials and programs.

This move by Modern comes almost simultaneously with an expansion move by its chief competitor, Bonded TV Film Service, which has just absorbed Video Expediting to make it its spot trafficking subsidiary.

Filming Starts On Crusader Rabbit Again

NEW YORK — Crusader Rabbit the indestructible cartoon character that sneaked into TV about four years ago and made something of a hit in syndication about two years ago, is now back in production. The group that originated the show has just set up Crusader Rabbit, Inc., to distribute the new series. They are said to be planning production of about 260 more five-minute episodes, of which six are said to be in the can already.

They are reported to have sold the new show to American Bakeries for about 15 markets, with the possibility of 20 more. They have also sold "Crusader" to the RKO Teleradio stations. WOR-TV here plans to use them on its 7-7:30 p.m. show, "Crusader Rabbit Terrytoons," which also uses the "Baker Bill Terrytoons" bought from CBS-TV Film Sales.

The new Crusaders are being produced in color at a cost said to be around \$4,000 an episode.

Bagnall Pix

The original group of 190 films is still being distributed by George Bagnall Associates. Bagnall acquired distribution of the series about three years ago, when Shull Bonzall bought Consolidated TV Sales and turned its catalog over to him. Consolidated acquired it from Jerry Fairbanks, who had become associated with the production of the animated show after NBC had turned it down.

"Crusader" was probably the first and is still one of the few animated programs produced specifically for TV.

NARTB Code For Films, Too

WASHINGTON — The National Association of Radio & Television Broadcasters' television code board has approved a plan designed to bring producers and distributors of TV film programs under the code as associate subscribers. Code board chairman, G. Richard Shafto, WIS-TV, Columbia, S. C., told a regional meeting of NARTB members here Thursday (11) that the plan has been forwarded to the alliance of television film producers, and that their approval is "sincerely" anticipated. The alliance is composed

(Continued on page 16)

'Annapolis' Regional Deal Set by Wasey

HOLLYWOOD — The Erwin, Wasey Agency here has put together another alternate-week regional deal, this time on the new Ziv-TV series "Men of Annapolis." Erwin, Wasey bought the show for 16 markets for the Albers Milling division of Carnation Milk. It then got Young & Rubicam to bring in Fuller Paint on alternate weeks in those 16 markets. And Fuller has taken a few additional markets on its own.

Wasey just finished putting together an alternate-week jigsaw puzzle on "Sheriff of Chochise," on which it got four of its own accounts together over a spread of 34 markets, the four sponsors being White King Soap, Carnation, A-1 Beer and Star Kist Tuna.

The skill with which Wasey has pieced these buys together appears to have attracted quite a bit of attention. A couple of ad agencies with major regional accounts are said to be giving serious study to putting together more deals of this sort either by themselves or with other agencies.

"Men of Annapolis," which goes into local level sales at the end of this month, also seems to be in line for business from the members of the Quality Bakers of America Co-Operative. Quality, which does not buy programs itself, has recommended the show to its members. This is expected to result in firm

deals in about 20 markets, tho it could wind up in as many as 50.

Quality got a number of its members to go along on one show once before. That was on the Gene Autry show.

Albers for the past year has been sponsoring the reruns of "Waterfront" out of MCA-TV.

Ziv to Start 'Annapolis' Drive for Local Sales

NEW YORK — Ziv-TV is expected to start local level sales of its new Annapolis series around the end of this month, with air debut tentatively scheduled for January 15. The show, the full title of which is "Men of Annapolis," has a couple of regional sponsors tied up already (see separate story.)

A theme anthology, "Annapolis" is being produced by Bill Castle. It will be the 16th show Ziv put into first-run syndication since 1948. It is the second show Ziv put into syndication sales in 1956, the other being "Dr. Christian," which just went on the air.

This represents a slight retrenchment for Ziv's syndication operation. In 1955 it put three shows into first-run syndication. In 1954 it also put three shows on the market.

The reduction in Ziv's syndication output this year may be explained to some extent by the fact that a third show, "West Point," was sold for network sponsorship (CBS-TV, Friday, 8-8:30 p.m., General Foods). Thus, over the past three years, Ziv has in fact turned out three new shows a year.

Four of the shows that Ziv put into syndication since 1953 have gone into a second year's production. One of these, "I Led Three Lives" went on to a third year of production.

"The Man Called X," which bowed in January, 1956, is another possibility for second-year production. But star Barry Sullivan has just gone into the legit show, "Too Late the Phalarope," and may be tied up if it is a hit.

Sales to Start On 'Mohicans'

TORONTO — Television Programs of America plans to start its regional sales effort on "Last of the Mohicans" about November 1 and local level sales about January 1. Production of the first 13 films have been completed here by TPA and Normandie Productions, and two of the films have been delivered to TPA in New York for auditioning.

The Canadian Broadcasting Corporation will unveil the show December 6. "Mohicans" has also been sold to the Independent Television Program Corporation in England for airing on the commercial stations there. CBS gets a participation in all sales outside Canada.

King-Shore Distribbs Flynn

NEW YORK—A new TV film distribution outfit named King-Shore Films, Ltd., has taken on the syndication of "The Errol Flynn Theater," anthology series produced in England this year.

The chairman of the board of the new outfit is Charles King, former salesman for Television Programs of America. The president is Sig Steven Shore, formerly of Cavanaugh-Shore Advertising and Buchanan Advertising.

King-Shore now has four salesmen. It is in negotiation for a couple of more TV film series.

The Flynn series was produced by International TV Film Services, headed by Marcel Leduc, and Robjou Films of Canada, headed by Robert Jouglet.

KTLA Drops 2 TV Music Segs

HOLLYWOOD — Two of Southern California's oldest musical TV hours are being discontinued as Lew Arnold, installed as KTLA general manager last week, began a sweeping change in programming structure at the Paramount station.

Being axed are "Bandstand Revue," which, with the "Sunday Movies," at one time gave KTLA Sunday night dominance in the market. Lately, however, the ratings have been slipping, and recently dipped to below 5.0 for what, reportedly, was the channel's most expensive show.

Also dropped is the "Orrin Tucker Show," which went into the place of Lawrence Welk Friday.

(Continued on page 16)

"He's Just Great"
says JOLLY JOYCE about
JIMMY CASANOVA

- GREAT for his inimitable comedy
- GREAT for his original characterizations
- GREAT for his terrific singing voice
- GREAT for his class presentations

AVAILABLE JAN. 7, 1957
Exclusive Booking Direction for
TV—FILMS—CLUBS—THEATERS

WRITE ● WIRE ● PHONE
JOLLY JOYCE
Theatrical Agency
Philadelphia: 1001 Chestnut Street
Phone: WAInut 2-4677
New York: Hotel President (2nd Fl.)
PLaza 7-1786 & Circle 6-8800

Eddy Arnold Sold for Can.

NEW YORK—The syndicated musical TV film series, "Eddy Arnold Time," has been sold in Canada for six weeks under sponsorship of Sterling Drugs in four markets, and for 39 weeks under sponsorship of Maher Shoes in 10 markets.

The Sterling buy, handled thru Dancer, Fitzgerald & Sample, covers CBWT, Winnipeg; CBMT, Montreal; CBUT, Vancouver, and CBOT, Ottawa. The Maher account spots the series on CBLT, Toronto; CHCH, Hamilton; CFPL, London; CKWS, Kingston; CJIC, Sault St. Marie; CHEX, Peterborough; CKVR, Barrie; CKNX, Winghorn; CKGN, North Bay, and CKCO, Kitchener.

Colgate Talks 'Flicka' Again

NEW YORK — Colgate-Palmolive is currently engaged in trying to work out renewal terms with 20th Century-Fox, the producer of "My Friend Flicka," CBS-TV, Fridays 7:30-8. The property was originally controlled by CBS-TV, which got the rights from the film producing organization. Lennen & Newell is the agency.

Colgate has also assigned two new agencies to take over servicing of its daytime properties at the beginning of 1957, when William Esty, which has resigned the account, bows out. Ted Bates will handle the "Strike It Rich" strip, and Bryan Houston "The Big Pay-off." Both are on CBS.

UA PROVES A POINT

Buyers of Big Pkgs. Still in Mart for More

NEW YORK—Continuing evidence that a station does not take itself out of the feature film market once it has bought one of the major company libraries is provided by the experience of United Artists, which sallied into the TV business during the thick of library sales. After less than two months of active selling, UA has placed its package of 39 pictures on more than 35 stations. About 75 per cent of those stations are understood to have deals on at least one of the major company libraries. UA has accomplished this with

a one-man sales force: John Leo. The UA package is probably one of the highest priced on a per-picture basis of all the first-run product now on the market. UA is selling it strictly for limited periods and limited runs.

It appears, after 10 months of the greatest flood of feature films into TV, that this still may be characterized as a seller's market.

Quality Interest

The explanation seems to be that the average station playing first-run features is as much or more

(Continued on page 16)

Guild Films Now Offers Prime-Time Programming For Every Station Need

Guild Films has lined up the most powerful combination of prime-time programming—including color—to round out and fill all station programming needs.

For the first time, Guild Films makes available to you this A-time programming for any slot you may wish—morning, afternoon or evening.

Here's your opportunity—with top stars, top production values, top audience appeal, top participation sales response—to make your station tops in showmanship.

We suggest you lose no time. Write, wire or phone us now for full facts—and for our realistic, down-to-earth prices.

PLUS

134 CHILDREN'S SHOWS

Flash Gordon . . . Col. Tim McCoy
Joe Palooka . . . Junior Science (color)

100 ALL-STAR WESTERNS

Starring:
JOHN WAYNE
Johnny Mack Brown . . . Lash Larue
Tex Ritter . . . Jimmy Wakely
Hoot Gibson . . . Eddie Dean
BUSTER CRABBE

65 WOMEN'S FEATURES

It's Fun to Reduce

250 TOP HOLLYWOOD MOTION PICTURES

191 MUSICALS

LIBERACE
FRANKIE LAINE
FLORIAN ZABACH



143 MYSTERIES

I SPY
SHERLOCK HOLMES
PARIS PRECINCT
and
CONFIDENTIAL FILE



208 COMEDIES and DRAMAS

MOLLY (The Goldbergs)
DUFFY'S TAVERN (26 in color)
LIFE WITH ELIZABETH
JANET DEAN
CONRAD NAGEL
THEATER



370 CARTOONS

WALTER LANTZ CARTOONS
with
Oswald the Rabbit
Poochie the Pup
Meany, Miny and Moe,
and the
LOONEY TUNES



GUILD FILMS
Company, Inc.
460 PARK AVENUE, NEW YORK 22, N. Y.
MURRAY HILL 8-5365

TV Commercials in Production

A Guide to TV Spot & Program Plans Of Competing Sponsors by Industries

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
DRUGS AND TOILETRIES			
Toiletries and Toilet Goods			
Jules Montener, Stoppette, Earle Ludgin...	—	NA	Sarra
Colgate Palmolive, Halo, Carl Brown...	6 (60), 6 (20)	LA, FA, M, J, SE	Shamus Culhane
Q-Tips, Gumbinna Agency...	2 (60)	FA	Shamus Culhane
Theradan, Dandruff Remedy, DCS&S...	1 (60)	FA	Shamus Culhane
Bristol-Myers, Ipana Toothpaste, DCS&S (Mickey Mouse Club)...	1 (120)	LA, SA	American Film
Drugs and Remedies			
Whitehall Pharmacal, BiSoDol, Infra Rub, SSC&B...	2 (30), 1 (60), 1 (15)	LA	Sound Masters
Miles Laboratories, One-A-Day Vitamins, Geoffrey Wade...	1 (60)	LA	Kling
Plough, Inc., Mexsana Medicated Powder, Lake-Spiro-Shurman...	—	NA	Sarra
Southeastern Drug Bureau, Drugs, Walter J. Klein...	4 (10)	SE	Walter J. Klein
Feenamint, Gum, DCS&S	2 (60)	LA, FA	Shamus Culhane
HOME AND BUILDING			
Appliances, Household Equipment, Supplies			
Admiral Corp., Radio-TV, Henri, Hurst & McDonald (Today, Tonight)...	1 (24), 1 (26)	LA	Kling
Portable TV, Henri, Hurst & McDonald (Today, Tonight)...	2 (10)	LA	Kling
Alcoa, Aluminum, Fuller Smith & Ross, American Motors, Kelvinator Washer, Geyer (Disneyland)...	1 (120), 1 (60), 1 (50)	LA	Roland Reed
Kaiser Aluminum, Aluminum Distributors, Young & Rubicam...	1 (90)	FA	Playhouse
Remington Rand, Remington Shavers, Young & Rubicam...	1 (120)	FA, LA	Playhouse
Magna Power Tool Corp., Shopsmith Tools, Brooke, Smith, French & Dorrance...	2 (60), 2 (20)	LA	All Scope
Kaiser Aluminum, Aluminum Roofing, Young & Rubicam (Kaiser Hour)...	1 (60)	LA	All Scope
Kaiser Foil, Young & Rubicam...	1 (60), 1 (90)	LA	All Scope
General Electric, Bulks, BBD&O (Cheyenne)...	2 (60)	LA	Sound Masters
RCA Whirlpool, Washers & Dryers, Kenyon & Eckhardt (Como, Matinee Theater, Producer's Showcase and NBC Spectaculars)...	4 (50), 4 (40), 1 (120), 3 (90), 2 (60)	LA	Kling
Ray-O-Vic, Batteries & Flashlights, Howard Monk & Assoc. ...	6 (60)	LA, FA	Kling
Mirro Aluminum Goods, Small Appliances, Cramer-Krasselt...	1 (60), 1 (50)	LA, SA	Kling
General Electric, Dishwasher and Disposal, Refrigerators...	4 (50), 5 (50)	LA	Kling

'Odyssey' to Outdo Ulysses

NEW YORK—"Odyssey," which CBS-TV will launch Sunday (6), looks to be more extensive than Ulysses' 10-year trip. With the cooperation of the world's museums, CBS is plotting programs which will bring to life a 2,000-year-old diary of a Roman G.I., help write the log of man's first venture into space and trace the history of the pony express, modern surgery, modern jazz, the circus and the riddle of Stonehenge. The program will visit ancient Egypt, the watery graves of old Spanish galleons, the antarctic, the treasures of the Louvre, a

secret Haitian ritual, Tibet, a Salem witch trial and Virginia City from its birth to death. Some distinguished narrators will guide the tour—John Ringling North for the circus, Prince Peter, of Greece, and Prince Lhandrop Dorje, of Bhutan, for the Tibet journey, etc. Extraordinary existing film and new film; dramatization, animation and special effects; new studio origination ideas, live remotes, some under water, will be some of the techniques used on the show. Charles Romine will be producer, and Charles Collingwood will be the week-to-week narrator.

NEW YORK—Digest Productions has been formed to create and film TV properties. First on its docket is "The Press Agent," a situation comedy series. Officers of the firm are Edward Fields, president, and David O. Alber, vicepres.

Warner Movies Triple WBZ's Evening ARB

BOSTON—The Warner Bros. pictures tripled the audience watching WBZ-TV in the 5-8:30 p.m. strip, where the station has installed its "Boston Movietime." The American Research Bureau's September report gives the "Movietime" strip an average 13.7, whereas that period had received a scant 4.4 ARB in August.

Moreover, the Warner program put WBZ into top position in that time, where it was previously swamped by "The Mickey Mouse Club" on WNAC-TV. In September WBZ drew a 14.5 average ARB in the 5-8 p.m. against the 12.6 for "Mickey." In August, before the Warner pictures debuted, WBZ had a 4.5 against "Mickey's" 15.7.

The line-up of the pictures on "Movietime" during the September 10-16 rating week, when the show bowed, was as follows:

- Monday, "Petrified Forest" — 12.7.
 - Tuesday, "Santa Fe Trail" with Errol Flynn and Olivia de Havilland—15.5.
 - Wednesday, "Shine On Harvest Moon" with Ann Sheridan and Dennis Morgan—15.1.
 - Thursday, "Life of Louis Pasteur"—14.0.
 - Friday, "Confidential Agent" with Lauren Bacall and Charles Boyer—11.5.
- "Boston Movietime" has Alan Dary as its host. The show opens at 4.45 p.m. with a Popeye cartoon and an RKO short subject. WBZ received over 33,000 pieces of mail on "Movietime" in its first week. The show is SRO.

WBZ has the entire library of 754 Warner pictures from Associated Artists Productions.

Oberon Show Into Syndication Jan. 1

NEW YORK — CBS-TV Film Sales will place its new half-hour series, "Assignment Foreign Legion," on the syndication market about January 1.

The show, which features Merle Oberon, is already being shown in England, where it placed fourth in one recent rating study.

NEW YORK—RKO-Pathé has completed for its fourth year a series of 11 15-minute films for the Toy Guidance Council. Titled "Toyland Express," the series will be sponsored by retail members of the council in about 100 cities before Christmas. Jimmy Nelson, ventriloquist, and his dummy pals are the stars.

PULSE FILM RATINGS for August

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

Top 20 Film Shows

Rank	Show & Distributor	Avg. Rating
1	Life of Riley (NBC)	16.8
2	Highway Patrol (Ziv)	14.8
3	Annie Oakley (CBS)	14.1
3	Dr. Hudson's Secret Journal (MCA)	14.1
5	Rosemary Clooney (MCA)	12.9
6	Man Called X (Ziv)	12.6
6	Mr. District Attorney (Ziv)	12.6
8	Man Behind the Badge (MCA)	12.5
9	Mayor of the Town (MCA)	12.1
9	Celebrity Playhouse (Screen Gems)	12.1
11	I Led Three Lives (Ziv)	11.8
12	Code Three (ABC)	11.6
13	Science Fiction Theater (Ziv)	11.1
14	San Francisco Beat (CBS)	10.9
15	Great Gildersleeve (NBC)	10.3
16	Confidential File (Guild)	10.0
16	Crunch & Des (NBC)	10.0
18	Amos 'n' Andy (CBS)	9.9
19	Doug. Fairbanks Presents (ABC)	9.8
20	Annie Oakley (CBS)	9.7

Top Film Shows Among Men

Rank Order	Title & Distributor	Men Per 100 Homes	Avg. Rating
1	Highway Patrol (Ziv)	88	14.8
2	Confidential File (Guild)	86	10.0
3	Man Called X (Ziv)	85	12.6
4	San Francisco Beat (CBS)	84	10.9
4	Baseball Hall of Fame (Flamingo)	84	2.9
4	Ellery Queen (TPA)	84	9.0
4	Dateline Europe (Official)	84	6.7
8	Foreign Intrigue (Official)	83	5.3
8	Water Front (MCA)	83	9.6
10	The Falcon (NBC)	82	4.6
10	I Led Three Lives (Ziv)	82	11.8
10	The Whistler (CBS)	82	5.0
13	Death Valley Days (Pacific Borax)	81	9.1
13	Inspector Mark Saber (Thompson)	81	5.5
13	Lone Wolf (MCA)	81	3.8
13	Mr. & Mrs. North (Schubert)	81	6.0
13	Public Defender (Interstate)	81	7.6
13	Racket Squad (ABC)	81	7.3
19	Boston Blackie (Ziv)	80	3.8
19	Dangerous Assignment (NBC)	80	7.0
19	Dr. Fu Manchu (Hollywood)	80	5.1
19	The Hunter (Tafon)	80	2.7
19	Inner Sanctum (NBC)	80	3.8
19	Man Behind the Badge (MCA)	80	12.5
19	Mr. District Attorney (Ziv)	80	12.6
19	Sherlock Holmes (Guild)	80	4.7

Top Film Shows Among Women

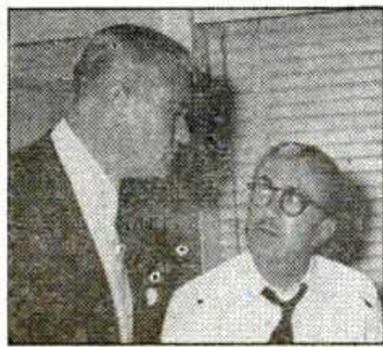
Rank Order	Title & Distributor	Women Per 100 Homes	Avg. Rating
1	Doug. Fairbanks Presents (ABC)	94	9.8
2	Dangerous Assignment (NBC)	91	7.0
2	Liberace (Guild)	91	6.6
2	Top Plays of '56 (Screen Gems)	91	7.3
5	Celebrity Playhouse (Screen Gems)	90	12.1
5	Foreign Intrigue (Official)	90	5.3
7	Ellery Queen (TPA)	89	9.0
7	Dateline Europe (Official)	89	6.7
7	I Led Three Lives (Ziv)	89	11.8
7	Life With Elizabeth (Guild)	89	6.1
7	Mr. & Mrs. North (Schubert)	89	6.0
7	My Little Margie (Official)	89	7.7
7	Public Defender (Interstate)	89	7.6
14	Mr. District Attorney (Ziv)	87	12.6
14	The Whistler (CBS)	87	5.0
16	Famous Playhouse (MCA)	86	5.0
16	Stars of the Grand Ole Opry (Flamingo)	86	4.6
16	Guy Lombardo (MCA)	86	6.8
16	Man Called X (Ziv)	86	12.6
16	Stage 7 (TPA)	86	6.4
16	Star and the Story (Official)	86	7.3

Top Film Shows Among Kids

Rank Order	Title & Distributor	Kids Per 100 Homes	Avg. Rating
1	Little Rascals (Interstate)	105	6.8
2	Ramar of the Jungle (TPA)	96	6.8
3	Abbott & Costello (MCA)	95	5.5
4	Superman (Flamingo)	94	9.4
5	Looney Tunes (Guild)	92	7.2
6	Annie Oakley (CBS)	91	9.7
7	Laurel & Hardy (Governor)	90	5.7
8	Wild Bill Hickok (Flamingo)	89	8.0
9	Gene Autry (CBS)	88	4.9
9	Hopalong Cassidy (NBC)	88	8.0
9	Hopalong Cassidy—1 hr. (NBC)	88	4.2
12	Cisco Kid (Ziv)	87	7.3
12	Cowboy G-Men (Flamingo)	87	6.1
12	Sky King (Nabisco)	87	6.7
15	Range Rider (CBS)	86	6.4
15	Gene Autry—1 hr. (CBS)	86	4.0
17	Long John Silver (CBS)	84	7.5
18	Steve Donovan, Western Marshal (NBC)	83	9.2
19	Jungle Jim (Screen Gems)	82	9.6
20	Kit Carson (MCA)	81	6.2

"Mr. DISTRICT ATTORNEY"

STARRING DAVID BRIAN



ZIV SHOWS RATE GREAT!

31.2

in 3-station HARTFORD

beating Phil Silvers, Jackie Gleason, Arthur Godfrey, Fireside Theatre, Lux Video Theatre, Kraft TV Theatre and many others.

ARB—Feb. '56

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

Interstate Grants N. Y. C. Franchise

NEW YORK—Interstate United Coffee Corporation, Chicago, has expanded its operations into the Metropolitan New York area by granting a franchise to Interstate-

New York Coffee Corporation, ... Heading the New York firm will be Walter B. Coleman, former vice-president of the Manhattan Canteen Service and East Coast representative of the Automatic Canteen Company of America. Interstate-New York offices are at 122 East 52d Street.

REVOLVING DOOR

By CHARLOTTE SUMMERS . . . Margaret Wilder is leaving Screen Gems after two years as story editor. Frank Price, assistant to Miss Wilder, is taking over that slot. . . . Alvin Cooperman has been named producer of "Jack and the Beanstalk" for NBC-TV. . . . TCF Television Productions has completed the hour-long Perry Mason pilot, "The Cast of the Moth-Eaten Mink." . . . Duke Goldstone and Stuart Heisler, producer and director of "Captain David Grief," Guild Films' color TV series, left this week for the South Sea Isles to scout additional locations for further filming of the series.

Jack Nadeau has been added to the RCA Recorded Program Services staff operating out of the Chicago office. He takes over the territory recently vacated by Hugh Grauel, who has moved to the Northwest section. . . . Bill Wolfson has been elected treasurer of Television Programs of America. . . . Barbara Wilkins, assistant advertising manager of ABC Film Syndication, was married to Dr. Val Bloch. . . . Saul Jafee, president of Movie Film Labs, and Bill Connelly, Screen Gems representative, both announce the birth of a daughter.

New TV Spot Campaigns—

• Continued from page 6

Mouth Wash, Green Mint thru SSC&B (Ann.)
Nestle Instant Coffee, Nestle thru McCann-Erickson (Ann.)
Parkay Margarine, Kraft Foods thru Needham, Louis & Brorby (Ann.)
Philip Morris Cigarettes, Philip Morris thru N. W. Ayer (Ann.)
Polident, Block Drug thru Grey (Ann.)
Pontiac Cars, Pontiac (Ann., ID)
Post Cereals, General Foods thru Benton & Bowles (Part.)
Prestone Anti-Freeze, William Esty (Ann., Part.)
Records, Gilmar thru Martin Gilbert (Ann.)
Remco Electric Toys thru Webb (Part.)
Rise Shave Cream, Carter thru Ted Bates (Ann.)
Salad Dressing, Mrs. Clark Foods thru Fairall & Company
Salad Dressing, Mrs. Wolfe's Food Products thru Sauks-Grinnel (ID)

Servel, Associated Ad Service (Prog.)
Snow Crop, Minute Maid thru Ted Bates (Ann.)
Socony thru Compton (Prog.)
Sofskin Creme, Vick Chemical thru BBDO (Part.)
State Central Republican Committee thru Bolin-Smith (Prog.)
Sugar Rice Kringles, Pst BFK thru Benton & Bowles (Part.)
Super Sheen, Betteridge & Co. (Part.)
Top Valu Stamps, Top Valu Enterprises thru Campbell-Mithun (Prog.)
Toy Guidance Council, Toy Guidance thru Friend Reiss (Prog.)
Tri Nut Margarine, E. F. Drew thru Donahue & Coe (Ann., Part.)
Various, Standard Oil of Ohio thru McCann-Erickson (Ann., ID)
Waxtex, Marathon thru Young & Rubicam (ID)

On Southwestern Stations

A-1-Beer, Arizona Brewing thru Erwin-Wasey (Prog.)
American Character Doll, thru Webb Associates (Ann.)
Bobbl, Toni Thru Tatham-Laird (Part.)
Pamper, Toni thru Clinton Frank (Part.)
Carter's Liver Pills, Carter thru Ted Bates (Ann.)
Coors Beer, Adolph Coor Brewing thru Revill J. Fox (Prog.)
Dolls, American Character Doll thru Webb Associates (Ann.)

Ford Cars, Ford Dealers thru J. Walter Thompson (Ann.)
Grocery Store Products thru Ted Bates (Part.)
Lucky Lager Beer, Lucky Lager Brewing thru McCann-Erickson (Prog.)
Pearl Beer, Pearl Brewing thru Pitluk Advertising (Ann.)
Seven Day Set Shampoo, Bymart-Tintair thru Product Services (Prog.)
Toy Guidance Council thru Friend Reiss (Prog.)

On Rocky Mountain & West Coast Stations

Air Spray, Drackett thru Jones (Part.)
Beer, Heidelberg thru MacFarland, Aveyard (Prog.)
Boyd Coffee, Boyd thru Showalter Lynch (Ann.)
Bromo Quinine, Grove's Labs thru Benton & Bowles (Ann.)
Clarets, American Chicle thru Ted Bates (Part.)

Columbia Geneva Bedsprings, U. S. Steel thru BBD&O (Ann.)
Dolls, American Character thru Webb Associates (Part.)
Folgers Doorbell Ringing Campaign, Folger Coffee thru Raymond R. Morgan (Part.)
Gibson Cards, Gibson Greeting thru Stockton, West & Burkhart (Part.)

COMMERCIAL CUES

PREVIEWS BY K&H

Keitz & Herndon, Dallas, offers a service that is unique for a TV commercial firm. Thru an exclusive arrangement with Southwest Research, Inc., there, the firmery offers pretesting research to its clients. The research firm shows the blurbs to mixed groups of all ages and gauges with questionnaires the effectiveness of the films. The service also offers follow-up testing over months or years to evaluate the staying power of a given campaign.

MORE TV FOR WILDING

Wilding Pictures, producer of industrial and sales training films, is putting a new accent on TV commercial production. Because of expanding activity, the firm has set up a separate division to handle same. Russ Raycroft has joined the company as director of TV. Formerly Eastern head of Roland Reed TV, and before that with the Robert Orr and Dancer-Fitzgerald-Sample agencies, Raycroft will headquarter in Wilding's New York office.

ID'S . . .

Telecine Film Studios, Inc., of Park Ridge, Ill., has added five staff members and two trainees. Bryan Wright has been hired as production supervisor, Jack L. Richards, chief cameraman; Stan Vrba, unit manager; John Kuiper, returning as sound photographer; Robert Mills, production assistant, and trainees Mrs. Judy Ruchte and Mrs. Gwen Pommer. . . . Butler Homes, of Kansas City, has hired Theodore Productions, Inc., to do a film series. . . . Evelyn Patrick will handle the Revlon blurbs on "Most Beautiful Girl in the World."

Kraft Orange Juice, Kraft thru J. Walter Thompson (ID)
Liquid Make-Up, Charles Antell thru Paul Venze (Prog.)
Manischewitz Wine thru Emil Mogul (Part.)
North West Airlines thru Campbell Mithun (ID)
Oil, Carter (Prog.)
Oldsmobile Cars, Oldsmobile thru D. P. Brother & Company (Ann.)
Ovenmagic Cleaner thru Long (Part.)
Pacific Coast Borax thru McCann-Erickson (Prog.)
Plymouth Cars, Plymouth Motor thru N. W. Ayer (Part.)
Pollgrip, Block Drug thru Grey (Part.)

Pontiac Cars, Pontiac thru MacManus, John & Adams (Ann., ED, Part.)
Reader's Digest thru Reader's Digest (ID)
Salad Mixer, Grant thru Arthur Meyerhoff (Ann.)
Sealy Mattress, Sealy thru H. Richard Seller (Ann.)
Tintair, Bymart-Tintair thru Product Services (Prog.)
Tuna, Starkist thru Honig-Cooper (Prog.)
Watches, Wyler thru Zlowe (Part.)
Whitman Candy Samplers, Whitman thru N. W. Ayer (ID)
Wisk, Lever Bros. (Part.)

"A PROGRAM'S GREATEST POWER IS ITS STAYING POWER"

—Ralph Waldo Emerson—

Groucho Marx "You Bet Your Life" 10th season

Art Linkletter "House Party" 12th season

Art Linkletter "People Are Funny" 15th season

ALL TV AND RADIO ★ 14 Half Hours Per Week

John Guedel Productions

ABC to Represent Own Sales in West

NEW YORK — ABC-TV and radio network sales departments will represent their own Western networks, previously repped by Edward Petry & Company, effective November 1.

Vincent Francis, Western division sales manager, will handle ABC-TV sales from San Francisco headquarters.

KTLA Drops 2

Continued from page 11

day nights when Welk moved to ABC. Tucker, however, never caught on and gradually lost the Welk audience.

What KTLA will come up with as replacements for the two, considered more or less pivotal programs in its structure, is still not clear. For the moment standbys are filling the gaps, and, according to Arnold, an entirely new program policy is now being worked out.

THE SMART ADVERTISING MONEY IS ON CODE 3

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

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

Many choice markets are already gone — others going fast! For big-time advertising results, put your advertising dollars on CODE 3.

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



PULSE LOCAL RATINGS FOR SEPTEMBER

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

ATLANTA	BIRMINGHAM	BUFFALO	CHICAGO
<p>3 TV STATIONS—180,900 TV HOMES Population—778,900 (23d in U. S.) Buying Income—\$1,361,091,000 (24th)</p> <p>Retail Sales—\$1,093,106,000 (21st) Food Sales—\$211,835,000 (23d) Drug Sales—\$35,608,000 (23d) Automotive—\$201,453,000 (22d)</p> <p>Above figures include following counties: Cobb, De Kalb, Fulton</p> <p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. Ed Sullivan, WAGA, Su.41.1 2. \$64,000 Question, WAGA, T.34.2 3. R. Montgomery, WSB, M.27.2 4. Best of Groucho, WSB, Th.26.9 5. Lux Video Theater, WSB, Th.26.3 6. G. E. Theater, WAGA, Su.26.2 7. \$64,000 Challenge, WAGA, Su.25.9 8. Alfred Hitchcock, WAGA, Su.25.2 9. Millionaire, WAGA, W.23.0 10. What's My Line? WAGA, Su.22.9 <p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. Clubhouse Gang, WSB, M-F.12.2 2. Guiding Light, WAGA, M-F.11.1 3. Search for Tomorrow, WAGA, M-F.11.0 4. Love of Life, WAGA, M-F.10.4 5. My Little Margie, WSB, M-F.10.2 6. Queen for a Day, WSB, M-F.10.0 7. News Caravan, WSB, M-F.9.4 8. Comedy Time, WSB, M-F.9.3 9. Eddie Fisher, WSB, W. F.8.7 10. News at Eleven, WAGA, M-F.8.6 <p>TOP FEATURE FILMS</p> <p>Once Weekly</p> <ol style="list-style-type: none"> 1. Feature Film, WLW-A, T-7:30-9:00 p.m.12.8 2. Boots & Saddles Playhouse, WAGA, S-5:00-6:00 p.m.5.9 3. Western Matinee, WLW-A, S-2:00-5:00 p.m.5.3 4. Movie Matinee, WLW-A, Su-12:15-1:30 p.m.3.2 5. 6 Gun Theater, WLW-A, S-12:30-1:30 p.m.2.7 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. Armchair Playhouse, WSB, M-Su-12:15-2:00 p.m.10.3 2. Late Show, WSB, S-11:00-12:00 midnight7.8 3. Movie Matinee, WAGA, M-F-5:00-6:00 p.m.7.5 4. Sky Theater, WLW-A, M-F, Su-10:30-12:00 midnight4.9 5. Movie at 11, WLW-A, M-F-11:00-12:00 p.m.1.8 <p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. I Led Three Lives (Ziv), WSB, M-9:3018.0 2. Science Fiction Theater (Ziv), WAGA, T-9:3017.9 3. Great Gildersleeve (NBC), WSB, W-9:3015.4 4. Superman (Flamingo), WSB, F-7:0014.9 5. I Spy (Guild), WAGA, W-10:0014.0 6. Highway Patrol (Ziv), WAGA, F-10:0013.5 7. Man Behind the Badge (MCA), WSB, Su-2:3013.5 8. Man Called X (Ziv), WAGA, Su-10:0013.2 9. Waterfront (MCA), WAGA, Th-9:3012.9 10. Celebrity Playhouse (Screen Gems), WSB, Su-2:0012.7 11. Little Rascals (Interstate), WSB, M-F-4:3012.2 12. Mr. District Attorney (Ziv), WAGA, W-10:3011.7 13. Doug Fairbanks Presents (ABC), WSB, Su-10:0011.7 14. Cisco Kid (Ziv), WAGA, S-6:0011.2 15. Kit Carson (MCA), WLW-A, T-6:0011.0 16. Studio 57 (MCA), WAGA, T-10:3011.0 17. Dr. Hudson's Secret Journal (MCA), WSB, Su-10:3010.7 18. My Little Margie (Official), WSB, M-F-5:3010.2 19. Annie Oakley (CBS), WLW-A, M-6:009.9 20. Jungle Jim (Screen Gems), WLW-A, M-6:309.2 21. I Search for Adventure (Bag-nall), WSB, T-7:309.2 22. Death Valley Days (Pacific Borax), WLW-A, Th-6:309.2 23. City Detective (MCA), WSB, S-10:009.2 	<p>2 TV STATIONS—144,900 TV HOMES Population—612,700 (131st in U. S.) Buying Income—\$889,479,000 (41st)</p> <p>Retail Sales—\$607,803,000 (44th) Food Sales—\$142,033,000 (40th) Drug Sales—\$16,699,000 (53d) Automotive—\$141,745,000 (32d)</p> <p>Above figures include following counties: Jefferson</p> <p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. \$64,000 Question, WBRC, T.45.8 2. Miss America Pageant, WABT, S.40.4 3. What's My Line? WBRC, Su.39.8 4. Big Town, WBRC, T.37.5 5. \$64,000 Challenge, WBRC, Su.34.3 6. Phil Silvers, WBRC, T.33.8 7. Ed Sullivan, WBRC, Su.32.8 8. Alfred Hitchcock, WBRC, Su.30.8 9. Four Star Playhouse, WBRC, Th.30.5 10. Gunsmoke, WBRC, S.30.0 11. R. Montgomery, WABT, M.30.0 <p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. Dinner Theater, WABT, M-F.18.2 2. Circle 6 Ranch, WBRC, M-F.15.2 3. Circle 6 Theater, WBRC, M-F.14.5 4. Mickey Mouse Club, WABT, M-F.13.6 5. Mystery Playhouse, WBRC, T, W, Th.13.3 6. CBS News, WBRC, M-F.13.0 7. News, Sports, Weather (6:30 p.m.), WABT, M-F.12.6 8. News, Sports, Weather (6 p.m.), WBRC, M-F.12.5 9. Song Shop, Misc., WABT, M-F.11.8 10. Arthur Godfrey, WBRC, M-Th.10.2 <p>TOP FEATURE FILMS</p> <p>Once Weekly</p> <ol style="list-style-type: none"> 1. Million 5 Movie, WBRC, Su-10:30-11:3012.6 2. Saturday Matinee, WPRC, S-3:00-4:0011.4 3. Rainbow Theater, WABT, S-2:00-3:009.5 4. Best From Hollywood, WABT, Su-1:30-3:008.2 5. Academy Theater, WBRC, S-11:30-12:00 midnight6.3 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. 11th Hour Theater, WBRC, M-F-11:30-12:00 midnight7.2 2. Star Studio, WABT, M-F-11:00 a.m.-12:00 p.m.6.9 <p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. Mr. District Attorney (Ziv), WBRC, M-9:0028.3 2. Man Called X (Ziv), WBRC, T-7:0027.5 3. Highway Patrol (Ziv), WBRC, T-9:3026.3 4. Ellery Queen (TPA), WBRC, F-8:3026.3 5. Amos 'n' Andy (CBS), WBRC, Th-9:0024.3 6. Susie (TPA), WABT, M-8:3023.8 7. Mr. and Mrs. North (Schubert), WBRC, T-10:0023.3 8. Badge 714 (NBC), WBRC, F-9:3022.8 9. Dr. Hudson's Secret Journal (MCA), WBRC, Th-8:3021.8 10. Pendulum (Thompson), WBRC, F-9:0021.8 11. Science Fiction Theater (Ziv), WBRC, Th-8:0021.3 12. Crosscurrent (Official), WABT, W-8:3017.8 13. Stars of the Grand Ole Opry (Flamingo), WBRC, F-6:3015.8 14. Stories of the Century (Hollywood), WBRC, Su-4:3015.3 15. Ramar of the Jungle (TPA), WBRC, Su-5:3015.0 16. I Led Three Lives (Ziv), WBRC, W-10:0014.5 17. I Spy (Guild), WBRC, F-10:3014.3 18. Crosscurrent (Official), WABT, S-10:0014.3 19. Buffalo Bill Jr. (CBS), WABT, S-11:30 a.m.14.0 20. Annie Oakley (CBS), WBRC, Su-5:0014.0 21. Rosemary Clooney (MCA), WBRC, S-6:3012.5 22. Star and the Story (Official), WBRC, S-10:3010.5 23. The Hunter (Tafon), WABT, Th-10:009.8 	<p>3 TV STATIONS—347,300 TV HOMES Population—1,212,400—14th in U.S.) Buying Income—\$1,978,712,000 (14th)</p> <p>Retail Sales—\$1,449,717,000 (14th) Food Sales—\$346,398,000 (13th) Drug Sales—\$40,931,000 (16th) Automotive—\$263,038,000 (15th)</p> <p>Above figures include following counties: Erie, Niagara</p> <p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. Ed Sullivan Show, WBEN, Su.43.4 2. \$64,000 Question, WBEN, T.40.9 3. \$64,000 Challenge, WBEN, Su.35.2 4. Climax, WBEN, Th.30.3 5. Gunsmoke, WBEN, S.29.5 6. 4 Star Playhouse, WBEN, Th.28.7 7. What's My Line? WBEN, Su.28.5 8. Arthur Murray, WBEN, Th.27.5 9. Our Miss Brooks, WBEN, F.26.7 10. Godfrey's Talent Scouts, WBEN, M.26.2 <p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. News (11 p.m.), WBEN, M-F.15.2 2. Guiding Light, WBEN, M-F.13.0 3. Mickey Mouse Club, WGR, M-F. M-F.12.8 4. Sports (11:15 p.m.), WBEN, M-F.12.0 5. Search for Tomorrow, WBEN, M-F.11.7 6. Love of Life, WBEN, M-F.10.9 7. News, Weather (11 p.m.), WGR, M-F.10.4 8. Art Linkletter, WGR, M-F.9.8 9. CBS News, WBEN, M-F.9.8 10. Gene Autry, WBEN, M, W, F.9.6 <p>TOP FEATURE FILMS</p> <p>Once Weekly</p> <ol style="list-style-type: none"> 1. Academy Playhouse, WGR, Su-2:30-4:30 p.m.10.4 2. Feature Performance, WGR, S-6:00-7:00 p.m.9.8 3. Saturday Playhouse, WBEN, S-11:30-12:00 midnight9.4 4. Hollywood Playhouse, WGR, Su-1:00-2:30 p.m.8.6 5. Crystal Curtain Time, WBEN, W-11:30-12:00 midnight7.9 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. 11:30 Theater, WBEN, M, T, Th, Su-11:30-12:00 midnight9.1 2. Mid-Day Matinee, WGR, T-F-1:00-2:00 p.m.5.3 3. Million 5 Movie, WBUF, M-F-5:30-7:00 p.m.4.5 4. Million 5 Matinee, WBUF, M-F-1:00-2:30 p.m.2.2 <p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. Doug Fairbanks Presents (ABC), WBEN, Th-10:3022.4 2. Man Called X (Ziv), WBEN, M-9:3021.2 3. Superman (Flamingo), WBEN, W-7:0018.5 4. Cisco Kid (Ziv), WBEN, Th-7:0017.4 5. San Francisco Beat (CBS), WGR, M-9:3017.0 6. Studio 57 (MCA), WBEN, M-7:0015.4 7. Public Defender (Interstate), WGR, M-9:0015.2 8. Death Valley Days (Pacific Borax), WGR, Th-10:3014.5 9. Annie Oakley (CBS), WBEN, T-7:0014.3 10. Highway Patrol (Ziv), WGR, T-10:3013.5 11. I Search for Adventure (Bag-nall), WGR, Su-6:3012.5 12. I Led Three Lives (Ziv), WGR, M-10:3012.2 13. Wild Bill Hickok (Flamingo), WGR, F-6:0011.9 14. I Spy (Guild), WGR, M-10:0011.5 15. Mayor of the Town (MCA), WGR, Th-10:0011.4 16. Sky King (Nabisco), WGR, T-6:0010.7 17. Cases of Eddie Drake (CBS), WGR, F-10:3010.7 18. Buffalo Bill Jr. (CBS), WGR, S-9:30 a.m.10.2 19. Science Fiction Theater (Ziv), WBEN, S-7:009.9 20. Sheena, Queen of the Jungle (ABC), WGR, Su-10:009.9 21. Confidential File (Guild), WGR, Su-10:309.9 	<p>4 TV STATIONS—1,782,000 TV HOMES Population—6,150,900 (2d in U. S.) Buying Income—\$13,380,431,000 (2d)</p> <p>Retail Sales—\$8,161,023,000 (2d) Food Sales—\$1,720,971,000 (3d) Drug Sales—\$255,124,000 (2d) Automotive—\$1,344,473,000 (3d)</p> <p>Above figures include following counties: Cook, Du Page, Kane, Lake, Wills, Ill.; Lake, Ind.</p> <p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. Ed Sullivan Show, WBBM, Su.49.8 2. \$64,000 Question, WBBT, T.35.2 3. R. Montgomery, WNBQ, M.34.8 4. What's My Line? WBBM, Su.32.7 5. \$64,000 Challenge, WBBM, Su.29.4 6. Alfred Hitchcock, WBBM, Su.28.2 7. Godfrey's Talent Scouts, WBBM, M.27.7 8. G. E. Theater, WBBM, Su.26.2 9. Burns and Allen, WBBM, M.25.5 10. I've Got a Secret, WBBM, W.25.5 <p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. Weather, Connors (10 p.m.), WNBQ, M-F.13.0 2. News Roundup (10 p.m.), WBBM, M-F.12.8 3. News-Bentley (6 p.m.), WBBM, M-F.12.5 4. CBS News, WBBM, M, W, F.12.0 5. Mickey Mouse Club, WBBM, M-F.12.0 6. Art Linkletter, WBBM, M-F.9.9 7. Guiding Light, WBBM, M-F.9.8 8. Search for Tomorrow, WBBM, M-F.9.6 9. Love of Life, WBBM, M-F.9.1 10. In Town Tonight, WBBM, M-F.9.1 <p>TOP FEATURE FILMS</p> <p>Once Weekly</p> <ol style="list-style-type: none"> 1. Community Playhouse, WGN, F-10:00-11:30 p.m.15.6 2. Motion Picture Academy, WGN, T-10:00-11:15 p.m.14.1 3. Mages Playhouse, WGN, M-11:00-11:45 p.m.13.3 4. Request Playhouse, WGN, W-10:00-11:45 p.m.13.0 5. Saturday Premiere Theater, WGN, S-10:00-11:30 p.m.12.0 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. Courtesy Theater, WGN, Th, Su-10:00-11:45 p.m.21.6 2. Late Show, WBBM, M, T, Th-11:30-12:00 midnight3.4 3. TV Matinee, WGN, M, Th-1:00-2:00 p.m.3.1 <p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. Great Gildersleeve (NBC), WNBQ, M-9:3022.2 2. City Detective (MCA), WGN, F-9:3016.5 3. Racket Squad (ABC), WGN, T-8:3016.0 4. Badge 714 (NBC), WGN, T-8:0015.4 5. Dr. Hudson's Secret Journal (MCA), WNBQ, S-10:0014.2 6. Annie Oakley (CBS), WBBM, S-5:3013.8 7. Highway Patrol (Ziv), WBKB, Th-9:0012.9 8. I Led Three Lives (Ziv), WGN, T-9:3012.7 9. Science Fiction Theater (Ziv), WNBQ, S-10:3012.4 10. Gangbusters (Gen. Teleradio), WBKB, Th-9:3011.0 11. San Francisco Beat (CBS), WGN, T-9:0010.9 12. The Falcon (NBC), WNBQ, F-7:3010.5 13. Buffalo Bill Jr. (CBS), WGN, Th-6:009.9 14. Confidential File (Guild), WBKB, W-10:009.2 15. Jungle Jim (Screen Gems), WNBQ, S-6:008.9 16. Gene Autry (CBS), WGN, S-11:00 a.m.8.8 17. Little Rascals (Interstate), WBKB, M-F-4:008.7 18. Studio 57 (MCA), WBKB, T-10:008.7 19. Superman (Flamingo), WGN, F-6:008.3 20. My Little Margie (Official), WGN, M-7:008.2 21. Waterfront (MCA), WBBM, S-10:308.2

NTA Affils May Skip FCC File

WASHINGTON — Contracts signed by stations for the programming of the NTA Film Network may not fall under the classification of contracts which have to be filed at the Federal Communications Commission. Commission spokesmen in the Broadcast Bureau's Compliance branch — only ones studying the question — point out that the broad requirements of Rule 1.342, under which contracts are filed, may not include this type of transaction. Questions about possible conflict between NTA

Film Network contracts and FCC rules were raised by an NTA affiliate, KCEO-TV, Enid, Okla. Should the commission staffers decide filing is necessary, or that conflict exists with FCC rules on option time, "time brokerage," other network affiliation or programming responsibility of the station, the whole matter will be submitted to the full commission for decision. In a case of this size, involving 100 stations claimed by NTA as affiliates, the matter will almost certainly reach the full commission, it was pointed out, even if the staff itself decides there is no problem in connection with the contracts. The question is now reported "under study" at staff level, and no predictions are being made as to what time results will be known.

NARTB Code

Continued from page 10

of 18 individual producers who claim to produce more than 75 per cent of new film programming for TV, according to Shafto. The code board chairman also announced that while more than 90 per cent of the stations recently monitored were operating consistent with code recommendations, the board "is on the verge of requesting resignations" from three Eastern stations. Shafto revealed that the board "made presentations" last week to one network "expressing deep concern that two of its well-known and highly rated programs have frequently exceeded the code's commercial time allowance." Network-originated depart-

Buyers of Pkgs.

Continued from page 11

interested in quality than in quantity. The movie stations are fighting for ratings. While their overall product demand is satiable, their need for the top pictures that will draw the top audiences is unending. The UA package includes a good proportion of solid attractions. Another great allurements seems to be that it consists of the most recent picture productions in TV. ures will be pursued "no less vigorously than those of erring stations, despite the fact the networks have contributed so greatly to the industry's standards," he said.

This weekly chart covers the latest Pulse ratings in key local markets. It includes network, local live and locally originated film shows. By pointing out leading programs, the chart provides a ready guide to outstanding spot adjacencies in each market.

Buying statistics for each market are derived from Sales Management's annual "Survey of Buying Power." For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York.

The symbol † is for film series booked on a national spot basis. The symbol "u" indicates a UHF outlet. The symbol "&" points out programs originating in an overlap market yet securing ratings of 3.0 or better in the market under study.

CLEVELAND

3 TV STATIONS—457,100 TV HOMES
Population—1,616,800 (11th in U. S.)
Buying Income—\$3,597,116,000 (10th)

- TOP NETWORK SHOWS
1. Ed Sullivan, WJW, Su. 33.9
2. T. Mack Amateur Hour, WEWS, Su. 32.7

- TOP MULTI-WEEKLY SHOWS
1. Mickey Mouse Club, WEWS, M-F. 16.7
2. 11th Hour News, Weather, KYW, M-F. 11.1

- TOP SYNDICATED FILMS
Once Weekly
1. Saturday Matinee, WEWS, S-4:30-5:30 p.m. 14.5

- TOP SYNDICATED FILMS
1. Highway Patrol (Ziv), WJW, T-10:30 23.0
2. I Led Three Lives (Ziv), WEWS, F-9:00 14.7

PROVIDENCE

2 TV STATIONS—201,200 TV HOMES
Population—706,900 (27th in U. S.)
Buying Income—\$1,204,268,000 (31st)

- TOP NETWORK SHOWS
1. Ed Sullivan, WPRO, Su. 48.8
2. R. Montgomery, WJAR, M. 38.1

- TOP MULTI-WEEKLY SHOWS
1. Esso Reporter, Weather (11 p.m.), WJAR, M-F. 17.3

- TOP FEATURE FILMS
Once Weekly
1. Best of Million 5 Movie, WJAR, Su-12:30-1:45 10.1

- TOP SYNDICATED FILMS
1. Victory at Sea (NBC), WJAR, M-10:30 25.0
2. Star and the Story (Official), WJAR, F-8:00 23.3

NEW YORK

7 TV STATIONS—4,096,800 TV HOMES
Population—14,124,600 (1st in U. S.)
Buying Income—\$28,954,669,000 (1st)

- TOP NETWORK SHOWS
1. Ed Sullivan Show, WCBS, Su. 44.7
2. Robert Montgomery, WPCA, M. 29.2

- TOP MULTI-WEEKLY SHOWS
1. News & Weather (11 p.m.), WRCA, M-F. 11.6

- TOP FEATURE FILMS
Once Weekly
1. Picture for a Sunday Afternoon, WCBS, Su-1:00-2:30 p.m. 5.1

- TOP SYNDICATED FILMS
1. Douglas Fairbanks Presents (ABC), WRCA, M-10:30 14.2
2. Highway Patrol (Ziv), WPIX, W-9:30 8.1

WASHINGTON

4 TV STATIONS—484,000 TV HOMES
Population—1,802,100 (10th in U. S.)
Buying Income—\$3,979,860,000 (8th)

- TOP NETWORK SHOWS
1. Ed Sullivan, WTOP, Su. 46.9
2. What's My Line? WTOP, Su. 29.4

- TOP MULTI-WEEKLY SHOWS
1. 11:00 p.m. Report, WTOP, M-F. 11.6

- TOP FEATURE FILMS
Once Weekly
1. Safeway Theater, WRC, S-10:30-12:00 p.m. 11.0

- TOP SYNDICATED FILMS
1. Annie Oakley (CBS), WTOP, F-7:00 14.4
2. Celebrity Playhouse (Screen Gems), WTOP, T-10:30 14.0

Rainbow Sold NTA by Para, Price 775G

NEW YORK—Paramount Pictures finally let some pictures go to TV last week when on Thursday (11) it closed a deal selling out Rainbow Productions to National Telefilm Associates. The deal was actually agreed on a month ago but not closed until now.

One of the pictures, "Good Sam," starring Gary Cooper and Ann Sheridan, will kick off the NTA Film Network this week. "The Bells of St. Mary's" will be put into theatrical re-issue by NTA in attempt to cash in on the comeback of Ingrid Bergman and the current appearance of Bing Crosby in "High Society."

Rainbow was originally founded by Leo McCarey, Crosby and Bob Hope to produce "Bells," which grossed \$14,000,000 in one go around the theaters. NTA will undoubtedly put it into TV after it has given it its second theatrical run.

The other pictures in Rainbow are Somerset Maugham's "Encore" and "Trio" and the two Max Fleisher animated pictures, "Gulliver's Travels" and "Mr. Bugs Goes to Town." It is not clear at the moment whether NTA will distribute these or put them on its network.

Meanwhile, it looks as if Paramount may be opening its vaults still wider to TV. It is known to have had exploratory talks with a couple of TV networks and distributors, and it has also been making a study of its product in an attempt to evaluate its TV potential.

The two screenplays that NTA acquired with Rainbow are "Private Property," by Robert Russell, and "One More Tomorrow," by Stuart Jones and Anthony Ellis.

'Child Wanted' To Shift to TV

NEW YORK — Ted Lloyd is going to produce a pilot film on his NBC radio property, "Child Wanted." He is pulling the show off radio next month, at the conclusion of its first 13 weeks, to go to Hollywood for shooting of the TV film. Lloyd is said to have a top actress to play the leading role, that of a case worker in an adoption agency.

On NBC radio "Child Wanted" plays Friday 3-3:30 p.m.

WATV Cumulative Peak With 'Valley'

NEW YORK—The final score on WATV's showing of "How Green Was My Valley" on the debut of its 16-run "Famous All-Star Movie" the week of October 1 was a hefty 64.0 unduplicated audience.

The station thus had a comfortable margin over the 50.0 cumulative it guaranteed sponsors on this show, which is built on the 20th Century-Fox package bought from National Telefilm Associates.

The WATV experience recalls the debut of WOR-TV's "Million Dollar Movie" just two years ago, when its first Pulse cumulative brought an immediate sellout. The "MDM" debut score was higher than 64.0, but it was not an unduplicated count. For the WATV show, Pulse questions its sample at

the end of the week about which movie it had seen during the week. "All-Star Movie" is now smack up against "MDM," which played "The Locket" while WATV was playing "Valley." The Pulse day-by-day study taken for WATV indicates that WATV had the greater share of audience Monday and Tuesday during the four evening hours its movie was on. On Wednesday and Thursday the two stations were in a dead heat. On Friday WATV edged out WOR in those movie hours. On Saturday and Sunday night WOR had the edge, tho both stations had fallen off competitively, having come to the end of their repeats. WATV is having Pulse take a special study on its "All-Star Movie" every week this month.

STAR PERFORMANCE
"See this fine actor more and more, Pip."
DENNIS MORGAN
"NO wonder, Old Boy! He's only one of thirty top stars in this fastest selling series on the market!"
OFFICIAL FILMS, INC. 25 West 45th St., New York 36, N.Y. PLaza 7-0100

Col. on Comprehensive Pkg. Drive for '56 Homestretch

New Material by Big Names in All Fields Included in 43 LP's

NEW YORK—Columbia Records' package program for the remainder of 1956 encompasses the release of some 43 albums in the classical, pop, jazz and children's fields, all backed by a heavy promotional drive. The schedule, which includes a tremendous quantity of new material by some of the greatest names in the different fields, will hit dealers' shelves this month and thruout November.

Promotion includes a strong drive in national magazine advertising, TV and radio time, point of sale material, etc. The Columbia program also highlights the fact that the Entre label, dormant for some time, is being put into high gear as a medium for low-priced, quality merchandise.

Outstanding in the Columbia package program is the issuing of five albums by Leonard Bernstein. This is perhaps the first time in history that an artist of this stature has covered such a broad area of

music in one release. Columbia's intent is to showcase all of the talents of the conductor-composer-commentator. Thus, the packages include Bernstein's "Omnibus" material: "Leonard Bernstein on Beethoven," "What Is Jazz." He conducts his own composition, "Serenade for Violin Solo," with violinist Isaac Stern and the Symphony of the Air and he plays piano and conducts in "Mozart's Concerto No. 17 in G and No. 15 in B-flat Major," with the Columbia Symphony Orchestra.

Bernstein Month

Diskery's promotion centers around November as "Bernstein" month. Some 2,000 dealer display kits with hangers, full-cover blow-ups, etc., are being shipped. Heavy ad campaign includes such

media as The New Yorker, "Saturday Review," "The New York Times," etc. This will be supported by radio station promotion kits, etc.

Included in the new packages are four albums recorded at the American Jazz Festival in Newport in July. These comprise disks by Louis Armstrong and Eddie Condon, Dave Brubeck with Jay and Kai, Duke Ellington and the Buck Clayton All-Stars, and "Ellington at Newport."

Classical packages include two by the Philadelphia Orchestra, conducted by Eugene Ormandy. One is Khachaturian's "Gayne Ballet Suite" and Kabalevsky's "The Comedians," and the second is Albeniz's "Iberia." Latter is the first (Continued on page 45)

Goody Pitt Debut Sparks Price War

PITTSBURGH — Sam Goody's local entry into the record business on November 1 jumped the gun this week on the biggest price slashes in Pittsburgh history. Sam Shapiro, with his fifteen National Record Marts and the previous stabilizer in price battles, put out his whole stock at a twenty per cent discount. Kaufmann's, the largest department store here, followed with a 25 per cent cut on Friday (5), and Shapiro followed the next day with a slash to 30 per cent. Right now every downtown store and all the National Record Marts are holding at this price, with the \$3.98 album selling everywhere at \$2.79.

Goody is expected to come in with a \$2.50 selling price, but when he opens he will find that most of the record buyers have loaded up on the current values since every album and record in stock has been included in the city-wide sale.

The distributors here are stoutly maintaining that their price to the dealers is still \$2.47 and that there will be no break in that price wall. If the warring dealers are going to

get any help it will have to come from the factories. The distributors are playing it cool and are enjoying a tremendous volume of business. While the dealers have a similar raise in gross business, their net is nothing, considering their cost of doing business.

The small dealers have refused to cut prices and are just riding out the storm.

Welker Skeds Europe Trek

NEW YORK — Ed Welker, manager of pop album artists and repertoire for RCA Victor, was scheduled to fly to Europe Tuesday (16) for an indefinite stay. Reasons for the expedition are the impending activation of Victor's pact with the English Decca organization in April, '57, and the need to formulate plans for album releases thruout the world by Victor affiliates and branches, including the United States.

Welker expects to spend the (Continued on page 45)

Mendelson to King Records

NEW YORK—Freddy Mendelson, a&r chief of Savoy Records, last week left that label to join King Records. Mendelson will head up the a&r operation of King's affiliate label, De Luxe.

While with Savoy, Mendelson produced such hits as Nappy Brown's "Don't Be Angry," Wilbur Harris' "Don't Drop It," Big Maybelle's "Candy," etc.

HITCHCOCK WIT PLUGS TV THEME

HOLLYWOOD — Novel promotion stunt by indie Sunset Records was coupled with a measure of wit by motion picture producer Alfred Hitchcock. Firm's etching of the Stanley Wilson record of the theme from the Hitchcock teleshow was accompanied by an acetate recording offering the following testimonial: "I have long felt that there is not nearly enough funeral music among popular recordings; consequently I was very pleased with the decision of Stanley Wilson to record the theme of my TV show."

"Of course, in arranging it for popular consumption, we have made it a bit more sprightly than the original. Here then, in plenty of time for Halloween, is our contribution to the dance macabre. Hit it, Daddy-O."

'Pajama Game' Soundtrack Rights to Col.

HOLLYWOOD — Columbia will acquire the soundtrack album rights from the forthcoming Warner Bros. production of "Pajama Game," currently going into production. Firm averted a contractual conflict in the case of singer John Raitt, a Capitol Records artist, inasmuch, as Raitt originally appeared in the Broadway production and five years have not elapsed since he recorded the stage version, which also was on Columbia.

Film stars Doris Day, Raitt, Carol Haney, Eddie Foy Jr. and Barbara Nichols.

Decca Preps Biggest Month for Class. Pkgs.

NEW YORK — Decca Records is set to issue the largest monthly classical package release in its history. Reflecting previously stated expansion moves for the line, the release consists of 20 albums showcasing some of the top Decca performers, according to Is Horowitz, artist and repertoire chief.

The group includes a selection of Mozart songs by soprano Maria Stader; "Coloratura Favorites," by Rita Streich; Dvorak's Violin Concerto, with Johnanna Martzy; Beethoven's Pathetique, Moonlight and Appassionata Sonatas played by Wilhelm Kempff; Mozart's comic opera "Bastien and Bastienne," featuring Rita Streich; Bee-

thoven's "Eroica" Symphony, by the Berlin Philharmonic conducted by Eugen Jochum; Stravinsky's ballet suite from "La Baiser de la Fee," with the RIAS Symphony of Berlin under Ferenc Fricsay, and Brahms' Symphony No. 4, also by the Berlin Orchestra conducted by Jochum.

Among the balance of albums are three featuring shorter but (Continued on page 21)

Coral Steps Up Big Christmas Production

NEW YORK—Activity aplenty is in the works at Coral Records for the balance of the year. Twenty-two new albums, including a special "Composer" series and a number of new and re-released singles set the stage for the Christmas selling season for the label.

Dubbed "And Then I Wrote," the composer group will run to at least 10 albums between now and the end of the year. Each of these will feature a different pop song cleffer, playing, singing and discussing his own material, in a pattern similar to that frequently em-

W. & G. Reps Starday Label Down Under

LOS ANGELES—Don Pierce and Harold (Pappy) Daily, of the Starday Record Company, with headquarters here, announce the completion of a deal with James N. Parks, of Manchester, N. H., representing the W.&G. Record Processing Company, Melbourne, Australia, whereby the latter firm will have exclusive rights to Starday masters for manufacture and distribution in Australia and New Zealand.

First releases will include eight sides by George Jones, who recently joined "Grand Ole Opry," Nashville, as a regular. This represents the first country and western releases for the W.&G. catalog and promotion on the tunes is planned for Australia and New Zealand, where some American c.&w. artist have been standard sellers for years.

The Starday firm also reports an arrangement with the Japan Sales Company for distribution of Starday records in Japan, Okinawa and Formosa. Starday is represented in Canada by Spartan.

Mercury Still Hot on Kidisk Promotions

NEW YORK — Altho most of the other majors have evidently decided to soft peddle their activities in the children's record field, Mercury Records is continuing to concentrate on the small fry, according to the label's veepee-artist and repertoire chief, Art Talmadge.

The exec points out that Mercury has released at least two Childcraft or Playcraft disks regularly each month this year, and recently brought out a special new catalog spotlighting its children's disk merchandise. Most of Mercury's kidisk items are cut by the label's Eastern a.&r. chiefs, Hugo Peretti and Luigo Creatore.

The label is making special new display material on both the Childcraft and Playcraft lines available to dealers this season, and this month concluded a special "Baker's Dozen" sales promotion plan, whereby dealers received one free Childcraft or Playcraft album for every order of 12.

played with guest composers on the Steve Allen TV show.

Already definitely set are albums by Bob Merrill, Harold Rome, Irving Caesar and J. Fred Coots. Others on the drawing boards include sets by Arthur Schwartz, Ray Henderson, Rudolph Friml and Al Hoffman and Dick Manning. Another will spotlight Otto Harbach. On this package, Dorothy Collins and Steve Lawrence will sing some of the tunes, with commentary by Steve Allen. The entire "Composer" series will get (Continued on page 21)



DECCA DAN says:

THAT ROBERTA SHERWOOD IS DISK DISCOVERY OF YEAR ISN'T NEWS, BUT HER LATEST "MARY LOU" and "SHOULD I TRY AGAIN" (9-30057) IS NEWS AND BREAKING FAST! SAY! THE GATEWAY SINGERS' NEW "MONACO" AND "BURY ME IN MY OVERALLS" (9-30088) ROLLS 'EM IN THE AISLES! CRAZY CALYPSO MAN, CRAZY! LOVE

Shakespeare Pkg. Released By Audio Books

HOLLYWOOD—Audio Books, Inc., the slow-speed spoken word diskery, last week released its most ambitious project since its debut via the complete New Testament, with the issuance of a three-record set titled "The Complete Sonnets of William Shakespeare."

Package contains all 154 sonnets written by Shakespeare, and is narrated by Ronald Colman. Other new packages on the market are "The Basic Writings of Ralph Waldo Emerson" by Lew Ayres, and "The Strange Case of Dr. Jekyll & Mr. Hyde" by Gene Lockhart.

Ray Tierstein, vice-president of the firm, revealed that four other packages are being contemplated for release early next year. Latter include "The Adventures of Tom Sawyer," "The Thoreau Reader," "Treasure Island," and "The Adventures of Sherlock Holmes." Firm recently started using name actors to narrate its works, with negotiations for Marlon Brando to read Walt Whitman's "Leaves of Grass" currently under way.

Sales of the company's 16% music series to date have proved satisfactory, said Tierstein, with the likelihood that all future music releases will be restricted to classical material.

'Saucer' Sued By Two Pubbers

NEW YORK — Despite any earlier statements to the contrary, the "Flying Saucer" still doesn't enjoy clear sailing. Last week Luniverse Records and its owners, Bill Buchanan and Dick Goodman, were slapped with a treble damages suit by two different publishers on behalf of five of the tunes used in the hit novelty disk.

Complaints were filed in Federal Court here by Arc Music (affiliated publishing firm of Chess and Checker Records) and Commodore Music (pubbery operation of Imperial Records). The record companies themselves are not parties to the suits. Former firm is concerned with the tunes "See You Later, Alligator" and "Maybelline." The latter with "Ain't That a" (Continued on page 21)

BUCKINGHAM STOMP

Ducal Shiner Proves R&R Sock in Britain

LONDON—Altho music trade magazines have been running stories on rock 'n' roll for some months here, it is only in recent weeks that the phase has hit British headlines. First hint of the growth of a new cult came to the British public with news of teen-age riots after the showings of the rock 'n' roll film. Anxious householders, tracing the bookings of that epic, warned their families to avoid theaters where it was being shown.

The hitherto unknown name of Elvis Presley suddenly became as familiar as Liberace's, and comedians picking over American news clippings got yocks by tagging him Elvis, the Pelvis, as if they'd invented the phrase. But the real clincher came with a blueblood rock 'n' roll party thrown by ex-Guards officer, the Honourable Tony Moyihan, which created such

DAVIS TO PLUG LATE DAD'S LP

NEW YORK—Hal Davis, vice-president at Kenyon & Eckhardt, is getting back into the music groove to promote the Columbia package, "Stepping in Society," an album of sides cut by his late father, Eddie Davis. It will be like old times for Hal, who in pre-war days rated as just about the top band publicist in the business. Davis Sr., who died last February, was one of the last of the great society leaders. Hal has already scheduled a flock of plugs for the package on stations throuth the East and on the Coast.

Bally Sets Up TV Plug for Johnson Disk

NEW YORK — Bally Records has set up a week-long TV promotional campaign with "Modern Romances" (4:45-5 p.m.) on NBC-TV, whereby Betty Johnson's new record, "I Dreamed," will be featured on the series Monday thru Friday story, "Benefit Performance," starting October 22.

Miss Johnson will also play a leading role in the drama, which stars Broadway actress Margaret Phillips. During the five-day run, the song will be heard—both live and on wax—more than five times, and will be plugged by femsee Martha Scott on each show. A similar stunt was staged on "Modern Romances" several months ago on an M-G-M record by Connie Francis.

Meanwhile, Bally has arranged for Miss Johnson's disk to be in the stores the week the play appears on TV. The canary herself has cut 108 special tapes for deejays in 70 (Continued on page 21)

Rizek Still in Toils Of Scrambled Finance

TRENTON, N. J. — James S. Rizek, whose fall as a financial manipulator was accompanied last month by the steady tatioo of bouncing checks, talked in six figures this week as he discussed his financial dealings with New York dealer Sam Goody. Rizek testified here at the third session of hearings based on bankruptcy petitions brought by a number of his creditors.

a stir that this noble sprig took off in best traditional style for his uncle's Australian sheep farm until his noble father cooled down. There he introduced rock 'n' roll to the previously well-conducted Aussies before vanishing into the bush "forever."

The real seal of approval for rock came with the news that one of the reasons the Hon. Anthony blew out was that he'd clouted the Royal Family's Duke of Kent in the eye at his party. Knowledge that the Duke was a rock 'n' roll fan immediately gave the cult a regal air, and storekeepers report a satisfactory climb in the sale of Presley's disks—even among older folk. All it needs now is news the dance is popular at Buckingham Palace and rock 'n' roll will become just another British institution.

Warner to Police Industry For Unreported Royalties

Max Fink Hired to Ferret Out Delinquents Among Coast Firms

By JOEL FRIEDMAN

HOLLYWOOD — A comprehensive effort to police the record industry for delinquent and unreported mechanical royalty payments will be made by the Warner Bros. music publishing firms in the near future.

A sweeping investigation is expected to begin shortly, with Warner topper Herman Starr engaging attorney Max Fink here to conduct the investigation of Coast record companies. Fink, a widely known copyright attorney who recently handled the successful tho controversial De Sylva action in

the U. S. Supreme Court, last week revealed that he had retained J. C. Chambers, a business investigator, to look into diskery accounts here.

Fink, in conjunction with Harry Fox, conducted a similar investigation in behalf of publishers some two years ago. At that time, a number of negligent accounts among record companies here turned up and, according to Fink, subsequently settled out of court. In the current investigation, said Fink, "We will see every case thru to its final conclusion in the courts."

The specific names of record companies were not mentioned, in-

dependent labels here, in addition to a number of companies who sell at cut-rate prices, are most likely to come under scrutiny. Despite the fact that small labels are involved, said Fink, "The sums of money involved is staggering."

Starr, it should be noted, is one of the few publishers in the industry, who has fought to uphold the mechanical license provisions of the Copyright Act. His stand in pressing for the full 2-cent rate is well known in the music business.

The investigation of Coast diskeries is likely to be accompanied by a similar move affecting record companies in the East. In conducting the previous inquiry for publishers, Fink checked indie labels thru pressing plants, label printers, matrix houses, recording studios, etc.

The mechanical royalty pro- (Continued on page 21)

ASCAP Revises TV Jingle Pay-Off

Background Music, Local Film Shots Also Covered Under Amended Formula

NEW YORK — The American Society of Composers, Authors and Publishers last week notified its membership of several new revisions in its distribution setup, including its formula applicable to TV and radio network uses of advertising jingles and background music.

Actually, ASCAP is applying the same formula to these which the Society instituted last year in conjunction with theme songs. For jingles, bridges, cues and pure

background music, the payoff now will be as follows:

For any number of uses in the first 60 minutes of any two-hour period, only one use may be credited. For any additional uses in the second hour or fraction thereof, only an additional 10 per cent will be credited regardless of the number of repeats.

Any material that previously has amassed a total of 20,000 credits in ASCAP will receive one full credit point for its performance in the first 60 minutes (one-tenth of a point in the second hour).

Material which has 12,500 to 19,999 points is to receive three-fourths of a point. That with 5,000 to 12,499 is entitled to one-half point.

All other such material that has been used on the networks for less than one complete year will get five per cent of a point per use, and after the first full year will receive 10 per cent of a point until its accumulated credits total 5,000.

"On this basis," one of the (Continued on page 21)

Fisher-Lamas Team Up on Pubbing Deal

NEW YORK — Eddie Fisher and Lamas Music exec, Marty Machat, have come to terms on a joint publishing venture involving the score of the RKO film, "Bundle of Joy," in which Fisher is starred with his frau, Debbie Reynolds.

The score, which contains six tunes cleffed by Joe Myrow and Mack Gordon, will be published by Fisher's Ramrod Music firm (American Society of Composers, Authors and Publishers) but Lamas (ASCAP), an affiliate of RKO Unique Records, will be the sole selling agent and will handle all normal pubber promotion chores.

Fisher has cut two of the tunes, while Hugo Winterhalter has waxed an ork and chorus arrangement of the title tune. Frank Sinatra and Sammy Davis Jr. are also to cut tunes from the flick. Release date for all disks is November 15, at which time Fisher will commence strong plugging of not only his own disks but of all others, via artists' appearances on his TV show and disk jockey tours by the singer in a number of cities.

Col. Appoints Lit. Editors

NEW YORK—Columbia Records has appointed literary editors George Dale and Charles Burr to the label's a&r operation. Dale will work within the pop album department and will report to Stan Kavan, co-ordinator of that division. Burr will work with the Masterworks a&r department, reporting to its director, David Oppenheim.

In addition to writing liner notes, the literary editors will assist a&r personnel in various functions.

NEW SOUND

Mitch Miller Adds Novel Instrument

NEW YORK—Columbia Records' pop a&r chief, Mitch Miller, who has a penchant for introducing new sounds in pop disks, has come up with another instrument to charm the listeners and confuse the competition. This is a device called "chromatic drums." Set up like a keyboard, this instrument has a range of two and one-half octaves, and melody may be played on it.

Miller — who has pioneered in using classical instruments in pop backings — such as French horn, English horn, harpsichord and oboe—used the chromatic drums in Bernie Nee's first Columbia disk, "When Your Heart Is Feeling Foolish in Brazil." Disk label lists Bernie Nee and the Nee Chorus. The chorus is Bernie, multiple tracked.

Victor Skeds Showcase for New Pactees

NEW YORK—RCA Victor will stage its first "New Talent Showcase" Thursday (18) at the Johnny Victor Theater in the RCA Exhibition Hall.

The show, which will spotlight six of the new artists on Victor, Vik and Groove labels, will be given for a small, selected audience of top TV and radio producers and casting executives. Bob Corley, new Victor warbler, will emcee. Other talent will be Diahann Carroll and Martha Carson, Victor thrushes; Dick Lee, Vik; Ann Gilbert, Groove; and clarinetist-orkster Tony Scott, Victor. The members of Scott's group will supply the accompaniments. The entire show will be produced and directed by Victor's Bernie Miller.

Victor's show is the second effort by a major diskery to interest showmen of other media in the possibilities of its disk talent discoveries. The first was the Columbia extravaganza held at the Park Sheraton Hotel last month, which drew a flock of top show and journalistic names, and landed a load of publicity for the label and the artists.

RECORD STIMULI

In Home Selling by Various Media Hypo Whole Industry

• Continued from page 1

son line-up are six monthly clubs: Music Treasures of the World, American Recording Society, ARS Jazz Division, Children's Record Guild, Classics Club and the Living Language courses. The Book-of-the-Month group consists of its regular Music Appreciation Club and the Metropolitan Opera Club. The Concert Hall group includes Musical Masterpieces, Chamber Music Society, Opera Society, Handel Society and Jazztone Society.

Each of these outfits, plus Columbia, Victor and Capitol, sends its patrons an "advance notice" mailing, selling next month's releases, 12 months a year. Every time a "member" buys a record, he gets additional educational material in the form of liner notes, pamphlets and more catalogs.

As many as 25,000,000 pieces will have been mailed in 1956 only to solicit new members for these clubs. When the recipient of several such pitches has finished reading them, he's usually convinced that his life will be less than worthwhile unless he hops on the record lovers' bandwagon.

Operation Plan

How do the companies know whom to solicit via mail? It's simple. Practically anyone who ever has bought a book, record, toy or any other product from one of the big metropolitan mail-order houses lands on a mailing list. Such lists are bartered fairly freely among the people in the business, and practically anyone with a list will sell it to you at so much a name. Some of the combines even keep track of the ages of various members of a family and know when to leave off one club pitch and when to start on another.

There's another way to build a

specialized, smaller list. An outfit like that on the Coast which puts out Contemporary and Good Time Jazz Records sends out a monthly newsletter that's full of interesting and amusing material. It gets its list by including a business reply card in each of its LP's. This company doesn't sell its disks thru the mail, but its mailing piece does create interest in the product.

Columbia Club

As to what extent all of these mailings directly benefit the established dealers, one big Washington retailer who sold the Columbia club from the very beginning reports that Columbia's pitches have sent customers into his store asking, "What else do you have by Bruno Walter, etc.?" Some such customers previously had been content to accept non-name recordings from the indie clubs or from bargain counters until Columbia's copy pointed up the differences. The diskery's retail sales indicate that more than a few of its artists have thus been pre-sold.

Victor's mail pitch, which requires direct dealer participation, obviously has been successful. Most of the company's S-O-R coupon specials are well known by the time they become available in stores on general release. This release usually follows the mailing and S-O-R release by several months.

B-O-M Device

Book-of-the-Month's music appreciation course also is a self-perpetuating device, and one which just expands the general classical market. The Sutliff-Stevenson group, with lengthy, elaborate booklets by authorities in the various musical categories, aims at providing knowledge and broadening tastes.

Significantly, as the level of public appreciation is raised, each of the mail-order vendors has been forced to look to its own quality standards. The result has been a scramble for name artists, for quality pressing, packaging and recording.

Legislation Could Clear Up Fuzzy Renewal Rights Proviso

WASHINGTON — The whole controversial renewal rights provision could be legislated out of the Copyright Act as a result of attention focused on it by the Supreme Court's decision awarding equal rights in copyright renewal to both widow and children of deceased composers.

Altho the high court's denial last week (8) of the Marie De Sylva petition for review solidifies the claim of composer Buddy De Sylva's illegitimate son, Stephen William Ballentine, closing off further recourse to the courts, there still remains the path of legislation.

Copyright legalists doubt that any bill attempting per se to return exclusive rights to widows would get far, but the door is open thru revision of the Copyright Act of 1909, now under study at the Copyright Office (The Billboard, June 16).

One phase of the copyright study specifically covers renewal terms, with questions to include: "Whether term of protection should be single or renewable term; if renewable, the length of the original and renewal periods; who is entitled to renew, and the assignability of the renewal right."

One possible replacement of the fuzzy renewal rights provision bedeviling music publishers would be provision for a life span copyright for the author, plus a 50-year period, in which rights would go to next of kin by due process of law. The order of inheritance would then depend on the laws of the particular State backgrounding a case. Copyright legalists point out that passage of such legislation would not affect the rights of the heirs presently entitled to collect. The change would only affect cases subsequent to its passage.

MUSIC AS WRITTEN

Jodimars Pacted for

Tony Martin Show . . . The Jodimars, Capitol Records artists, are set for a 32-day tour with the Tony Martin show, which opens in Denver, this week. Stops include Lincoln, Neb.; Kansas City and St. Louis, Mo.; Tulsa, Okla.; Dallas, New Orleans, Birmingham; Louisville, Ky.; Pittsburgh, Buffalo and New York City. The Jodimars have a 20-minute spot in the show.

Paul Levy Announces

New Distrib Unveiling . . . New Record distributing company, known as Lamar Distributing Company, has been organized in St. Louis, it was announced last week by Paul Levy, president of Midwest Distributing.

M-O-S-S Label Enters

Disk Field Next Week . . . NEW YORK — M-O-S-S, the Mutually-Owned Society of Songwriters, plans to enter the record business next week. This week, the outfit is cutting its first session with its first contracted artist, Mitzi Mason. Thrush Louise Carlyle also is scheduled to cut for the label.

According to S. F. Moss, head of the Tunemith outfit, the label

will issue one disk at a time, but will attempt to launch material in all fields, including pop, c.&w., etc. Only songs written by members will be cut. Recording costs will be paid out of the regular membership fees.

Miss Mason formerly recorded for M-G-M and Am-Par.

New York

Capitol has re-signed the Jodimars to a long-term. The warbling instrumentalists were formerly part of Bill Haley's Comets. . . Jubilee prex Jerr Blaine is doing a "bed-side" promotion job (via the phone to deejays on Don Rondo's new disk "Two Different Worlds" while recovering at home from a coronary illness.

Stan Pat, former deejay, talent manager and artists and repertoire man in the East, has relinquished those activities to take charge of record promotion for Unique Records in the Midwest. . . Attorney Warren Troob, whose clients are spread thruout the music business, has moved his offices, joining the parade to 57th Street.

Roger Coleman opens at the Horizon Room, Pittsburgh, next Monday (22) for a week. . . Bill

PRESLEY BUSTS ANOTHER MARK

NEW YORK—Elvis Presley has broken all records for His new waxing "Love Me Tender," on the charts for the first time this week, showed up in second place on the best selling pop singles chart, marking the first time a disk has scored so high in its initial chart appearance.

The tune, title-theme of Presley's forthcoming 20th Century-Fox movie, is No. 8 on the Honor Roll of Hits this week. In line with this the studio is rushing the film out for an early November release.

The Presley platter also hit the c.&w. and r.&b. best selling singles lists this week. The disk is No. 9 on the c.&w. chart, and No. 8 on the r.&b. chart.

'Rim-Drive' Unveils New Disk Process

HOLLYWOOD—A new "Rim-Drive" record process, designed to prevent turntable slippage, thereby cutting down on speed-variation and breakage, has been perfected by Research Craft Company here and will be utilized by Capitol and labels for which Research presses, including Bethlehem, Key, Riverside, Chapel and others.

The first record mass-produced under the new process is Key's new LP "Jazz, Highway 20," by the Joe Howard Trio. The patented "Rim-Drive," invented by Research prexy, Allan R. Ellsworth, features an elevated outer rim.

LP pressings stamped by the process weigh from 4¾ ounces to 5¼ ounces, as compared to 6¼-7½ ounces in conventional microgroove disks. Research claims distributor will save a pound in shipping charges on every seven or eight LP's. Price-wise, Research claims the process is compatible with other pressing process charges, since "less vinylite per record is required under the "Rim-Drive" process.

Gale, the polka maestro is now cutting for RCA Victor's International disk department under the supervision of Johnny Camacho.

Dolores Hawkins moves into the Eden Roc, Miami Beach, Fla., Thursday (18) for a week's stand. . . Somethin' Smith and the Redheads, now on one-nighters and college dates, play the University of North Dakota, Grand Forks, October 27. On November 19 they begin a week's engagement at the Tropics, Dayton, O., and December 27 open at the Schroeder Hotel, Milwaukee, for a fortnight's stay.

Pianist Erroll Garner opens Monday (22) at the Casino Royal in Washington. Garner is scheduled to team with the Count Basie band for a series of concerts in Detroit, Cleveland, Chicago and Toronto during the last week in November. . . Tommy Russell has signed a new thrush, Barbara Black, to a personal management contract. Thrush opens Wednesday (17) at the Elegante, in Brooklyn. . . The unveiling for the late Ike Berman, of Aoplo Records, will take place Sunday (21) at 2 p.m. at the Mt. Hebron Cemetery in Queens.

Hollywood

Decca repertoire staffers Paul Cohen, Leonard Joy and Jack Pleis in town last week, with sessions with a number of artists currently working on the Coast. . . Irwin Zucker nabbed the disk promotion for Dinah Shore, and is currently working on "High Heels."

Cleffers Sked Anti-BMI Conference

NEW YORK—Invitations were sent out last week to the writer members of the American Society of Composers, Authors and Publishers to attend a meeting of the "Songwriters of America." Session was scheduled to be held Monday (15) at 8 p.m. at the Belmont Plaza Hotel.

Nine special attractions were listed on the agenda. First of these was a report on the recent Celler Committee hearings in.o the music activities of the networks. Next is the "proposal" at the hearings by CBS president, Frank Stanton, regarding the possibility of the web divesting itself of its stock in Broadcast Music, Inc. Third slot has to do with the comments on that matter by NBC president, Bob Sarnoff.

The fourth and fifth acts on the bill held special promise: Number 4 is "Stanley Adams' Documented History of BMI." Number 5 is "Jack Lawrence's Frustrating Experiences With Network-Owned Recording Companies."

Several of the following acts threatened to be anti-climatic. Number 6 concerned "Billy Rose's Attack on the Electronic Curtain Lowered Against ASCAP Music," and Number 7 had to do with Oscar Hammerstein II's statement to the press concerning the music business.

Next-to-closing was billed as "Richard Adler's Report About Disk Jockeys Who Told Him They Could Not Play His Songs Because They Were ASCAP." Wrapping it up there was to be an exposition of Congressman Celler's opinion that the networks should get out of the music business.

Coral Preps Deejay EP's

NEW YORK—Coral Records is set to service disk jockeys with EP's of new releases. The plan is similar to the program set in motion earlier by RCA Victor. The difference between the Victor and Coral new release disks is in the pairings.

On each side, the Coral EP will have a band by each artist on the record, on the theory that jockeys are more likely to play the side all the way thru, if two different artists are represented. The Victor disks devote both hands on a side to the same artist.

Rites Held for Rudolph Koppl

NEW YORK—Rudolph Koppl, founder and president of Urania Records, Inc., died last Monday (8). The funeral was held here Wednesday (10) afternoon.

The European industrial tycoon is survived by his wife Maria Koppl; a son, Werner, and a daughter, Mrs. Marguerite Butler. Werner Koppl heads up the Urania operation here, recently reorganized under the new name of American Sound Corporation.

New Talent Cry

• Continued from page 1

grams will be tested at no charge to packager or agency. At the same time, the directors and actors of the workshop will be auditioning for the TV brass.

NBC-TV, of course, is continuing its talent development department.

Rizek's Scrambled Finance

Continued from page 19

September of this year. A large order of Mercury Records sold to Rizek by All-State Distributor of Newark, were later returned to All-State under a court order.

In reply to a question by Paul Z. Kamel, attorney for the receiver, relative to receipt of \$210,000 worth of Goody post-dated checks in August, Rizek bypassed the query, but admitted that in April, May, June and July he discounted to various parties about \$300,000 worth of Goody's checks.

Also many of Rizek's dealings have been brought into the open in the hearings thus far. Bankruptcy Referee Charles H. Weelans said that much more concrete information could be expected when accountants now auditing Rizek's books are ready with their report. The books are now in the possession of Middlesex county prosecutor Warren Wilentz, who it is understood, is also making an investigation looking to a Grand Jury indictment for embezzlement against Rizek.

Weelans also indicated that more facts would be forthcoming when "that other fellow comes down here to testify." The "other fellow" was understood to mean Goody, whose appearance is now

slated for the next session of the Bankruptcy hearings October 23.

Meanwhile, Kamel said that he has asked Goody and his attorney, Abe Lowenthal, to meet with him in private session so they can go over Goody's books.

During the bankruptcy hearings, Rizek's name has been linked with more than a dozen corporations of various kinds. Rizek explained that from time to time he had his attorneys draw up a new corporation or two to take over some activity. Weelans at one point asked: "What did you do every time you got an idea—form a corporation?" Rizek's reply was, "Yes."

Coral Steps Up

Continued from page 18

strong plugging via special dealer displays and browser cards.

Also in the late fall program will be sets by Frank Parker, Eddie Heywood, Dorothy Collins and Joe Burton, Johnny Guarnieri, Raymond Scott, the Satisfiers, Johnny Burnette, Danny Andrew, Weede and the Manhattan Septet.

For the Christmas album trade the label will bring out a conversion of an Owen Bradley organ album of appropriate music and a new package of Christmas material by Lawrence Welk. Another conversion of Bradley disked hymns, a Disneyland album by Welk and the McGuire Sisters' "Children's Holiday" set round out the holiday package offerings.

There will be new Christmas singles by Lawrence Welk and by Dorothy Collins and the Lennon Sisters, each with Welk, while old cuttings of "Christmas Alphabet" and "The Littlest Angel," by the McGuire Sisters; "Mr. Santa," by Dorothy Collins; "Jingle Bells," by Leo Watson, and "The Night Before Christmas," by the Lancers, will be re-released. Lawrence Welk's "Christmas Carol Medley" and "Are My Ears on Straight" are also set for re-issue.

'Saucer' Sued

Continued from page 19

Shame," "I Hear You Knocking" and "Poor Me."

Both publishers are asking for an injunction against Luniverse, charging that the disk outfit failed to file a recording license or to otherwise obtain permission to use these selections. In effect, they are asking for 6 cents per song, or three times the statutory rate, per disk.

Arc and Commodore have been the last holdouts in attempts to settle with Buchanan and Goodman regarding song excerpts dubbed onto the disk. None of the artists or diskeries involved has taken action as yet, tho several are known to be huddling re the subject this week. Previously, publishers' agent Harry Fox had negotiated a settlement with Luniverse, whereby the latter was to pay off at the rate of a fraction of a cent per disk per tune. However, Arc and Commodore have been adamant in their refusal to go along with this.

Decca Classics

Continued from page 18

equally popular works. These include "A Wagner Program," "Mozart Overtures," "Popular Overtures," and a group of concert show pieces including "The Sorcerer's Apprentice" and "A Night on Bald Mountain" among others under the title "Orchestral Brilliance."

The entire set will be kicked off via an ad in the New York Times Magazine of October 14, with other ads to follow in Harper's, Atlantic and the Saturday Review.

REPEAT TRY

Moppet to Cop Another Yule Plea

NEW YORK — Eight-year-old Barry Gordon, who had the top yule record "Nuttin' for Christmas" last December, will try for a repeat sales performance this year, via a new M-G-M platter tagged "I Like Christmas."

The label and Gordon's manager, band leader Art Mooney, are readying an all-out promotional drive on the disk. Meanwhile, M-G-M is rushing out the youngster's latest release, "Rock Little Chillun," backed by "That Pretty Little Girl Next Door," in order to leave a suitable time lag between it and the St. Nick wax.

The industrious moppet recently finished a 10-week run in Ken Murray's night club revue at Las Vegas, and is currently winding up a stint in 20th Century-Fox's new rock and roll musical "Do Re Mi" with Jayne Mansfield. A deal is in the works for Gordon to make a personal appearance on stage at the Roxy Theater here. Mooney is also negotiating for the child to play a four-week date at the Eden Roc Hotel in Miami.

Am-Par Push On 'Baby Ruth'

NEW YORK—ABC-Paramount is going all out to promote George Hamilton IV's waxing of "A Rose and a Baby Ruth" (a Billboard Spotlight" this week), the master recently acquired by the label from Colonial Records.

In co-operation with the Curtiss Candy Company, Am-Par is sending a total of 24,000 Baby Ruth candy bars to deejays across the country. At the same time, Curtiss will plug the platter via special streamers on its delivery trucks and other display tie-ups.

Meanwhile, the tune has been cut by several other labels: Eddie Fontane on Decca (also a "Billboard Spotlight" this week), and the Country Gentlemen on Victor. Orville Campbell, who cut the original Hamilton master last August and published the tune thru his Bentley Music firm, reportedly has been offered up to \$15,000 for the song by Manhattan publishers, but won't sell. He owns the Colonial Printing Company in North Carolina.

Columbia Promotes 'Julie' in Cincy

CINCINNATI — Local Columbia Records chief, Maurie Rose, played host to more than 200 deejays, radio and TV reps, members of the press and area theater men at a mammoth clambake at the Variety Club here Monday (8) in honor of hometowner, Doris Day, designed to give impetus to her new Columbia waxing, "Julie," from the M-G-M flicker of the same name, which had its world premiere at the local RKO Albee Theater Wednesday (10).

Also present for the occasion were M-G-M reps from New York, Pittsburgh and Cleveland, who earlier in the day had tossed a press breakfast for Miss Day and her husband, Marty Melcher, producer of the "Julie" film. Dick Linke, Columbia's singles sales boss, came in early Monday for the party, and attended similar promotional festivities in Columbus, O., Thursday (11) and Cleveland Friday (12).

In addition to a personal appearance at the RKO Albee Wednesday night (10), Miss Day appeared on various radio and TV shows on WLW and WLW-T Tuesday and Wednesday.

ASCAP Revives Jingle Pay-Off

Continued from page 19

smaller ASCAP publishers pointed out: "I'll have my 20,000 points in 100 years." To some of the top-rated ASCAP writers and publishers, the formula is accepted with less trepidation.

Another code henceforth will be applied regarding distribution of performance credits for shows that carry an unusually heavy schedule of songs. This could include such shows as "Name That Tune," band shows with medleys, songwriters' "and then I Wrote . . ." segs, etc. If more than eight compositions,

excluding themes, jingles and background uses having to their credit less than 3,000 points, are used in any quarter-hour period, the entire segment is to receive the number of credits that would be given for eight songs, and the pie is divided among all of the compositions.

Another are codified is that of local TV performances of films which originally were made for theater use or for syndicated TV. Credits here will be given only when the performance is picked up in the Society's logging. For an initial local showing, the material will receive credits equal to the amount for 45 stations. Additional performances will be credited on the basis of 20 stations.

This last code touches on an area in which storms have been brewing for some months. It is known that a number of older writers have been looking into the legality of such film showings, since TV was not yet being considered when they made their original contracts with the film companies. It is recalled that it was not until about 1940 that the flickeries began including TV-use clauses in their song pacts.

Gabler Named Decca V.-P.

NEW YORK — Milton Gabler has been named vice-president of Decca Records, in charge of Artists and Repertoire. Until now, he has been director of artist and repertoire, a post he took over in June, 1953.

A veteran music and record man, Gabler first broke into the business in 1926, when he founded the Commodore Music Shop here. In 1938 he started the Commodore label. Gabler joined the Decca staff in 1941, where he worked in the recording department. Starting in May, 1952, he served for a year as a &r. director for Coral Records, Decca's subsidiary label.

Crosby, Hope, Garland for 'Tower' Pic?

NEW YORK—A plan is brewing whereby Bing Crosby, Bob Hope and Judy Garland may star in a film version of Gordon Jenkins' "Manhattan Tower," following the presentation of Jenkins' new expanded version of the score on NBC-TV October 27.

If the all-star cast idea doesn't jell, "Manhattan Tower" will be made as an independent picture by Jenkins, Hollywood agent Jimmy Saphier, and publisher Lou Levy, who has the score. The TV spectacular, which will feature Helen O'Connell, boosts greatly expanded story line and several new tunes.

Bally TV Plug

Continued from page 19

key cities, with each tape spotlighting a different lyric (sung to the first 16 bars of "I Dreamed") especially tailored for each spinner. The tapes will be supplied to jocks by Trinity Music, which publishes the tune.

The week following the "Modern Romances" show, Miss Johnson, featured thrush on ABC's "Breakfast Club," will return to Chicago to do a kine-audition for a network TV show, following which she will start a seven-day disk jockey tour, visiting Boston, Philadelphia, Baltimore, Washington, Pittsburgh, Detroit, Cleveland and Akron.

Warner Policeman

Continued from page 19

visions of the copyright law have long been a source of irritation among publishers. Publishers compare our statute with that generally prevailing thruout Europe, where B.I.E.M. negotiates mechanical rates with a producer, often resulting in higher license fees for the publishers.

ANOTHER BMI "PIN-UP" HIT



IT ISN'T RIGHT

Recorded by THE PLATTERS . . . Mercury

Published by MELLIN MUSIC, INC.

The Four Voices

THE TIES THAT BIND

Columbia

AMERICAN MUSIC, INC.

9109 SUNSET BLVD. HOLLYWOOD CALIF.

7 Big Records

THE GIANT

(THIS THEN IS TEXAS)

M. WITMARK & SONS, NEW YORK

A cute novelty with a lilting beat!

WAIT LITTLE DARLING

Recorded by KAY CEE JONES

on Decca

MILLS MUSIC, INC.

Recorded by **ELVIS PRESLEY**

RCA VICTOR

"LOVE ME TENDER"

Elvis Presley Music, Inc.

"ANY WAY YOU WANT ME"

(That's How I Will Be)

Ross Jungnickel, Inc.

Sole Selling Agent: HILL AND RANGE SONGS, INC.

A Solid Ballad Hit!

EV'RY DAY OF MY LIFE

MILLER MUSIC CORPORATION

LOVE IS A GREAT BIG NOTHIN'

DICK HAYMES

First Single Release on Capitol

Bourne, Inc.

136 W. 52d St. N. Y. C., N. Y.

TEEN AGE GOODNIGHT

THE CHORDETTES

Cadence

THE AMERICANS

Crest

AMERICAN MUSIC, INC.

9109 SUNSET BLVD., HOLLYWOOD, CALIF.

Leading Dealer Stresses Phono Equipment Hypoing

- Hudson policy of thoro demonstration and customer education pays off in high-bracket sales
- Trade-in and used equipment sales program also brings hi-fi within reach of modest incomes

By REN GREVATT
NEW YORK—From parts supplied to packaged phonos to packaged records—that's the business evolution of Hudson Radio and Television, one of this city's leading audio and retail disk centers. Store execs feel that Hudson's entry into the disk business has been a profitable move in itself, but just as important, it has been a handy way of hypoing interest in its unusually wide line of phonograph equipment.

Contrary to many who feel component equipment draws the "hi-fi bug" who likes to talk and waste the dealer's time, Hudson has a constant policy of "selling up" to the more expensive packaged hi-fi sets and particularly to custom rigs of component parts.

As the customer enters the Hudson store, he is greeted by displays of numerous table model and less expensive console model phonos, from a number of manufacturers. If a visitor shows any interest in these, a salesman will immediately undertake an education job. According to Sol Baxt, veepee of the firm, many who ask for hi-fi are convinced they are getting it, even tho it's a relatively inexpensive table model, because "it says hi-fi on the cabinet."

These are the ones, says Baxt, who believe they know all about hi-fi, but actually know little or nothing. These are the ones who are sold away from the lower models, and invited upstairs into the handsome hi-fi parlor.

Hi-Fi Education

Here, the customer really starts to learn about hi-fi. Thru a large switchboard, he is given a demonstration of an endless combination of components in operation. While he is served free coffee and pastry, he is told about Hudson's custom installation service—and about the fact that its personnel can even make redecoration and furniture layout recommendations to set the equipment off to best advantage and to make the most of its audio qualities.

Hudson's most important single pitch is service and the company feels it has paid off, particularly with its price policy of selling at list or very close to list. All equipment is guaranteed for one year and service calls are often made even to outlying sectors of the metropolitan area.

In an effort to learn more about the hi-fi market, Baxt has inaugurated a policy of surveying his buyers. This provides a composite picture of the customer, his income bracket, his living quarters, his

STAR STRIPS NOW FIT DISK RACKS

PITTSBURGH — Star Title Strip Company, producer of "Pic Strips" for juke boxes, has broadened its service to include record dealers. The "Pic Strips," which carry the name and photo of the artist, fit all service racks and wire dividers used in browser bins. The strips come in four and seven-inch lengths and are nearly an inch wide, making them visible up to 20 feet from the rack.

Each kit contains 1,200 strips, covering more than 400 artists in pop, country and western, rhythm and blues and other categories.

tastes in music, etc., as a guide to future selling efforts.

But Hudson is not content to sell only the high-income brackets. The firm tries to bring hi-fi within the grasp of everyone, thru its active trade-in and used equipment sales program. Many stores prefer not to accept trades, because of storage space problems, but Hudson has found used equipment a profitable line, particularly with younger people. Every piece of used gear accepted in trade is completely checked and equipped with new tubes and parts wherever necessary. A guarantee goes with each unit. According to Baxt: "They get better stuff for the money they spend on good used components, than they could get in many cases for packaged models costing more."

Webcor Sets Fall Drive

- Big promotion on phonos, tape recorders
- National and trade mag ads special feature

CHICAGO — Webcor phono and tape recorder dealers will get the benefit of another heavy promotion campaign at the consumer level this fall on the company's new line of equipment.

In addition to substantial amounts of co-op newspaper and outdoor advertising funds for dealers, Webcor has set space in Life, Saturday Evening Post, Sunset, New Yorker, Atlantic, Harper's and Saturday Review. Solid trade advertising is also in the works, including first-time ads in photo trade papers on tape recorders.

ROCKIN' THE CLOCK

Promosh Pitch on 'Wake to Music'

NEW YORK—Equipment dealers stand to cash in heavily on the national "Wake to Music" campaign which will be kicked off next month via the most extensive advertising and promotion push ever staged in the clock-radio field.

The drive, as clock-radio sales, represents the joint efforts of major set manufacturers, record companies, the four radio networks, seven key trade associations and local radio stations across the country.

The campaign, spearheaded by Telechron Timers, revolves around a "November Is Wake the Music Month" theme, with a special ad campaign featuring photos of 34 top disk stars from Capitol, Columbia and RCA Victor.

The record artists are featured in a variety of dealer display material and full color double-spread ads which will appear in Life, the Saturday Evening Post and other publications next month. Telechron Timers is making available to dealers, without charge, retail action plans with 17 promotion suggestions and a group of visual merchandising idea, with display kits free on request.

At the packaged equipment level, the store has also been extremely active. Whenever a customer cannot be sold on a custom matched component system, he can find a wide variety of table and console models on the main floor of the store from which to choose.

These units, however, have not always been displayed up front. When records were first introduced in the store about a year ago, they occupied most of the front space. Many disk buyers were thus never exposed to the equipment line. Now the record section has been compressed by the use of up-to-date browser bins and display equipment, and the packaged phonos have been moved to the front, exposing all record buyers twice to the phonographs—as they enter the store, and again as they leave.

The disk department itself is located behind turnstiles. The exit turnstile can only be activated when a counter attendant steps on a foot control. Thus, pilferage can be kept to a bare minimum.

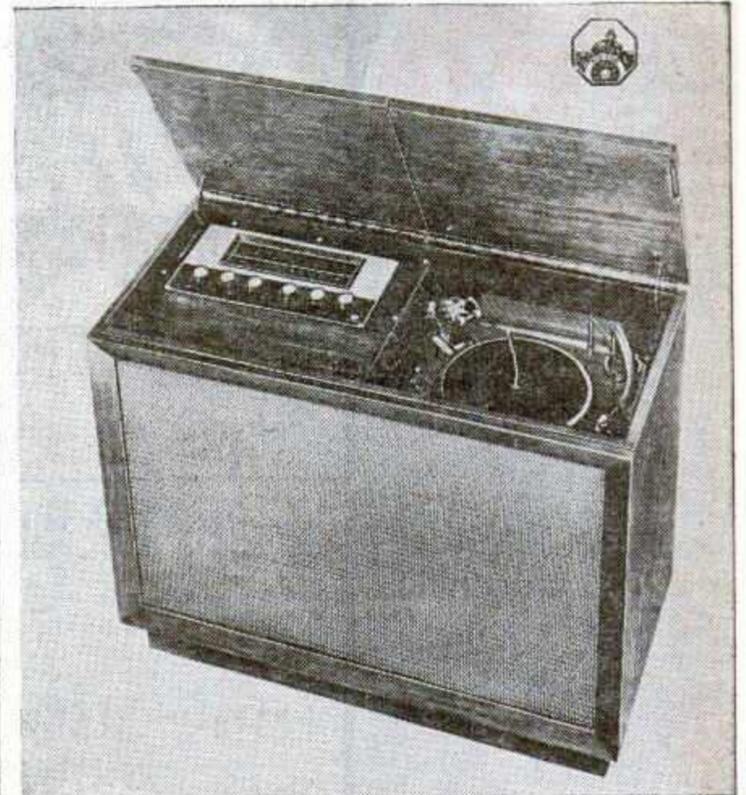
LPs Get Play

Hudson's disk business is largely based on LP sales, with EP's and singles confined to a minimum space in the rear of the section. The department has gotten solidly behind the LP sampler trend with its current prominent display of more than a score of samplers from almost as many labels. The feeling is that the price of samplers is extremely attractive to the record buyer and serves as an ideal promotion of other record merchandise.

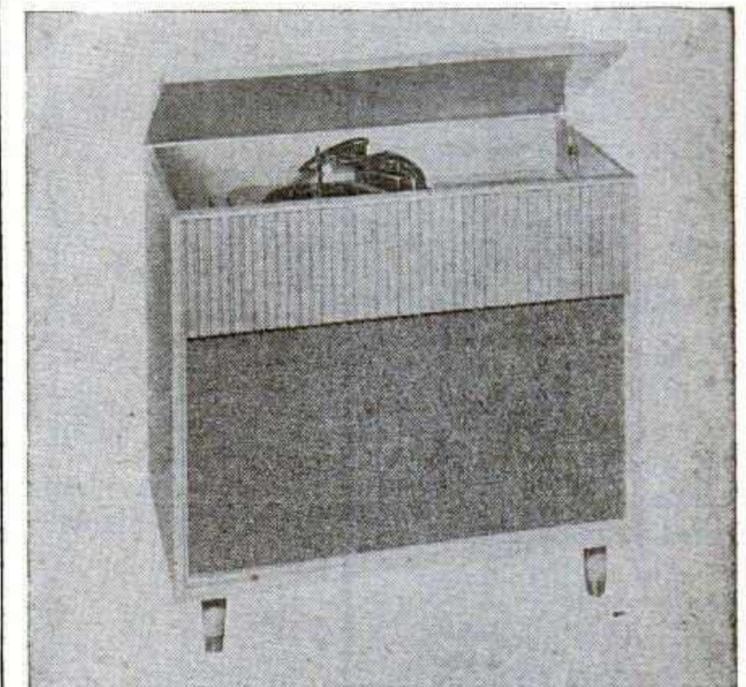
Promotion-wise, the store relies mainly on newspaper ads and on spot radio announcements on a nearby New Jersey station, WPAT, in Paterson. The station features a popular nightly feature, "Gaslight Review," and Hudson has found its commercials in this slotting, with its free offer of a disk cleaning cloth, has drawn customers aplenty.

The same selling and display policies are paying off for the firm in its downtown New York and Newark locations, as well as in the main midtown Manhattan outlet.

New Equipment



Pilot Radio features the Ensemble 1040 AM-FM hi-fi radio-phonograph in its 1957 line. The de luxe unit carries a Garrard changer, Pilot's own tuner and pre-amplifier, 14-watt Williamson-type amplifier, and four speakers. Retail price is \$475.



Webcor's de luxe Ravinia Coronet, Model BC1793, high-fidelity radio-phon console. The four-speed, three-speaker AM-FM tuner unit carries a list price of \$299.95.



The Emperor, Model 507, one of the new de luxe hi-fi console units being marketed by Stromberg-Carlson in its 1957 line. The set has a 30-watt amplifier and a 16-tube AM-FM radio. List price is \$499.95.

Martin, Jaye P. Morgan, the Four Carson, Billy Eckstine, Sammy Freshmen, Mitch Miller, Percy Kaye, June Valli, Vaughn Monroe, Faith, Ray Anthony, Les Paul and Stan Kenton, Jill Corey, Hugo Mary Ford, Don Cherry, Mindy Winterhalter and Glen Gray.

Dot's

Own Hit Parade

15486—THE GREEN DOOR—JIM LOWE

15490—FRIENDLY PERSUASION—CHAINS OF LOVE—PAT BOONE

15501—PLEASE DON'T LEAVE ME—STILL—FONTANE SISTERS

15481—THE FOOL—SANFORD CLARK

15488—HEART AND SOUL—JOHNNY MADDOX
LISTEN TO THAT DIXIE BAND

15500—THE FANG—BULLFROG HOP—NERVOUS NORVUS

15489—KA-DING-DONG—THE HILLTOPPERS
INTO EACH LIFE SOME RAIN MUST FALL15492—NOW IS THE HOUR—GALE STORM
A HEART WITHOUT A SWEETHEART15497—ONE MINT JULEP—MAC WISEMAN
WAITING FOR SHIPS THAT NEVER COME IN1286 —HONKY TONK TEARS—JIMMY NEWMAN
LET THE WHOLE WORLD TALK

ALBUMS

DLP-3030 —"HOWDY"—PAT BOONE—Begin the Beguine, Lucky Old Sun, Beg Your Pardon and nine others
A NATIONAL BEST SELLING L.P.DEP-1053 —"PAT ON MIKE"—PAT BOONE—Treasure of Love, Bingo, Hoboken Baby, Am I Seeing Angels
A NATIONAL BEST SELLING EP

DEP-1054 —"PAT BOONE —Sings Songs From FRIENDLY PERSUASION"—The Allied Artists Motion Picture Hit

NEW RELEASES

15502 —SALLY—I WON'T BE ALONE TONIGHT—THE TRADEWINDS

15503 —AUCTIONEER—I FELL IN LOVE WITH A PONY TAIL—LE ROY VAN DYKE

15504 —FRIENDS—I WANT MY LOVE CLOSE BY—THE CLASSMATES

15505 —DON'T CRY—YOU'RE MUCH TOO PRETTY FOR ME—EDDIE CURTIS

15506 —LA LA COLETTE—PETTICOATS OF PORTUGAL—BILLY VAUGHN

Another DOT Surprise HIT! #1 in L. A. and Zooming Across the Country
15507 —CONFIDENTIAL—JAIL BIRD—SONNY KNIGHT

Dot

RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181

THE NATION'S BEST SELLING RECORDS

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

• Best Selling Pop Albums

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

1. CALYPSO—Harry Belafonte RCA Victor LPM 1248
2. THE EDDY DUCHIN STORY—Sound Track Decca DL 8289
3. MY FAIR LADY—Original Cast Columbia OL 5090
4. THE KING AND I—Sound Track Capitol W 740
5. HIGH SOCIETY—Sound Track Capitol W 750
6. ELVIS PRESLEY RCA Victor LPM 1254
7. THE PLATTERS Mercury MG 20146
8. SONGS FOR SWINGIN' LOVERS—Frank Sinatra Capitol W 653
9. BELAFONTE—Harry Belafonte RCA Victor LPM 1150
10. OKLAHOMA!—Sound Track Capitol SAO 595
11. CAROUSEL—Sound Track Capitol W 694
12. SAY IT WITH MUSIC—Lawrence Welk Coral CRL 57041
13. FRESHMEN FAVORITES—Four Freshmen Capitol T 743
14. FOUR FRESHMEN AND FIVE TROMBONES Capitol T 683
15. MISTY MISS CHRISTY—June Christy Capitol T 725

• Pop Albums Coming Up Strong

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

1. Howdy Pat Boone
Dot DLP 3030
2. Cuban Fire Stan Kenton
Capitol T 731
3. Moments to Remember Lawrence Welk
Coral CRL 57068
4. That Towering Feeling Vic Damon
Columbia CL 900
5. Manhattan Tower Gordon Jenkins
Capitol T 766

• Most Played by Jockeys

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

1. HIGH SOCIETY—Sound Track Capitol W 750
2. ON THE SUNNY SIDE—Four Lads Columbia CL 912
3. SONGS FOR SWINGIN' LOVERS—Frank Sinatra Capitol W 653
4. CALYPSO—Harry Belafonte RCA Victor LPM 1248
5. KING AND I—Sound Track Capitol W 740
6. THAT TOWERING FEELING—Vic Damone Columbia CL 900
7. MISTY MISS CHRISTY—June Christy Capitol T 725
8. EDDY DUCHIN STORY—Sound Track Decca DL-8289
9. MY FAIR LADY—Original Cast Columbia OL 5090
10. SOLO MOOD—P. Weston Columbia CL 879

• Review Spotlight on . . .

Popular Albums

BING SINGS WHILST BREGMAN SWINGS (1-12") Verve MG V 2020

This is Bing's first album on Verve, and he draws support from a modern, swinging group of musicians. The package contains a list of great tunes which Bing never recorded before; reason enough to make this attractive to the faithful. Tunes include "Mountain Greenery," "Blue Room," "Have You Met Miss Jones" and other great ones, most dating from the golden age of show music. Bregman orchestrated the songs brightly, and Bing sings them with his casual charm and technical perfection.

MANTOVANI AND HIS ORCHESTRA WITH RAWICZ AND LANDAUER PLAY MUSIC FROM THE FILMS (1-12")—London LL 151

Mantovani, featuring pianist Rawicz and Landauer with his ork, comes thru with some fine sound on five British film selections and one of his own compositions. Items include "Warsaw Concerto," "Dream of Olwin," "Legend of Glass Mountain," "Story of Three Loves," "Cornish Rhapsody" and "Seranata D'Amore." Arrangements are imaginative and excellently projected. Good mood music here, and helpful jockey fare. Looks like another big one for the maestro, currently on tour here.

THE ELGART TOUCH (1-12")—Les Elgart Ork. Columbia CL 875

Swing, danceable LP wax, which should find favor with teen-agers, terp-minded oldsters and jockeys with young audiences. Selections, mostly standards, include "Fascinatin' Rhythm," "Where or When," and "Don't Be That Way." An outstanding color cover photo makes the package a solid display item. It's the diskery's \$2.98 pop Buy-of-the-Month.

MANHATTAN TOWER SUNG BY PATTI PAGE (1-12")—Mercury MG 20226

Gordon Jenkins' new, expanded "Manhattan Tower" score, soon to be showcased, via a TV spectacular is handed a class A vocal treatment by Patti Page, who sings 11 tunes (best being "Never Leave Me" and "New York's My Home") from the score, with her usual good taste, technical know-how and warm sincerity. The original cast LPs—both the 1946 Decca and the new Capitol package—will have strong competition from this album. Vocal-wise, it's superior to both of them.

Band Albums

THE CARABINIERI BAND OF ROME (1-12")—Angel 35371

The first LP for this historic and colorful Italian institution. There is a generous helping of patriotic and operatic fare, all in the march pattern, and the massed effect of many instruments has a greatly impressive and noble sound. With its current tour of the United States, considerable attention will be focused on the group. With that kind of push, and the superior product in the album, this should step out. Fancy packaging and class tone of the cover rate solid exposure.

Rhythm & Blues Albums

ROCK AND ROLL FOREVER (1-12") — Joe Turner, Lavern Baker, The Glovers; Clyde McPhatter and the Drifters, Ray Charles, T-Bone Walker, Ruth Brown. Atlantic 1239

Here on one disk is a remarkably fine set of

artists and performances. The sides, including Turner's "Shake, Rattle and Roll," Lavern Baker's "Tweedle-Dee," Ray Charles' "I Got a Woman" and many others have all been smash singles, many of which have had heavy sales not only in the rhythm and blues field but also in the pop market. This LP should also make it in both markets.

Classical Albums

BRAHMS: SYMPHONY NO. 1 IN C MINOR (1-12") — N. Y. Philharmonic, Bruno Walter, Cond. Columbia ML 5124

The Columbia \$2.98 Buy-of-the-Month for October, this superb recording is certain to do exceptionally well sales-wise. Competition is heavy, but Walter's reading, first issued several years ago in the complete four-disk set of Brahms' orchestral works, has never been challenged.

VIRTUOSI DI PHILADELPHIA (1-12") — The Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5129

The virtuosity of the Philadelphia Orchestra as an ensemble is universally accepted. Breaking it down into its sections reveals what individual virtuosity goes into the production of the over-all effect. Here, for example, we hear violins alone in Paganini's "Perpetual Motion," the brass in Gabrieli's "Sonata Pian e Forte," the wind instruments in Richard Strauss' "Serenade," Op. 7, the percussion in the Milhaud "Concerto for Percussion and Small Orchestra." To sum up, the entire orchestra is heard in Elgar's "Pomp and Circumstance." Dealers can certainly recall the success of the Philadelphia "First Chair" album. Look for a repeater.

KHACHATURIAN: CONCERTO FOR PIANO AND ORCHESTRA (1-12") — Leonard Pennario, Piano; Concert Arts Orchestra; Felix Slatkin, Cond. Capitol P 8349

There is no shortage of good recordings of this light, popular Russian work, but Pennario has his sizable, loyal following and this should sell with the best of 'em. As usual, the pianistics are clean, crisp and very well recorded. The orchestral support is excellent. Good prospects here.

Semi-Classical Albums

GROFE: GRAND CANYON SUITE; MISSISSIPPI SUITE (1-12")—Hollywood Bowl Symphony Orchestra; Felix Slatkin, Cond. Capitol P 8347

A sure-fire package which should appeal to both pop and middlebrow buyers. It's the only available LP pairing of Grofe's popular "Grand Canyon Suite" with the lesser known "Mississippi Suite." Performance is vivid and the Hollywood Orchestra's large following is another sales plus. Cover photo of the rainbow-hued title locale is eye-catching.

JOHANN AND JOSEF STRAUSS: CHAMPAGNE FOR ORCHESTRA (1-12")—Philharmonia Orchestra, Herbert von Karajan, Cond. Angel 35342

This is slick, silken sound projection of some of Maestro Johann's top compositions, "Gypsy Baron" overture and the "Emperor," "Artists Life" and "Danube" waltzes. Likewise included is brother Josef's "Delirium" waltz, and the "Pizzicato Polka" in which both had a composing finger. Karajan batons for ear-filling effect. This is a quality recording that no dealer should sell short, regardless of the heavy competition.

• Reviews and Ratings of New Albums

Popular	Classical	Jazz
STEPPING IN SOCIETY 82 Eddie Davis Ork (1-12") Columbia CL 911 The thousands who knew the late Eddie Davis, one of the noted society dance leaders of a past generation, will get a charge out of this package of 27 hit songs. The style captures the flavor of another day, and the music reflects the gracious, party-going era. The songs are all great standards — "Tea for Two," "Bewitched," "Top Hat," "The Continental"—all done in happy, professional <i>(Continued on page 26)</i>	OISTRAKH ENCORES (1-12")—David Oistrakh, Violin; Vladimir Yampolsky, Piano. Angel 35354 85 This is a choice package, containing eight selections the great Russian violinist often chooses as encores. The pieces include "Claire de Lune," De Falla's "Jota;" Ysaye's "Extase;" Tchaikovsky's "Valse Scherzo"; Suk's "Love Dances"; Kodaly's "Three Hungarian Dances;" Wieniawski's "Legende" and Zarzycki's "Mazurka." The performances are, of course, masterful. Must inventory for dealers in longhair wares. <i>(Continued on page 28)</i>	TED HEATH SWINGS IN HI-FI 71 (1-12") London LL 1475 As usual, the Heath band makes wonderfully crisp, sharp abundantly inventive sounds on this new 14-track package. Material comes from the can, dating in some cases, back as far as 1953, and the selection gives a good spotlight to the band's versatility and to the solo talents of numerous top-flight British instrumentalists. Special interest is focussed on the four - movement "Australian" <i>(Continued on page 46)</i>

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to be in this business
but it helps."

● Reviews and Ratings of New Popular Albums

● Continued from page 24

style. Plenty of memories here—and a fine package for shops whose customers are not as spry as they think they are.

THAT OLD FEELING80
Frank Sinatra (1-12")
Columbia CL 902
A number of Sinatra's old single cuttings from the label's vaults have

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been re-released on this new package, including "That Old Feeling," "Autumn in New York," "The Nearness of You," etc. Dressed up as they are with the backings of Hugo Winterhalter, Axel Stordahl, Jeff Alexander and Mitchell Ayres, they have a pleasant, reminiscent hue. Big color shot of the singer adorns the cover.

HUE-FI MOODS BY MALTBY80
(1-12")
Vik LX 1051

A striking cover and an unusual instrumentation gimmick highlight this LP and should add up to healthy sales, particularly among hi-fi fans. Maltby conducts three separate orchestras (of 13 men), each built around an instrument category. Four selections feature the string section; four, the brass team, and the remaining four, reeds. Colorful line-up of standards, all performed with vivid inventiveness, include "The Lady in Red," "The Moon Was Yellow," and "Deep Purple."

WAR AND PEACE78
Sound Track (1-12")
Columbia CL 930

This sound track of Paramount's pic of the Tolstoi masterpiece can excite plenty of interest. The Nino Rota score packs wonderful tone pictures to match the screen epic's scenic moods. There is everything in it from Wagnerian impact in the battle sequences to tender lyricism in the love scenes. Top dramatic clefting imaginatively batoned by Franco Ferrara. Obviously the pic will give it a send-off, but the package can also stand alone on its merits.

TODAY'S HITS78
Johnny Guarniere Ork and the Townsmen (1-EP)
RCA Camden CAE 337

Excellent cover run-downs of four big current tunes: "Friendly Persuasion," "Just Walking in the Rain," "Blueberry Hill" and "The Bus Stop Song." Vocal group, which includes several good pop soloists, is thoroughly pro, and the orking is danceable. A top buy at 79 cents.

TOP 1277
(1-12")
Columbia CL 937

Here's a packaging job that's likely to mean pure gravy in extra action for the dozen hit singles included. The disk carries recent or current hits by Doris Day, Vic Damone, Percy Faith, Mitch Miller, the Four Lads, Tony Bennett, Rosemary Clooney,

Jerry Vale and Don Cherry, among others. Photos of all adorn the cover. Should account for good current sale, altho life expectancy can be rated as short, due to the strictly pop hit nature of the material.

STANDARDS A LA ROS77
Edmundo Ros Ork (1-12")
London LL 1466

Edmundo Ros applies a novel treatment to a group of pop standards—wrapping them up "in the Latin manner." Not all of the tropical conversions are successful ("Alice Blue Gown," for instance, seems out of its element), but the idea, over-all, is a most provocative one. An exuberant guaracha version of "You'll Never Know," and "Swonderful" played as a baião are highly satisfying. Interesting jockey wax.

MOVIE COCKTAILS76
Anton Karas, Zither; Edward Mrazek, Piano; Vox Sinfonietta; Hans Hagen, Cond. (1-12")
Vox VX 25180

Here's a movie music album, that rates considerably higher quality-wise than the usual film-fare LP. The Vox Sinfonietta, conducted by Vienna's Hans Hagen, plays 10 picture themes with lush lyricism and sensitivity, highlighted by excellent solo work of Anton "Third Man Theme" Karas (whose name should account for some sales) on zither, and pianist Eduard Mrazek. Selections include the moving "Warsaw Concerto," "Cornish Rhapsody," and "Terry's Theme" from "Limelight." Cover lacks class of its content.

EVERYBODY DANCE75
Russ Morgan Ork (1-12")
Decca DL 8337

A number of the older Morgan favorites have been collected for this package which is described as "especially programmed for your dance party." That's about the size of it, with the dozen tracks including fox-trots, tangos, rhumbas and waltzes in the typical Morgan manner.

STRINGS ON PARADE75
Cyril Stapleton Ork (1-12")
London LL 1487

A pleasant collection of light orchestra tune projection. Selections comprise a highly danceable variety of rhythms and are over-all melodic for sit-still listening. As title suggests, strings are generally in ascendance. Can be useful for evening airing or dance spins.

THE MAGIC MELTING POT OF MELODY74
Ames Brothers (1-12")
Victor LPM 1157

This is an attempt to showcase the brothers Ames in something other than the standard vocal group routine of a dozen separate songs. Both sides are what could be called separate musical narratives, each with a story line of its own. The material is handled well by the brothers, with each getting a chance to show off his own particular vocal wares. Hugo Winterhalter contributes attractive backings to the singing.

BARBERSHOP "CHAMPS"73
The Buffalo Bills (1-12")
Decca DL 8340

BARBERSHOP WINNERS: 1956 NEDALISTS72
(1-12")
Decca DL 8372

The label has issued two new albums to add to its existing catalog of material in the noble field of barbershop singing. For a fan of the form, either of these LP's is a great buy. The first listed spotlight the top group in the business today, the International Champion Buffalo Bills, while the second features cuttings by each of the top five quartets in this year's national competition, including the Confederates, the Play-Tonics, Lads of Enchantment, Four Pitchikers and the Easternaires. Material is all typical of the barbershop school, handled in top form by the various performers.

TIGER ON THE KEYS72
Stephen Kovacs, Piano (1-12")
Elektra EKL 111

Another proof of pianist's extraordinary versatility and virtuosity. The latter, this time, brought to bear on highly original arrangements, mostly on a boogie beat. For variety, items such as "Trees" and "Somebody Loves Me" have been sandwiched between others like "Bumble Bee Boogie" and "Kitten on the Keys." But whatever the beat, performance is uniformly brilliant. This is a fine companion piece for buyers of Kovacs' previous album, "The Unabashed Virtuoso," which had the pianist on a strictly classical beam.

MUSIC FOR DANCE LOVERS ONLY CHA CHA CHA71
Don Marino Barreto Jr. Ork (1-12")

Another entry in the growing number of cha cha cha disks on the market. There are a dozen titles, all in the same sensuous Latin rhythm. All make satisfying accompaniment to the living room terp fiesta. Barreto and his ork provide the music in a package that should keep a good pace with competitors.

Folk

FOLK SONGS OF ENGLAND AND WALES76
New Symphony Orchestra of London; Trevor Harvey, Cond (1-12")
London LL 1460

This finely recorded disk contains 48 of the national songs of England, Ireland, Scotland and Wales. They have been recorded as orchestral accompaniment for use in schools, homes, educational institutions, etc. Altho of particular value as indicated, the performances make splendid listening even without vocal parts. The material includes "The British Grenadiers," "God Save the Queen," "The Men of Harlech," "Loudly Proclaim," etc. Hi-fi fans will love the sound. Fine inventory for class stores, particularly in college centers.

ENGLISH DRINKING SONGS74
A. L. Lloyd (1-12")
Riverside RLP 618

This is the second album of English songs by Lloyd within the year, the last being "Street Songs." Like the preceding package, this has the stamp of authority, both in the performances and in the material. Some of the songs are salty, some are gay, all are of great interest—particularly to folklorists. The material includes "The Darby Ram," "A Jug of Punch," "The Foggy Dew," "The Druifken Maidens," "The Farmer's Servant." For class shops, college groups, etc. A booklet of songs is included.

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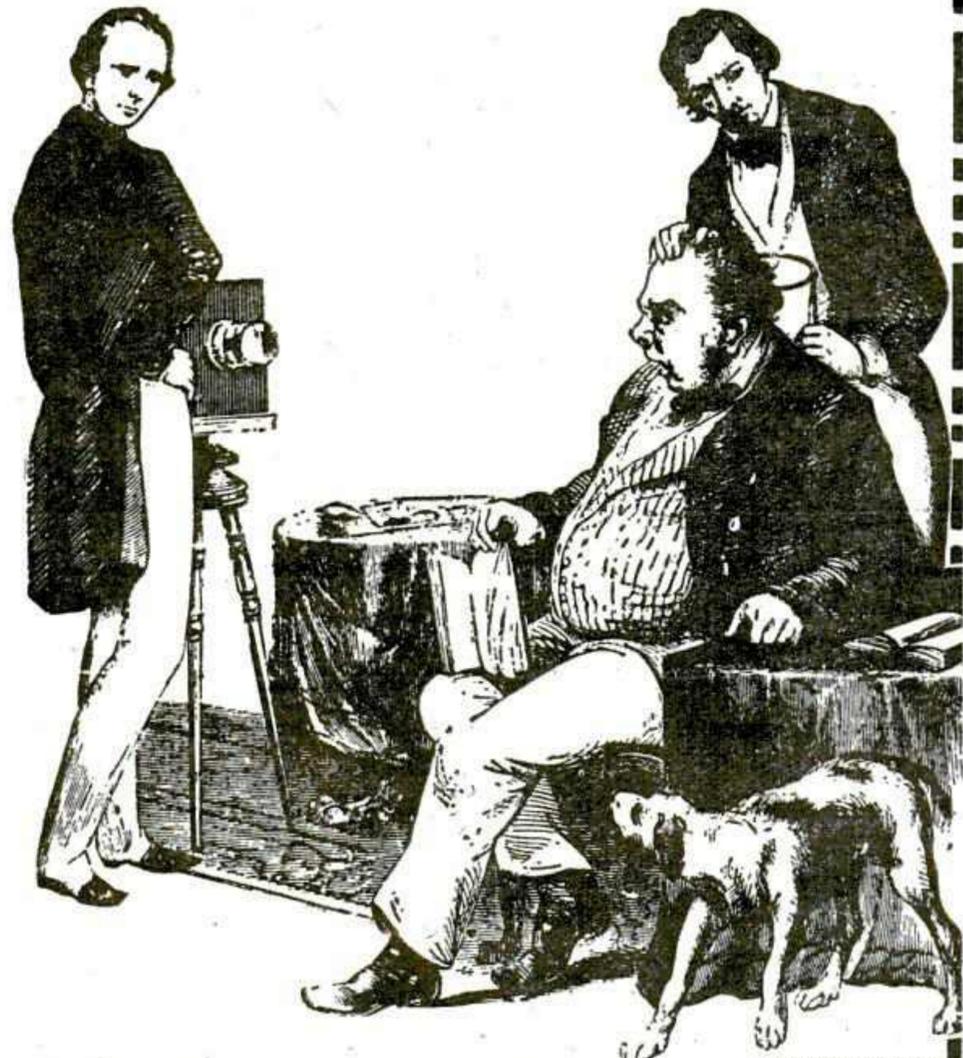
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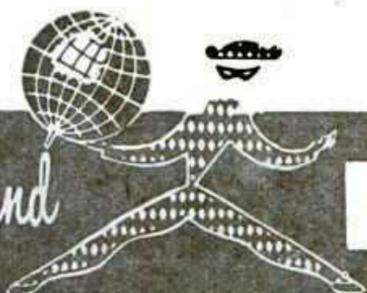


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DEAR DIARY DON'T EVER CHEAT

Candlelight #1005

• Review Spotlight on . . .

SUSAN SILO . . . Candlelight 1005 . . . DEAR DIARY (Essex, ASCAP) (Essex, ASCAP)
DON'T EVER CHEAT . . . This 14-year-old has clear-toned voice and good projection that registers. She has two cute tunes here directed at the teen-age set both of which could stir action.

CANDLELIGHT RECORDS

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• Reviews and Ratings of New Classical Albums

• Continued from page 24

MOZART: COSI FAN TUTTE (3-12)—Lisa della Casa, Soprano; Chorus of the Vienna State Opera; Vienna Philharmonic Orchestra; Karl Bohm, Cond. London XLLA 3284

The principal commercial competition for this new "Cosi" comes, of course, from last year's Angel production. For all the fine individual singing in the Angel set, from an ensemble point of view, it must take a back seat to the London recording. A rapport between artists, orchestra and conductor exists that makes for a more unified dramatic conception in the latter. Vocally, the ladies (della Casa, Christa Ludwig and Emmy Loose) are particularly outstanding. Between now and the holidays, business should be brisk on an "obvious" gift package like this.

DEBUSSY: PRELUDE TO "THE AFTERNOON OF A FAUN"; IBERIA-IMAGES FOR ORCHESTRA, No. 2; LA MER (1-12)—Detroit Symphony Orchestra; Paul Paray, Cond. Mercury MG 5010183

These orchestral works receive rich and understanding interpretations by the Detroit Symphony, conducted by one closely identified with the composer, Paul Paray. The simple beauty of "The Afternoon of a Faun," the contrasting colors of the "Iberia" suite, and the dramatized images of "La Mer" are reproduced beautifully in a superb recording job. With such top-notch diskings of these three works in one package, this rates healthy dealer exposure, particularly with the outstanding seaside color photo on the cover.

MOZART: SONATA NO. 11 IN A MAJOR (K. 331); SONATA NO. 12 IN F MAJOR (K. 332); BEETHOVEN: SONATA NO. 14 IN C SHARP MINOR "MOONLIGHT" (1-12)—Iturbi, Piano. Angel 3537882

Years ago Iturbi had acquired a reputation as one of the fine interpreters of Mozart. It's a pleasure to report that despite his flirtations with Hollywood and the popular scene, he retains the great touch. These two favorite Mozart Sonatas and the Beethoven "Moonlight" are recorded with delicate taste and technical skill. The package enhances the product, for the album is done up in Angel's usual fine style. Will sell well.

BEETHOVEN: SYMPHONY NO. 4; SYMPHONY NO. 8 (1-12)—Minneapolis Symphony Orchestra; Antal Dorati, Cond. Mercury MG 5010081

Listeners are no longer surprised at the excellence of these Minneapolis-Dorati recordings. There is, of course, no shortage of versions of these symphonies, but the interpretations, performances and recording of these forces rate near the top. Then there will be some buyers who will want this particular coupling of "even-number" Beethoven symphonies. A good popular package, with an attractive cover.

ORFF: DIE KLUGE (THE STORY OF THE KING AND THE WISE WOMAN) (2-12)—Elisabeth Schwarzkopf, Soprano; Philharmonia Orchestra; gang Sawallisch, Cond. Angel 355180

"Die Kluge" has enjoyed great popularity in European opera houses this past decade. Listening to this superb recording of it (made under Orff's personal supervision) one readily understands why. It is thoroughly delightful, simple in its melodies and harmonies and devoid of arty pretensions. Orff was fortunate to have actor-singers of the caliber of Schwarzkopf, Cottlob Frick, Marcell Cordes and Paul Kuen to portray his characters. Dealers should not forget the remarkable sales of other Orff packages when considering this.

HANDEL: SOLOMON (2-12)—Royal Philharmonic Orchestra, Beecham Choral Society; Sir Thomas Beecham, Bart., Cond. Angel 354678

It's the first recording of the Handel oratorio, and the work has been drastically revised by Beecham in order to bring it into suitable shape for modern cast and recording. The work appears to be more secular than religious, and there are some lovely portions well sung by John Cameron as Solomon, and sopranos Elsie Morrison and Lois Marshall. It's not one of Handel's more dynamic choral works, but the connoisseurs will find much to relish. There should be a good number of takers.

SCHUBERT OCTET (1-12)—David Oistrakh, Violin, and others. Angel 3536277

In the chamber music category, this figures to be a big, steady seller. Initially it will attract attention because Oistrakh plays first fiddle in the octet, and Knushevitsky, the young cello virtuoso, is also a member. The Soviet ensemble is excellent, and the recording is quite good. As for the work, it's one of the loveliest, sunniest ever written.

CAMPOLI ENCORES (1-12)—London LL 146177

Here's an excellent package for beginning collectors. Violinist Campoli, accompanied by Eric Gritton on piano, plays a group of delightful and familiar light melodies with deft technique and a suitably simple, yet bright and lyrical

mood. Selections include such war horses as Schubert's "The Bee," Drigo's "Valse Bluece," and Mendelssohn's "On Wings of Song." Should appeal to an unusually wide market.

STRAVINSKY: OEDIPUS REX (1-12)

—La Societe Chorale Du Brassus, L'Orchestre De La Suisse Romande, Ernest Ansermet, Cond. London XLL 127373

Ansermet, the conductor at the premiere performance of "Oedipus," offers a cogent, authoritative interpretation. He has a good cast: Ernest Hafliger, Helene Bouvier and Hughes Cuened. The choral and orchestral forces are well disciplined. The majority, however, is likely still to prefer the composer's own reading on Columbia which is more incisive and more dramatically moving. The London set includes complete Latin-English text plus the words of the Speaker in French and English.

BLISS: A COLOUR SYMPHONY (1-12)

—London Symphony Orchestra; Sir Arthur Bliss, Cond. London LL 140272

The "Colour Symphony" has four movements: "Purple," "Red," "Blue" and "Green." With colors we associate objects and this is the programming idea behind the work. Purple, for example, is the color of amethyst, pagentry, royalty and death; that movement accordingly is slow in pace and ceremonial in character. And so on. It's a provocative—the debatable—device, and fortunately inspired a lyric and highly listenable symphony. For those willing to dabble in contemporary music that isn't too "far out," this is a fine cup of tea.

BEETHOVEN: PIANO SONATAS NOS. 4, 5, 6 AND 7 (2-12) — Friedrich Gulda. London LL 1372, 137471

The clarity, scrupulous musicianship and emotional communication evinced by Gulda in these two LP's is bound to add muscle to his reputation as an interpreter of Beethoven. Variety abounds in these four Sonatas, and Gulda proves equal to the peculiar demands of each. The competition is familiar enough; many collectors will be attracted to the fresh and virile approach of this young pianist.

THE SAXOPHONE VOL. 5 (1-12)—Quatuor de Saxophones Marcel Mule. London LL 143470

This "Fifth Volume" of virtuoso saxophony by the celebrated Parisian quartet features the same purity of tone and variety of mood distinguishing its predecessors. For devotees of the instrument (and those unaware of its possibilities when played legitimately), this package comprising special arrangements of Scarlatti, Schumann, Tchaikovsky, Albeniz, Glazunov and Borsari will be a revelation. Naturally, however, general appeal is limited, and album is gaited to specialty shops.

MOUSSORGSKY: BORIS GODOUNOV (3-12)—The National Opera, Belgrade; Kreshimir Baranovich, Cond. London XLLA 3167

A splendidly robust recording of the complete score, well sung by Miro Changalovich in the title role and Miro Brajnik as Grigori. Package contains full Russian-English libretto with line-by-line translation making overall simple to follow. Serious competition stems from the Christoff set, in fact, insurmountable competition.

MOZART: PIANO CONCERTO NO. 21 IN C MAJOR (K. 467), PIANO CONCERTO NO. 25 IN C MAJOR (K. 503) (1-12)—Maria Tipo, Piano; Pro Musica Orchestra, Vienna; Jonel Perlea, Cond. Vox PL 1006066

Excruciatingly slow tempi deprive these popular concerti of their grace, surge and drama. On the plus side is beautiful recording, superior to most of the competition. Vox gets maximum length on each side, but this would not be necessary of the works were not so slowly paced. Technically, the pianist continues to impress, but stylistically she gets little chance here. Mozart lovers will turn elsewhere.

Semi Classical

LECUONA: MARIA LA O (1-12)81

Montilla FM 73

LECUONA: ROSA LA CHINA (1-12)80

Montilla FM 75

The noted Cuban composer's fans, and most everybody else, will be delighted with these two musical productions, both of which are typical of Lecuona's work. They are shot thru

with romantic melodies, enchanting Cuban rhythms, and even some pretty waltzes of the European tradition. The voices and recording are of high quality. Each package contains a libretto with translation of the songs.

Spoken Word

ADLAI STEVENSON IN CONVERSATION WITH ARNOLD MICHAELIS80

(1-12")
AMI 101

Producer-interviewer Michaelis, in his first release on his own label, scores a brilliant success. As with his recent Bruno Walter interview, Michaelis proves how interesting and enlightening disk conversation can be, particularly when he is involved with a subject on whom public attention is currently being focussed. Avoiding politics, he manages to construct via conversation a profound and human portrait of his subject, who in this case turns out to be even more literate than some might expect. Disk probably will find a healthy market with the aid of Stevenson fund raisers.

WAITING FOR GODOT74

Bert Lahr, E. G. Marshall; Kurt Kasznar, Alvin Epstein (2-12")
Columbia 02L-238

A meticulously top-flight recording of Samuel Beckett's controversial drama, with an equally top-flight cast, featuring Bert Lahr, E. G. Marshall, Kurt Kasznar and Alvin Epstein. Since the stage production drew either critical acclaim or dire condemnation, with practically no middle ground, it is difficult to foresee more than limited reaction to this recording of it. Certainly, it's content is sufficiently difficult to follow and understand, when both seen and heard. Recorded, even with brilliant spoken performances, the handicap becomes more apparent. However, even a limited stage run racked up an astounding attendance of devotees, and stores should be aware of this in considering it.

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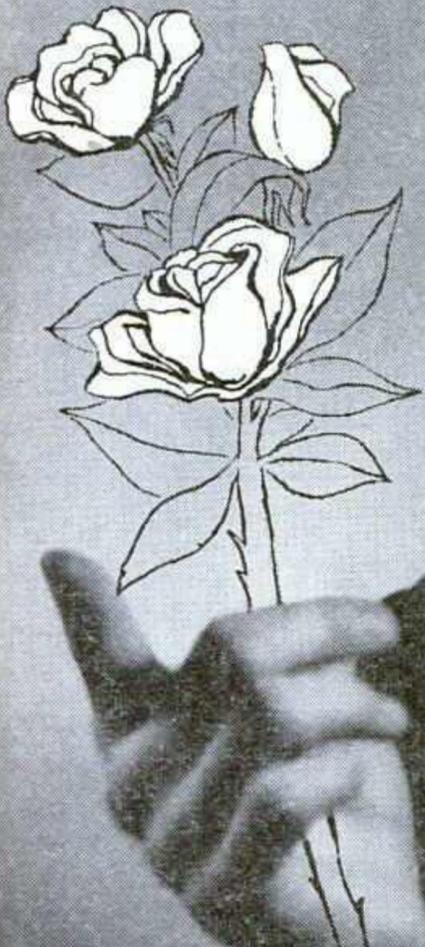
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THE NATION'S TOP TUNES

 For survey week ending October 10

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Don't Be Cruel By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.	1	11	5. Just Walking in the Rain By Bragg & Riley—Published by Golden West Melodies (BMI) BEST SELLING RECORD: J. Ray, Col 40729. RECORD AVAILABLE: J. Kilien, Abbott 3024; D. Richards-E. Zack, Col 21532; J. Wallace, Mercury 70758.	8	6
2. Canadian Sunset By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537. RECORD AVAILABLE: M. Lopez, Vic 6678; A. Williams, Cadence 1296.	2	14	7. Honky Tonk By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) BEST SELLING RECORD: B. Doggett, King 4950.	6	8
3. Tonight You Belong to Me By Billy Rose & Lee David—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORDS: Patience & Prudence, Liberty 55022; Lennon Sisters-L. Welk, Coral 61701. RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Tonettes, Modern 997; Tracy Twins, Reserve.	3	9	8. Love Me Tender By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643.	-	1
4. Whatever Will Be Will Be (Que Sera Sera) By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.	4	18	9. My Prayer By Boulanger & Kennedy—Published by Skidmore (ASCAP) BEST SELLING RECORD: Platters, Mercury 70893. RECORDS AVAILABLE: P. Heap, Col 40757; Ink Spots, Dec 29991; M. Lopez, Vic 20-6678.	5	15
5. Green Door By Davie & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.	10	4	10. True Love By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORDS: Bing Crosby-Grace Kelly, Cap; J. Powell, Verve 2018. RECORDS AVAILABLE: K. Kallen, Dec 29959; M. Whiting, Cap 3473.	12	4

Second Ten

11. Hound Dog By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604. RECORDS AVAILABLE: F. Bell-Bellboys, Mercury 70919; W. M. Thornton, Peacock 1612.	7	12	16. Song for a Summer Night By R. Allen—Published by April (ASCAP) BEST SELLING RECORD: M. Miller, Col 40730.	13	11
12. Allegheny Moon By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70878. RECORDS AVAILABLE: G. Martin Five, Dec 30022; B. Regis, Vic 20-6551; L. Welk-Lennon Sisters, Coral 61679.	9	17	17. Blueberry Hill By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORD AVAILABLE: L. Armstrong, Decca 24752.	22	2
13. Friendly Persuasion By Webster-Tiomkin—Published by Leo Feist (ASCAP) BEST SELLING RECORD: P. Boone, Dot 15490. RECORDS AVAILABLE: L. Busch, Cap 3520; G. Cates, Coral 61702; Four Aces, Dec 30041; M. Legrand, Col 40751; A. Perkins, Epic 9181; D. Rose, M-G-M 12336; Bob Graybo, RKO-Unique 355.	14	5	18. When the White Lilacs Bloom Again By Doele-Potter—Published by Harms, Inc. (ASCAP) BEST SELLING RECORD: H. Zacharias, Dec 30039. RECORDS AVAILABLE: L. Holmes, M-G-M 12317; B. Vaughn, Dot 15491; L. Welk, Coral 61701; F. ZaBach, Mercury 70936.	16	7
14. Soft Summer Breeze By Eddie Heywood & Judy Spencer—Published by Regent (BMI) BEST SELLING RECORD: E. Heywood, Mercury 70863. RECORDS AVAILABLE: R. Brown, Dec 30054; Diamonds, Mercury 70934.	11	11	19. Cindy, Oh, Cindy By Barron-Long—Published by E. B. Marks (BMI) BEST SELLING RECORD: V. Martin, Glory 247. RECORD AVAILABLE: E. Fisher, Vic 20-6677.	-	1
15. Fool By Naomi Ford—Published by Debra Music (BMI) BEST SELLING RECORD: S. Clark, Dot 15481. RECORD AVAILABLE: Gallahads, Jubilee 5252.	14	10	20. In the Middle of the House By Bob Hilliard—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: R. Draper, Mercury 70921. RECORDS AVAILABLE: M. Berle, Coral 61691; V. Monroe, Vic 6619.	17	6

Third Ten

21. Lay Down Your Arms By P. Roberts-L. Land-A. Gerhard—Published by Ludlow (BMI) RECORDS AVAILABLE: Chordettes, Cadence 1299; R. Morgan, Dec 30070; A. Sheldon, Col 40759.	29	2	26. It Isn't Right By Robert Mellin—Published by Mellen Music (BMI) RECORD AVAILABLE: Platters, Mercury 70948.	-	1
22. Happiness Street By Mack Wolfson & Eddie White—Published by Planetary (ASCAP) RECORDS AVAILABLE: T. Bennett, Col 40726; G. Gibbs, Mercury 70920.	20	8	26. Miracle of Love By Bob Merrill—Published by Rylan (ASCAP) RECORDS AVAILABLE: G. Gibson, ABC-Paramount 9739; B. Lahe & Beans, Dec 30081; E. Rodgers, Col 40708.	24	3
23. After the Lights Go Down Low By Allen White & LeRay Lovett—Published by Harvard (BMI) RECORD AVAILABLE: A. Hibbler, Dec 29982.	19	8	28. House With Love in It By S. Dec-Lippman—Published by Jefferson Music (ASCAP) RECORDS AVAILABLE: Four Lads, Col 40736.	-	1
24. You Don't Know Me By C. Walker & E. Arnold—Published by Hill & Range (BMI) RECORDS AVAILABLE: E. Arnold, Vic 20-6502; C. McRae, Dec 29949; J. Vale, Col 40710.	18	13	28. I Walk the Line By J. Cash—Published by Hi-Lo Music (BMI) RECORDS AVAILABLE: C. Bennett, Cap 3564; J. Cash, Sun 241; H. Carmichael, Coral 61717.	-	1
25. Bus Stop Song By Ken Darby—Published by Millor (ASCAP) RECORDS AVAILABLE: L. Gotch Singers, Fabor 4015; Four Lads, Col 40736; B. Ives, Dec 30046.	25	3	28. Wayward Wind By Stan Lebusk-Herb Newman—Published by Warman (BMI) RECORDS AVAILABLE: G. Grant, Era 1013; T. Ritter, Cap 3430; J. Valentine, M-G-M 12267.	23	25

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WELL DID YOU EVAH? BING CROSBY • FRANK SINATRA

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c/w That's Right
Record No. 3502

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the fabulous

LOUIS PRIMA

with Sam Butera and The Witnesses

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Record No. 3566

NELSON RIDDLE

and His Orchestra



FARMER'S TANGO COULD YOU

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new new new*

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MERRILL MOORE GOTTA GIMME WHAT'CHA GOT SHE'S GONE Record No. 3563

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"TEXAS" BILL STRENGTH BUT DO YOU THINK I'M HAPPY NORTH WIND Record No. 3568

Best Sellers in Stores

For survey week ending October 10

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

Table with 4 columns: Rank, Record Title, Weeks on Chart, Last Week. Includes records like 'DON'T BE CRUEL (BMI)-E. Presley', 'LOVE ME TENDER (BMI)-E. Presley', 'GREEN DOOR (BMI)-J. Lowe', etc.

Most Played in Juke Boxes

For survey week ending October 10

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

Table with 4 columns: Rank, Record Title, Weeks on Chart, Last Week. Includes records like 'DON'T BE CRUEL (BMI)-E. Presley', 'HONKY TONK (Parts I & II) (BMI)-B. Doggett', 'CANADIAN SUNSET (BMI)-H. Winterhalter', etc.

Most Played by Jockeys

For survey week ending October 10

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

Table with 4 columns: Rank, Record Title, Weeks on Chart, Last Week. Includes records like 'DON'T BE CRUEL (BMI)-E. Presley', 'CANADIAN SUNSET (BMI)-H. Winterhalter', 'GREEN DOOR (BMI)-J. Lowe', etc.

Best Selling Sheet Music

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

Table with 4 columns: Rank, Record Title, Weeks on Chart, Last Week. Includes records like 'Whatever Will Be, Will Be (Que Sera, Sera)', 'Allegheny Moon (Oxford)', 'Canadian Sunset (Meridian)', etc.

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Mercury 70981





MGM Records

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HIT FESTIVAL

JONI JAMES
GIVE US THIS DAY
 and
HOW LUCKY YOU ARE
 MGM 12288 • K12288
 From hit album
 "WHEN I FALL IN LOVE"
LOVE LETTERS
 and
DON'T TAKE YOUR LOVE FROM ME
 MGM 12353 • K12353

LEROY HOLMES
 and his orchestra
BABY DOLL
 SPECIAL FIRST & BEST!
THE MAID OF NOVGOROD
 (From the Paramount Film "War and Peace")
 MGM 12352 • K12352

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

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

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

PLUGGED ON RIN TIN TIN TV SHOW
JAMES BROWN
 as
 Lt. Rip
 Masters

Forward Ho
 and
GHOST TOWN
 MGM 12350 • K12350

ROBBIN HOOD
THERE'S ALWAYS A FIRST TIME
 IS ANYBODY LIST'NIN'?
 MGM 12340 • K12340
DON GIBSON
I BELIEVE IN YOU
 and
WHAT A FOOL I WAS TO FALL
 MGM 12331 • K12331

INTRODUCING
BILLY ALBERT
 and the
ARDREY SISTERS
CHA CHA CHARLIE | **WHAT DOES THAT DREAM MEAN**
 MGM 12341 • K12341
 MOVIE STAR
RON HARGRAVE
A FOOL AM I | TOO LATE
 MGM 12344 • K12344

THE NOTES
TRUST IN ME | **ROUND AND ROUND**
 MGM 12338 • K12338

RAY CHARLES SINGERS
'TIS AUTUMN | **SEPTEMBER IN THE RAIN**
 MGM 12333 • K12333

DICK HYMAN AND SAM (THE MAN) TAYLOR
CHLO-E
 and
BLUES IN MY HEART
 MGM 12325 • K12325

Territorial Best Sellers

For survey week ending October 10

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

Atlanta

1. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
2. True Love, B. Crosby, G. Kelly, Cap.
3. Just Walking in the Rain, J. Ray, Col.
4. Tonight You Belong to Me Patience & Prudence, Ltd.
5. Don't Be Cruel, E. Presley, Vic.
6. Honky Tonk, B. Doggett, Kng.
7. Love Me Tender, E. Presley, Vic.

Baltimore

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

Boston

1. Honky Tonk, B. Doggett, Kng.
2. True Love, B. Crosby, G. Kelly, Cap.
3. Blueberry Hill, F. Domino, Imp.
4. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
5. Love Me Tender, E. Presley, Vic.
6. St. Theres of the Roses, B. Ward, Dec.
7. I Walk the Line, J. Cash, Sun
8. Don't Be Cruel, E. Presley, Vic.
9. Just Walking in the Rain, J. Ray, Col.
10. Canadian Sunset, A. Williams, Cdc.

Buffalo

1. Don't Be Cruel, E. Presley, Vic.
2. Honky Tonk, B. Doggett, Kng.
3. Whatever Will Be, Will Be Doris Day, Col.
4. Friendly Persuasion, P. Boone, Dot
5. Hound Dog, E. Presley, Vic.
6. My Prayer, Platters, Mer.
7. It Isn't Right, Platters, Mer.
8. Canadian Sunset E. Heywood-H. Winterhalter, Vic.

Chicago

1. Don't Be Cruel, E. Presley, Vic.
2. Honky Tonk, B. Doggett, Kng.
3. Love Me Tender, E. Presley, Vic.
4. Canadian Sunset, A. Williams, Cdc.
5. Green Door, J. Lowe, Dot
6. Fool, S. Clark, Dot
7. Tonight You Belong to Me Patience & Prudence, Lbt.
8. Hound Dog, E. Presley, Vic.
9. See-Saw, Moonglows, Chs.
10. True Love, J. Powell, Vrv.

Cincinnati

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

Cleveland

1. Green Door, J. Lowe, Dot
2. Love Me Tender, E. Presley, Vic.
3. True Love, J. Powell, Vrv.
4. Friendly Persuasion, P. Boone, Dot
5. Just Walking in the Rain, J. Ray, Col.
6. Whatever Will Be, Will Be Doris Day, Col.
7. Cindy, Oh, Cindy, V. Martin, Gly.
8. Don't Be Cruel, E. Presley, Vic.
9. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
10. Honky Tonk, B. Doggett, Kng.

Dallas-Fort Worth

1. Don't Be Cruel, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. Whatever Will Be, Will Be Doris Day, Col.
4. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
5. Just Walking in the Rain, J. Ray, Col.
6. Love Me Tender, E. Presley, Vic.
7. Hound Dog, E. Presley, Vic.
8. Fool, S. Clark, Dot
9. Friendly Persuasion, P. Boone, Dot

Denver

1. Don't Be Cruel, E. Presley, Vic.
2. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
3. Green Door, J. Lowe, Dot
4. Tonight You Belong to Me Lennon Sisters, L. Welk, Cor.
5. Love Me Tender, E. Presley, Vic.
6. Just Walking in the Rain, J. Ray, Col.
7. Hound Dog, E. Presley, Vic.
8. Blue Moon, E. Presley, Vic.
9. Whatever Will Be, Will Be Doris Day, Col.

Detroit

1. Cindy, Oh, Cindy, V. Martin, Gly.
2. Green Door, J. Lowe, Dot
3. Just Walking in the Rain, J. Ray, Col.
4. Honky Tonk, B. Doggett, Kng.
5. Don't Be Cruel, E. Presley, Vic.
6. Let the Good Times Roll Shirley & Lee, Ala.
7. Love Me Tender, E. Presley, Vic.
8. Friendly Persuasion, P. Boone, Dot
9. I Can't Love You Enough, L. Baker, Atl.
10. It Isn't Right, Platters, Mer.

Kansas City

1. Don't Be Cruel, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. Love Me Tender, E. Presley, Vic.
4. Blueberry Hill, F. Domino, Imp.

5. Just Walking in the Rain, J. Ray, Col.
6. In the Middle of the House R. Draper, Mer.
7. Honky Tonk, B. Doggett, Kng.
8. Heart and Soul, J. Maddox, Dot
9. True Love, J. Powell, Vrv.
10. You'll Never, Never Know Platters, Mer.

Los Angeles

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

Milwaukee

1. Green Door, J. Lowe, Dot
2. True Love, B. Crosby-G. Kelly, Cap.
3. Don't Be Cruel, E. Presley, Vic.
4. Friendly Persuasion, P. Boone, Dot
5. Just Walking in the Rain, J. Ray, Col.
6. Cindy, Oh, Cindy, V. Martin, Gly.
7. Fool, S. Clark, Dot
8. Honky Tonk, B. Doggett, Kng.
9. Love Me Tender, E. Presley, Vic.
10. Tonight You Belong to Me Patience & Prudence, Lbt.

Minneapolis-St. Paul

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

New Orleans

1. Don't Be Cruel, E. Presley, Vic.
2. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
3. Whatever Will Be, Will Be Doris Day, Col.
4. Just Walking in the Rain, J. Ray, Col.
5. You Don't Know Me, J. Vale, Col.
6. Hound Dog, E. Presley, Vic.
7. Honky Tonk, B. Doggett, Kng.
8. Fool, S. Clark, Dot
9. Soft Summer Breeze, E. Heywood, Mer.
10. Green Door, J. Lowe, Dot

New York

1. Don't Be Cruel, E. Presley, Vic.
2. My Prayer, Platters, Mer.
3. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
4. Whatever Will Be, Will Be Doris Day, Col.
5. Just Walking in the Rain, J. Ray, Col.
6. Hound Dog, E. Presley, Vic.
7. Tonight You Belong to Me Patience & Prudence, Lbt.
8. Allegheny Moon, P. Page, Mer.
9. Love Me Tender, E. Presley, Vic.
10. Honky Tonk, B. Doggett, Kng.

Philadelphia

1. Don't Be Cruel, E. Presley, Vic.
2. Whatever Will Be, Will Be Doris Day, Col.
3. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
4. Tonight You Belong to Me Patience & Prudence, Lbt.
5. My Prayer, Platters, Mer.
6. Canadian Sunset, A. Williams, Cdc.
7. Just Walking in the Rain, J. Ray, Col.
8. True Love, J. Powell, Vrv.
9. Honky Tonk, B. Doggett, Kng.
10. Hound Dog, E. Presley, Vic.

Pittsburgh

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

St. Louis

1. True Love, J. Powell, Vrv.
2. Tonight You Belong to Me Patience & Prudence, Lbt.
3. Don't Be Cruel, E. Presley, Vic.
4. Cindy, Oh, Cindy, V. Martin, Gly.
5. Love Me Tender, E. Presley, Vic.
6. Friendly Persuasion, P. Boone, Dot
7. Whatever Will Be, Will Be Doris Day, Col.
8. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
9. Faithful Hussar, T. Heath, Lon.
10. Honky Tonk, B. Doggett, Kng.

San Francisco

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

(Continued on page 38)

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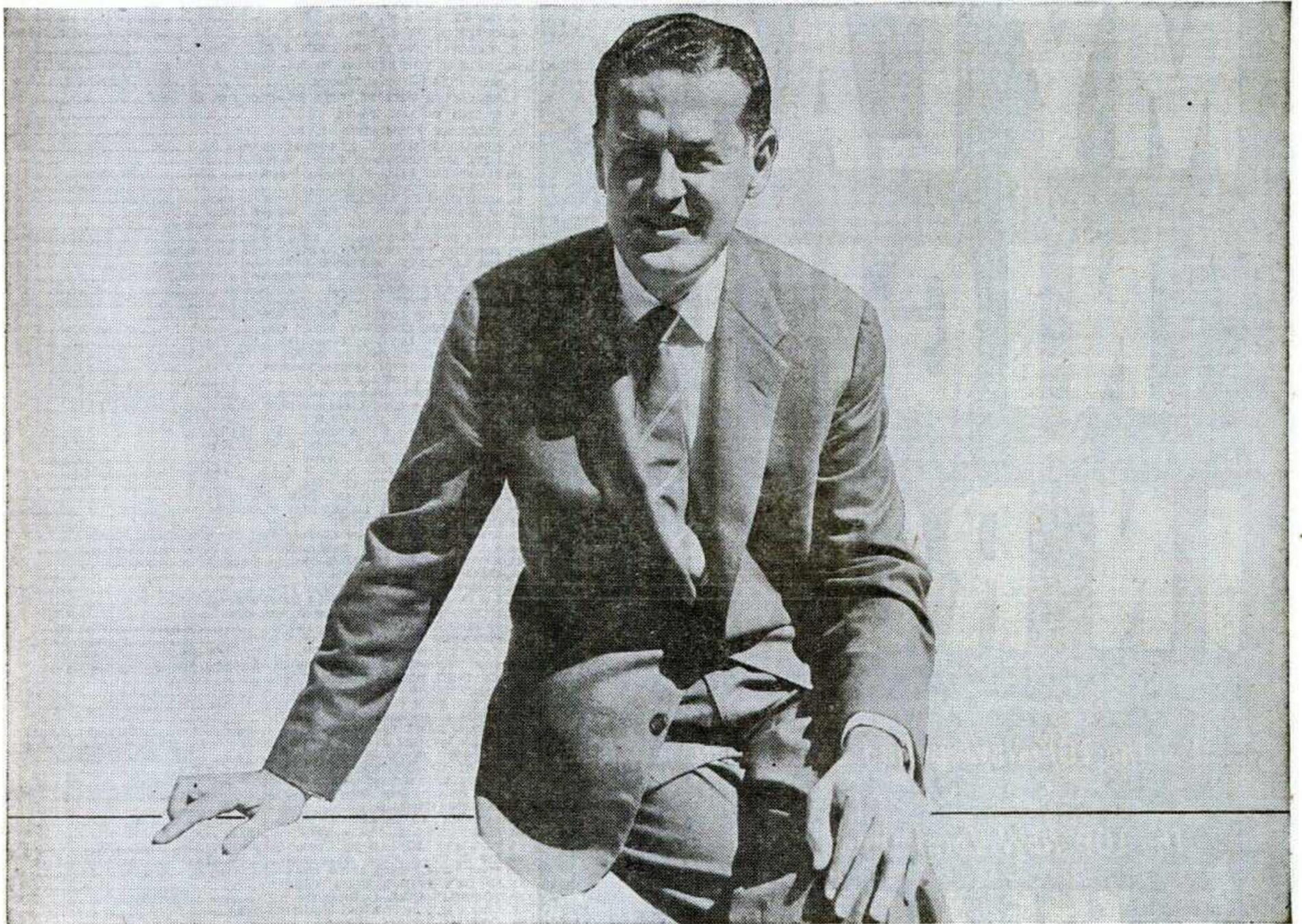
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THE TOP 100

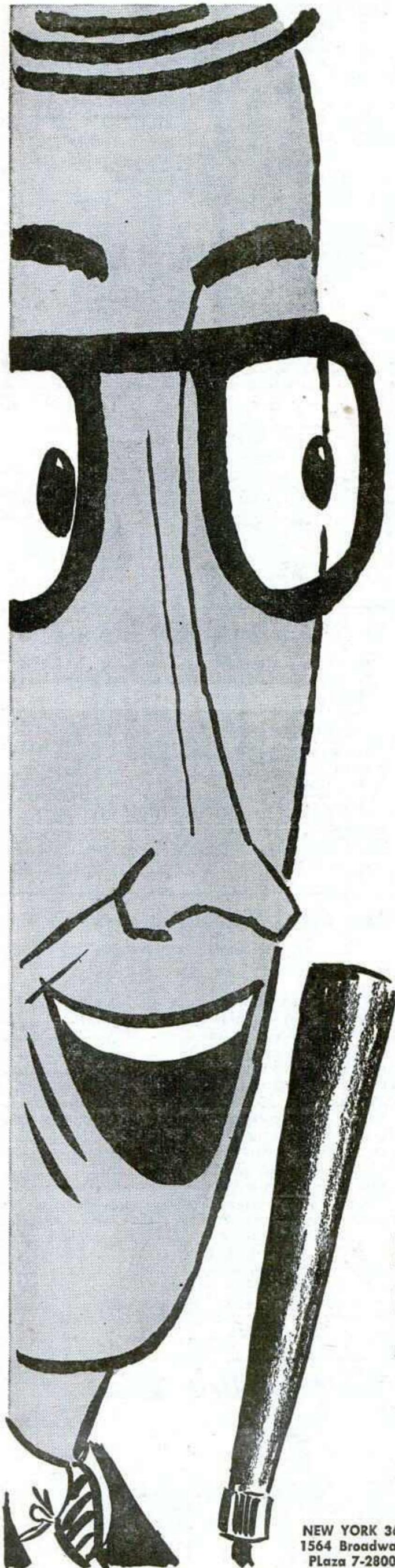
For survey week ending October 10

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

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

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.



Coming your way--Nov. 10th A spectacular-in-print

**The Billboard's 1956 year-end wrap-up
of the whole big music/radio business**

BILLBOARD'S ANNUAL DISK JOCKEY ISSUE

**A 21-GUN SALUTE TO THE NATION'S
4,000 DEEJAYS IN 3,500 STATIONS
WHO HAVE SUCH A BIG HAND IN
PUSHING THE MUSIC BIZ TO NEW
HIGHS IN '56.**

Loaded with information America's No. 1 music salesmen will use for programming for months to come! Surveys show . . .

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6 out of 10 DeeJays say they use the ads in the Annual Disk Jockey Issue to help them program!

THE BIGGEST DISK JOCKEY ISSUE EVER...

- Directory of TV Disk Jockeys—new feature, outlining TV jockeys now on the air (locally and nationally) . . . provides a valuable guide to other stations, agencies, advertisers, other d.j.'s.
- Jockeys and LP's—current ratio of LP programming to singles. Trends in jazz vs. pop albums. What jockeys think about LP servicing.
- How DeeJays Build Movie Box Offices—with a breakdown on extensive jockey promotion on recent albums and singles from movies.
- Station Programming Practices—who does the major selection? What rules and formulae are being used?
- Outside Activities of Jockeys—many of 'em now are talent managers, nightclub and show-packaging operations, music publishing.
- Rock 'n Roll Effect on Programming—pros and cons on this controversial area in music/record business.
- Local Vs. Network Outlets—the important role of the local disk jockey in helping his station re-capture a bigger chunk of national advertising dollars.
- What Makes a Successful Disk Jockey? How jockeys boost their popularity through "personality merchandising." Foreign Language jockeys—and their importance. A history of the rise of the "disk jockey profession."
- PLUS COMPLETE RESULTS OF BILLBOARD'S ANNUAL DISK JOCKEY POPULARITY AND STATION MANAGEMENT POLLS!

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ARTISTS...MANUFACTURERS...MANAGERS...STATIONS**

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Regular rates apply . . . We'll be glad to help with layout and copy! Reserve your space now . . . from any Billboard Office

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Central 6-8761

HOLLYWOOD 29
6000 Sunset Blvd.
Hollywood 9-5831

CINCINNATI 22
2160 Patterson St.
DUnbar 1-6450

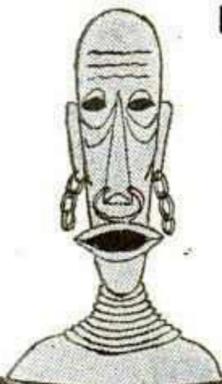
ST. LOUIS 1
390 Arcade Bldg.
Chestnut 1-0443

NEW RELEASE
MANTOVANI
Valse Campestre B/W
Songs of Sorrento



1698

THE ORIGINAL **THE BIG HIT** **FROM ZULU LAND**
THE ZULU RHYTHM BOYS **FRANK CHACKSFIELD'S TUNESMITHS**
FANAGALO **FANAGALO**
BELIEVE ME **SAHARA**



1691

1694

THE SENSATIONAL VOICE OF
BOBBY BRITTON WITH
Ted Heath's Orchestra
AUTUMN CONCERTO

LOST 1690

6 Best Sellers

CYRIL STAPLETON
ITALIAN THEME

1672

DAVID WHITFIELD
MY SON JOHN

1668

BOB SHARPLES
SADIE'S SHAWL

1661

LITA ROZA
INNISMORE

1686

TED HEATH
THE FAITHFUL
HUSSAR

1675

JACK PLEIS
I'LL ALWAYS BE IN
LOVE WITH YOU

1696

LONDON
 RECORDS



• Tunes With Greatest Radio-TV Audience

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

Radio

- Allegheny Moon (R)—Oxford—ASCAP
- Big D (R) (M)—Frank—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Friendly Persuasion (R) (F)—Feist—ASCAP
- From the Candy Store on the Corner (R)—Shapiro-Bernstein—ASCAP
- Giant (R) (F)—Witmark—ASCAP
- Happiness Street (R)—Planetary—ASCAP
- I Cry More (R)—Famous—ASCAP
- I Don't Know Enough About You (R)—Porgie—BMI
- It's Yours (R)—Southern—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Jealous Lover (R)—Barton—ASCAP
- Mama From the Train (R)—Remick—ASCAP
- Married I Can Always Get (R)—Leeds—ASCAP
- Miracle of Love (R)—Rylan—ASCAP
- Never Leave Me (R)—Leeds—ASCAP
- Night Lights (R)—Bregman, Vocco & Conn—ASCAP
- Now, Baby, Now (R)—Robbins—ASCAP
- On the Street Where You Live (R) (M)—ASCAP
- Petticoats of Portugal (R)—Christopher—BMI
- Tall Boy (R)—Saunders—ASCAP
- That's All There Is to That (R)—Meridian—ASCAP
- To the Ends of the Earth (R)—Winneton—BMI
- Tonight You Belong to Me (R)—Bregman, Vocco & Conn—ASCAP
- Too Close for Comfort (R) (M)—Laurel—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- War and Peace (R) (F)—Famous—ASCAP
- When the White Lilacs Bloom Again (R)—Harms—ASCAP
- Where in the World (R)—Broadcast—BMI
- You're Sensational (R) (F)—Buxton Hill—ASCAP

Television

- Allegheny Moon (R)—Oxford—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Cincherinchee (R)—Roncom—ASCAP
- Don't Be Cruel (R)—Presley—Shalimar—BMI
- First Born (R)—Bradshaw—BMI
- Friendly Persuasion (R) (F)—Feist—ASCAP
- From the Candy Store on the Corner (R)—Shapiro-Bernstein—ASCAP
- Glendora (R)—American—BMI
- Happiness Street (R)—Planetary—ASCAP
- Honky Tonk (R)—Billace—BMI
- Hound Dog (R)—Presley & Lion—BMI
- I Almost Lost My Mind (R)—St. Louis—BMI
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Cry More (R)—Famous—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Jealous Lover (R)—Barton—ASCAP
- Just Walking in the Rain (R)—Golden West—BMI
- Ka Ding Dong (R)—Greta—BMI
- Married I Can Always Get (R)—Leeds—ASCAP
- Moonlight Love (R)—Elkan-Vogel—ASCAP
- My Prayer (R)—Shapiro-Bernstein—ASCAP
- Now You Has Jazz (R) (F)—Buxton Hill—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- That's All There Is to That (R)—Meridian—BMI
- Tonight You Belong to Me (R)—Bregman, Vocco & Conn—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Wayward Wind (R)—Warman—BMI
- Well Did You Evah (R) (F)—Buxton Hill—ASCAP
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- When the White Lilacs Bloom Again (R)—Harms—ASCAP
- With a Little Bit of Luck (R) (M)—Chappell—ASCAP

• Best Selling Sheet Music in Britain

(For Week Ended October 6)

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

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

• Best Selling Pop Records in Britain

(For Week Ended October 6)

- | This Week | Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication. | Last Week |
|-----------|---|-----------|
| 1. | LAY DOWN YOUR ARMS—Anne Shelton (Philips) | 1 |
| 2. | WOMAN IN LOVE—Frankie Laine (Philips) | 5 |
| 3. | HOUND DOG—Elvis Presley (HMV) | 4 |
| 4. | WHATEVER WILL BE, WILL BE—Doris Day (Philips) | 2 |
| 5. | GREAT PRETENDER/ONLY YOU—Platters (Mercury) | 8 |
| 6. | GIDDY-UP-A-DING-DONG—Freddie Bell and the Bellboys (Mercury) | 9 |
| 7. | ROCK AROUND THE CLOCK—Bill Haley Comets (Brunswick) | 13 |
| 8. | YING TONG SONG/BLOODNOK'S ROCK 'N' ROLL CALL—Goons (Decca) | 6 |
| 9. | ROCKIN' THROUGH THE RYE—Bill Haley Comets (Brunswick) | 3 |
| 10. | BRING A LITTLE WATER, SYLVIE/DEAD OR ALIVE—Lonnie Donegan (Pye-Nixa) | 7 |
| 11. | BORN TO BE WITH YOU—Chordettes (London) | 11 |
| 12. | SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick) | 12 |
| 13. | WHEN MEXICO GAVE UP THE RUMBA—Mitchell Torok (Brunswick) | 19 |
| 14. | SWEET OLD-FASHIONED GIRL—Teresa Brewer (Vogue/Coral) | 14 |
| 15. | MORE—Perry Como (HMV) | 20 |
| 16. | RAZZLE DAZZLE—Bill Haley Comets (Brunswick) | 16 |
| 17. | MOUNTAIN GREENERY—Mel Torme (Vogue/Coral) | 15 |
| 18. | WALK HAND IN HAND—Tony Martin (HMV) | 10 |
| 19. | SEE YOU LATER, ALLIGATOR—Bill Haley Comets (Brunswick) | 18 |
| 20. | MORE—Jimmy Young (Decca) | 27 |

• Territorial Best Sellers

• Continued from page 34

Seattle

1. In the Still of the Night, Satins, Emb.
2. Green Door, J. Lowe, Dot
3. Love Me Tender, E. Presley, Vic.
4. Just Walking in the Rain, J. Ray, Col.
5. Honky Tonk, B. Doggett, Kng.
6. Blueberry Hill, F. Domino, Imp.
7. Don't Be Cruel, E. Presley, Vic.
8. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.

9. Whatever Will Be, Will Be
Doris Day, Col.

Toronto

1. Hound Dog, E. Presley, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. Honky Tonk, B. Doggett, Kng.
4. Tonight You Belong to Me
Patience & Prudence, Lbt.
5. My Prayer, Platters, Mer.

America's Fastest Selling Records



EDDIE FONTAINE

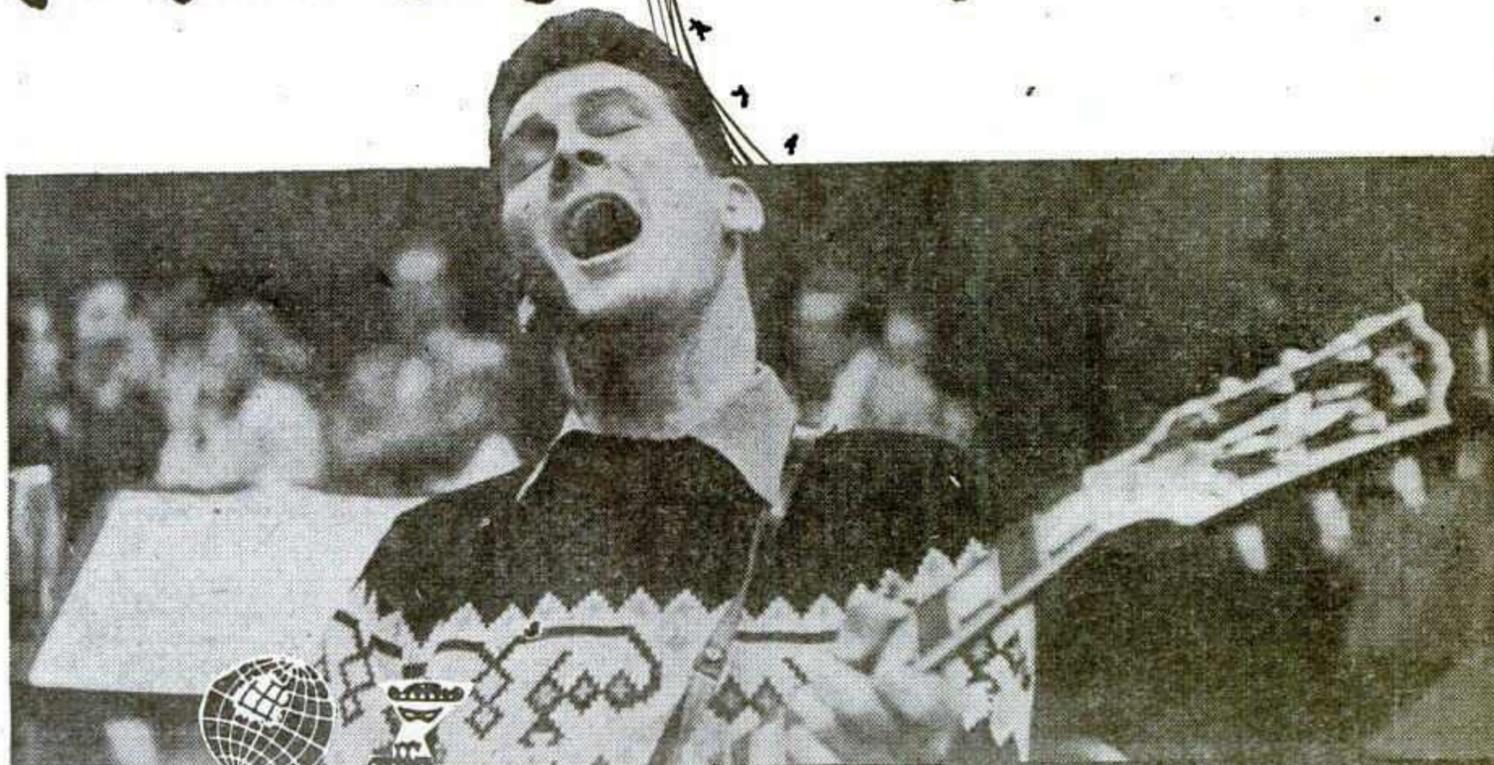
DOUBLE BARRELLED EXCITEMENT HEADED FOR THE CHARTS

A ROSE AND A BABY RUTH

THE YEARS BEFORE

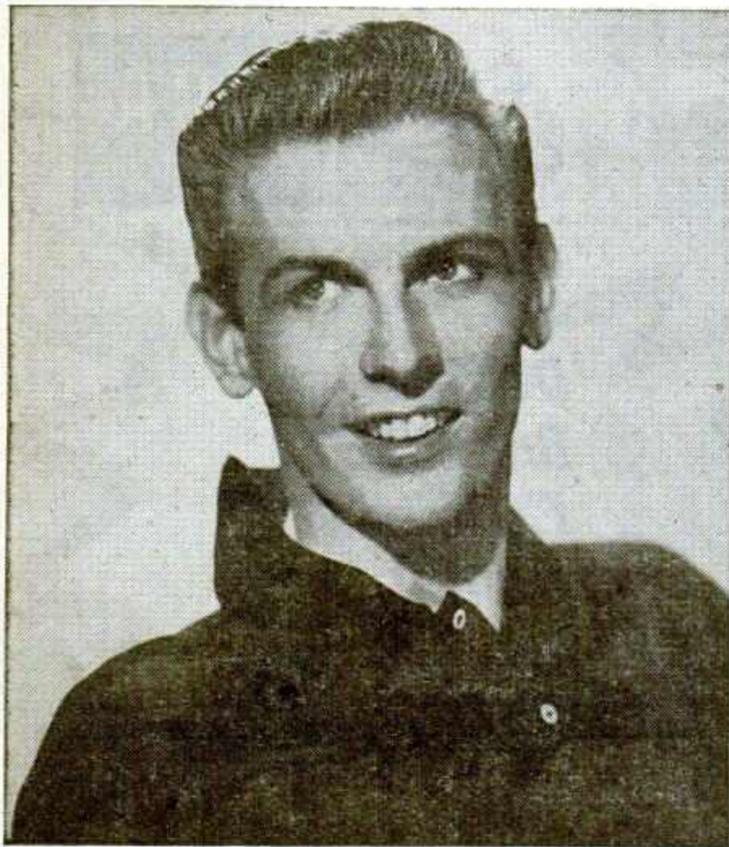
with orchestra conducted by **JACK PLEIS**

DECCA 30108
9-30108



A New World of Sound

DECCA records



THANKS, LAWRENCE WELK,

for your tremendous praise of our boy when he appeared on your coast to coast "Top Tunes and New Talent" TV show this week. We think he's great, too, especially singing his new

RKO Unique Release #366

"REVENGE"

b/w

"THE RUSTY GUN"

THE NATION LIKES HIM, TOO

Gary Mann—6' 4"—210—21.
"A new, young, handsome singing giant."—Frank Farrell, N.Y. World Telegram and Sun.

"On the 'Revenge' side it's a pleasure to hear someone sing again, like they used to—powerful and clear—this 21-year-old Gary Mann has it."—Big Wilson, KYW, Cleveland.

"Gary Mann's 'Rusty Gun' has a sound and should make some noise."—Howard Miller, with Gary Mann, on Miller's TV Show.

"A voice as big and handsome as its owner. Young Gary Mann has a great future, may make the Fishers move over."—Jim Gibbons, WMAL, Washington.

WATCH IT CLIMB THE CHARTS . . . "REVENGE," "THE RUSTY GUN," RKO UNIQUE, GARY MANN, THE BIG NEW TALENT WITH THE GREAT BIG VOICE.

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VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Cathy Furniss, red-headed record librarian of KCBS, San Francisco, was vacationing in Manhattan last week. The Golden Gate gal has a unique working arrangement, in that she also does record promotion for such labels as Westminster and Fraternity, and consequently makes the rounds of other stations for plugs. Gets them, too!

The Storz stations are utilizing a canny gimmick to lure listeners. Station breaks are scheduled at odd time periods (5:29 or 5:31 rather than 5:30 p.m., etc.)—idea being, that impatient dialers, in search of music, will automatically settle on a Storz frequency during standard station break time periods. . . . Rock and roll jockey Clarence Haymann Jr., formerly known as Popper Stopper at WMJR, New Orleans, has resigned that post to join WBOK, same city. He'll work under his own name at WBOK, since the "Popper Stopper" tag belongs to WMJR.

GIMMIX: Paul Coburn has resigned from KOL, Seattle, to join KLUB, Salt Lake City, effective October 15. Coburn recently ran a contest on Jim Lowe's "Green Door" whereby listeners were asked to guess the secret behind the portal, with 10 LP's awarded for best entries. The answer was his sponsor, Green Ford. A salesman, representing the firm, dyed his hair green, and wearing a sign reading "The Secret Behind the Green Door," strolled along a main street with Coburn. "Turned out to be a potent commercial gimmick," writes Coburn. . . . Three Portland, Me., deejays—Arnie Kulent and Dex Card, WGAN, and Howie Leonard, WPOR—staged a record-breaking disk hop last month, drawing 2,000 teen-agers and garnering page one stories in local newspapers.

CHANGE OF THEME: Bob Wayne, WLEU, Erie, Pa., is emceeing two new hour-long disk shows—"Instrumentally Yours," which spotlights instruments only, and "Rendezvous 'Till Midnight," a mood music hour show. Wayne also pilots the station's all-night pop show, and complains that he isn't getting enough info on pop platters. For instance, he asked "Who are Patience and Prudence?" . . . Jack Slattery, morning man at WILS, Lansing, Mich., for the past three and a half years, has moved to

MONITOR MUSICAL SURVEY

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

Springfield, Ill.
"Don't Be Cruel," Elvis Presley, Victor.
Great Falls, Montana
"Tonight You Belong to Me," Lawrence Welk, Coral.
Santa Barbara, Calif.
"Canadian Sunset," Hugo Winterhalter and Eddie Heywood, Victor.
Huntington, W. Va.
"After the Lights Go Down Low," Al Hibbler, Decca.
Spokane
"Honky Tonk," Bill Doggett, King.
Detroit
"Just Walkin' in the Rain," Johnny Ray, Columbia.
Oklahoma City
"Soft Summer Breeze," Eddie Heywood, Mercury.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

OCTOBER 19, 1946:

1. To Each His Own
2. Five Minutes More
3. Rumor: Are Flying
4. South America, Take It Away
5. Ole Buttermilk Sky
6. Surrender
7. If You Were the Only Girl
8. You Keep Coming Back Like a Song
9. Doin' What Comes Natur'lly
10. They Say It's Wonderful

OCTOBER 20, 1951:

1. Because of You
2. I Get Ideas
3. Cold, Cold Heart
4. (It's No) Sin
5. Down Yonder
6. World Is Waiting for the Sunrise
7. Loveliest Night of the Year
8. And So to Sleep Again
9. Too Young
10. In the Cool, Cool, Cool of the Evening

WHAM, Rochester, N. Y. . . . Les Ford, "the old Night Hawk," is now working his "Night Sounds" from 10:30 p.m. to 1 a.m. across the board. . . . Alan Field is now handling "Off the Record," a four-hour daily pop show over WMLV, Millville, N. J., and is looking for pop material. . . . Dave Edwards has joined WTTM, Trenton, N. J.

Ed Bell, WIVY, Jacksonville, Fla., has extended his morning show an extra half hour. He also celebrated his sixth anniversary on WIVY last month. . . . Ken S. Tanner, WROV, Roanoke, Va., is piloting a new show, "Ken's Music Box," from 12:15-3:30 p.m., with each 15-minute seg featuring a different disk artist. . . . "Little Artie" Preston has returned to WIDE, Biddeford, Me., after a year of freelancing. . . . Lots of changes at KRAY, Amarillo, Tex. Fred Salmans, a leading Southwest deejay, is now program director, while jock Don Hodges has been named station manager and Doyle Henry, also a spinner, is commercial manager.

Friends of Bill Wheeler, morning man on WINR, Binghamton, N. Y., built a special studio in his basement during the jock's recent long illness, and Wheeler is now back on the air broadcasting from the "gift" remote location, which is equipped with tape recorder, ham equipment, viewing screen, and built-in turntables.

Haley's 'Clock' Rocks Aussie Disk Market

SYDNEY, Australia—There is a tremendous run on rock and roll disks in Australia at the moment, and Festival Records, which has a range of 38 rock and roll titles has sold 150,000 copies of one single, "Rock Around the Clock," by Bill Haley and his Comets.

The usual hit tune sells about 30,000 copies. Aussie copyright holders of the tune say it is the quickest seller they have ever handled and has created an all-time Aussie record sales run. One bracket of tunes which has been selling for \$6.50 has been sold out in every music store and the company producing it has commenced special night shifts to replace the stocks of the fast-selling disks of these rock and roll tunes.

No. 1

TRUE LOVE

JANE POWELL'S

Version on

VERVE RECORDS

V-2018
V-2018X45

THE
ANDREWS
SISTERS
ARE
BACK



*2 of the
 swingin'est
 tunes ever!*

CRAZY ARMS

I WANT TO LINGER

record no. 3567



THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

RECENT POP RELEASES

Coming up Strong

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

- Cindy, Oh Cindy... Eddie Fisher (BMI) RCA Victor 6677
2. Lay Down Your Arms... The Chordettes (BMI) Cadence 1299
3. Every Day of My Life... The McGuire Sisters (ASCAP) Coral 61703
4. Hey! Jealous Lover... Frank Sinatra (ASCAP) Capitol 3552
5. Garden of Eden... Joe Valino (BMI) Vik 0226
6. Mama From the Train... Patti Page (ASCAP) Mercury 70971
7. Night Lights To the Ends of the Earth... Nat (King) Cole (ASCAP); (BMI) Capitol 3551
8. See-Saw From the Bottom of My Heart... Don Cornell (BMI) Coral 61721
9. Singing the Blues... Guy Mitchell (BMI) Columbia 40769
10. Rudy's Rock... Bill Haley (ASCAP) Decca 30085

This Week's Best Buys

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

- CINDY, OH CINDY (E. B. Marks-Bryden, BMI)—Eddie Fisher—RCA Victor 6677—While Vince Martin climbed this week to the No. 15 slot on the national retail chart, Eddie Fisher began rolling up an impressive volume, too, and is coming within scoring position. In many territories, the contenders are neck and neck. Flip of the Fisher disk is "Around the World" (Young, ASCAP). A previous Billboard "Spotlight" pick.
HEY! JEALOUS LOVER (Barton, ASCAP)—Frank Sinatra—Capitol 3552—The crooners' latest has zoomed off like a jet. From Hollywood to Boston—and skipping very few territories in between—this record was reported a very strong seller, and it looks like it could be one of Sinatra's biggest. Some markets are keen on the flip, "You Forgot All the Words" (Trans-Music, BMI). A previous Billboard "Spotlight" pick.
GARDEN OF EDEN (Republic, BMI)—Joe Valino—Vik 0226—This disk, which snared Valino a Billboard Talent "Spotlight" pick, has recently been catapulting the young singer into the limelight. Boston, Philadelphia, Chicago and Cleveland all gave the same glowing assessment of this disk's first week performance and future potential. Both sides are getting sensational customer response. "Night Lights" is running a neck ahead now, with a change-over possible later. A previous Billboard "Spotlight" pick.
MAMA FROM THE TRAIN (Remick, ASCAP)—Patti Page—Mercury 70971—A click for the canary from the word "go." The majority of markets sampled thruout the United States gave enthusiastic sales report. Flip, on which there is also some scattered action, is "Every Time—I Feel His Spirit" (Monument, BMI). A previous Billboard "Spotlight" pick.
NIGHT LIGHTS (Bregman, Vocco & Conn, ASCAP)
TO THE ENDS OF THE EARTH (Winneton, BMI)—Nat (King) Cole—Capitol 3551 — New, Los Angeles, St. Louis, Baltimore, Boston, Philadelphia, Chicago and Cleveland all gave the same glowing assessment of this disk's first week performance and future potential. Both sides are getting sensational customer response. "Night Lights" is running a neck ahead now, with a change-over possible later. A previous Billboard "Spotlight" pick.
SINGING THE BLUES (Acuff-Rose, BMI)—Guy Mitchell—Columbia 40769—Mitchell is enjoying one of his quickest moving hits in quite a while. Providence, New York, Baltimore, Pittsburgh, Cleveland, St. Louis, Nashville, Atlanta, Durham and Los Angeles returned reports of highly profitable volume. Potential for the next week is great. Flip is "Crazy With Love" (Ross Jungnickel, ASCAP). A previous Billboard "Spotlight" pick.
RUDY'S ROCK (Valleybrook, ASCAP)—Billy Haley and His Comets—Decca 30085—Haley's fans still seem to have an insatiable appetite for all releases of his—even tho in this case, the side is taken from an album. On both retail and juke box levels, the disk is doing extremely well and has good chart potential. Flip is "Blue Comet Blues" (Sea Breeze, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on...

GEORGE HAMILTON IV... ABC-Paramount 9756... A ROSE AND A BABY RUTH (Bentley, BMI)
EDDIE FONTAINE... Decca 30108... A ROSE AND A BABY RUTH (Bentley, BMI)
The Hamilton waxing was originally cut for Colonial and released under that label last August. Am-Par took the master over a couple of weeks ago. With its newly extended distribution, the disk—already showing some action on Colonial—could break big nationally. Ballad is loaded with teen-ager appeal. Fontaine's cover is a solid vocal which should grab off plenty of action. It'll be a close race. Flip on the Hamilton disk is "If You Don't Know" (Bentley, BMI). The Fontaine flip is "The Years Before" (Sikorski, BMI).

POP NOVELTY

JAY MEYER... Class 204... SUEZ CANAL (Rene, ASCAP)
Here's a hilarious off-beat novelty spotlighting an English music hall-type vocal treatment of a zany ditty. Lyrics are keyed to the current Near East crisis, yet in good taste. Funny wax for deejay cutups. Flip is "On Our Way to Mars" (Rene, ASCAP).

POP DISK JOCKEY PROGRAMMING

PEGGY LEE... Decca 30059... I DON'T KNOW ENOUGH ABOUT YOU (Porgie, BMI)
YOU OUGHTTA BE MINE... Decca 30059... (Danby, BMI)
The canary's new waxing of "I Don't Know," a tune she cut several years ago with Benny Goodman, is made to order for discriminating deejays. The new version, sliced with Sy Oliver, retains the feeling of the old hit, yet has a freshness and appeal all its own. Flip spotlights an original vocal treatment of an r.&b.-inspired piece of material.
BERNIE KNEE... Agenda 5601... LOVE BURNS HIGH (Agenda, ASCAP)
The industry's best-known demo-"usher" may become a "groom" at last with this sock warbling stint on a swingy, relaxed ballad, with effective lyrics. Flip is smartly paced rhythm item with a novelty lyric "Fiddle-Foot Fanny" (Agenda, ASCAP).

SACRED

GEORGE BEVERLY SHEA... Victor 6685... TAKE MY MOTHER HOME (Fischer, ASCAP)
THERE'S A TIME... (Trinity, BMI)
Shea sings with sensitivity and moving sincerity on two excellent sacred items. "Take My Mother Home" is a beautiful old spiritual, while the flip has similarly strong emotional impact. Shea's extensive following, via his appearances with evangelist Billy Graham, should keep this one moving briskly.

Reviews and Ratings * *

- JAYE P. MORGAN AND EDDY ARNOLD Mutual Admiration Society... 86
VICTOR 6708—The big-name combination proves a most showmanlike act in this "Happy Hunting" show material. A delightful side that should spin profusely on all fronts. (Chappell, ASCAP)
If'n... 86
Miss Morgan slips smartly into a country groove on a fast-chatter item from the same show. Another highly appealing duet novelty. (Chappell, ASCAP)
TERESA BREWER Mutual Admiration Society... 85
CORAL 61737 — Thrush, with male group support, turns in a bright, perky performance of a sock item from the forthcoming musical, "Happy Hunting." Should be a front-runner. (Chappell, ASCAP)
Crazy With Love... 84
Thrush does a shiny-copper job on the rocker launched recently by Guy Mitchell. Makes for a sock commercial coupling. (Jungnickel, ASCAP)
VARIOUS ARTISTS A Tribute to Elvis Presley, Parts 1 and 2... 80
TRIBUTE 501 — An extremely clever, show business-wise montage which uti-

- lizes voice clips from disks (promotional and commercial), film tracks, etc., spliced into smart continuity and ending up as a "Tribute" to Presley by other big names. Includes Ed Murrow, Steve Allen, Ed Sullivan, Durante, Caesar, Jane Russell, and Elvis himself. A truly entertaining disk.
BUCHANAN AND GOODMAN Buchanan and Goodman on Trial... 80
LUNIVERSE 102—A wild successor to the "Saucer" disk pictures the creators on trial with attendant courtroom doings. Will bring chuckles. (Luniverse, BMI)
Crazy... 70
On this side the billing is for the Luniverse Sympharmonic, and this group cuts a couple of minutes of very fast-moving guitar-studded instrumental stuff. Flip is the attention side. (Buchanan & Goodman-Maureen, BMI)
THE GADABOUTS Too Much Monkey Business... 78
MERCURY 70978—An amusing cover of Chuck Berry's current hit. Replete with jungle sounds and the beat of the original, this figures to carry away some of the pop business. Good commercial potential. (Arc, BMI)

(Continued on page 44)

REVIEW SPOTLIGHT

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

REVIEWS & RATINGS—COMMERCIAL POTENTIAL

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

Table with 2 columns: Rating and Description. 90-100, Tops; 80-89, Excellent; 70-79, Good; 60-69, Satisfactory; 50-59, Limited; 0-49, Poor.



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Reviews of New Pop Records

Continued from page 42

To Be With You...77
The simple, lilting melody and relaxed beat of this ballad are appealing and get into the blood with little exposure. The lead carries the ball most of the way here and does a splendid job.

JIMMY GAVIN
Hitchhiking Man...77
EPIC 9189—Gavin sings out with drive and showmanship on a vital blues with a strong beat. (Place, BMI)
The Ballad of Jesse James...75
An attractive vocal performance on a folksy item which was kicked off last week on NBC's "Goodyear TV Playhouse." Disk should benefit from video push, but flip is better showcase for Gavin. (Place, BMI)

GEORGIE SHAW
No One...77
DECCA 30078—An extremely pretty tune gets Shaw's most polished, expressive voicing. An artistic success that should get jockey and juke action. (GIL, BMI)
A Faded Summer Love...75
More easy-listening, agreeable material. This time it's an oldie and Shaw gets nice support from the Dave Lambert singers. Has the same simple, melodic appeal of the flip. (Feist, ASCAP)

MARION MARLOWE
Whatever Happened to You...77
CADENCE 1300 — A nostalgic, slightly melancholy song of an irretrievable love. Miss Marlowe's reading is polished and emotionally convincing. Many deejays will fall for a "quality" song like this. (Famous, ASCAP)
Where Flamingos Fly...72
The color and poignant, torchy sound of this material will also be appealing for radio and TV programmers. Smoothly projected by the singer. (Roosevelt, BMI)

JERI SOUTHERN
Married I Can Always Get...77
DECCA 30106 — Several different readings on this tune from "Manhattan Tower" have been cut; this one will be a strong contender because of Miss Southern's wonderful way with a whimsical opus like this. A real gasser, particularly for her devotees. (Leeds, ASCAP)
Candlelight Conversation...71
A light, romantic essay turned to a "T" by the singer. Material-wise not in the same batting league with the flip, however. Interest will be largely limited to Southern fans. (Leeds, ASCAP)

DON COSTA AND SID FELLER
For Me and My Gal...76
ABC-PARAMOUNT 9729 — Happy gang-sing version of the great oldie, complete with rousing vocal chorus, whistles and laughter. Will get good deejay play. (Mills, ASCAP)
The Beer Barrel Polka...76
This maintains the mood of the flip—vocal chorus, lively beat, and bright recording sound. Good juke coupling. (Shapiro-Bernstein, ASCAP)

THE MERRY MACS
Bluesville U. S. A...76
ERA 1021—Blues-ballad by the Macs is showcased by a very tasteful Buddy Bregman arrangement. Deejays will give this a good whirl. Watch it. (Thunderbird, ASCAP)
Whitewall Tires...75
Another phase of the youth movement—the old jalopy smartened up with whitewall tires. The tunes is a well-crafted job, with a slow persuasive beat, chanted real well. (ASCAP)

GARY MANN
(The Tale of) A Rusty Gun...76
UNIQUE 366—Mann puts a lot of excitement into this Wild West saga. His lusty, red-blooded piping—plus the "Wild Goose" touches in the orchestration—keeps a firm grip on the listener. Could be a surprising seller. (Lamas, ASCAP)
Revenge...74
Another polished job that shows Mann to be an extremely talented vocalist. The material is extremely attractive and a fine vehicle for Mann. (Lamas, ASCAP)

JOHNNY NASH
A Teen-Ager Sings the Blues...76
ABC-PARAMOUNT 9743 — This cover of an interesting blues (cut a few months ago by Helene Dixon) spotlights intense warbling by Nash and interesting backing. The original version didn't stir up much attention, but this might capture the soda set's attention. (Iris-Trojan, BMI)
Out of Town...73
Bright and bouncy rhythm ditty is interpreted with show-wise enthusiasm by Nash. (Rush, BMI)

MARY MARTIN
The Song From
"Born Yesterday" (Boy Wanted)...76
Miss Martin has the lead in the forthcoming TV production of the legiter, and there may be some call for her charm-packed rendition of this cute tune. (Bregman, Vocco & Conn, ASCAP)

My Heart Belongs to Daddy...73
The Cole Porter opus, on which the thrush originally rode to fame, can be welcome in a new addition, provided jocks can get it okayed by censorial powers. (Chappell, ASCAP)

THE GAYLORDS
A Little Love...76
MERCURY 70979—Swingly interpretation of a smartly paced rhythm-ballad with a deft, danceable tempo. (Chappell, ASCAP)
The Mountain Climber...70
A folksy novelty with an off-beat lyric is warbled with good humor and brightness by the group. (Spier, ASCAP)

BUDDY BREGMAN ORK
Lina...76
VICTOR 6693—Rollicking samba-like instrumental features soprano sax solo in the manner of the Frank Weir novelties. Side has a standout flavor that should appeal to many spinners. (Audubon, ASCAP)
Scarecrow Joe...67
Gimmicky instrumental is comparatively short on appeal. (Quintet, BMI)

FRANK CHACKSFIELD
Sahara...75
LONDON 1694—Exotic instrumental theme with a tropical beat. Good programming for deejay mood music segs. (Burlington, ASCAP)
Fanagalo...75
A Zulu rhythm tune is handed a vigorous vocal and instrumental treatment with a powerful beat. (Burlington, ASCAP)

ANNETTE WARREN
I'm a Puppet on the Strings of Love...75
ABC-PARAMOUNT 9733 — The sultry-voiced canary delivers in fine style on an effective ballad with a pretty melody line. (Progressive, BMI)
The Right Kind of Love...74
Slick emotional impact in Miss Warren's wrap-up of a moving torch tune. (Norwood, ASCAP)

NICK NOBLE
The Star You
Wished Upon Last Night...75
MERCURY 70981—Noble gives easy listening to a good tune, previously cut by Giselle McKenzie. (Robbins, ASCAP)
You Don't Know What Love Is...73
Singer gives a slow tempo ballad pleasant projection with equally pleasant assist from ork backing. Nothing here to cause sales conflagration, but over-all adds up to good plattering. (Robbins, ASCAP)

RALPH YOUNG
'Tis Autumn...75
DECCA 30099—Young cut this lovely tune when he was vocalist with the Les Brown band. He makes a strong, new impression here and ought to win additional fans with his superbly styled work. (Witmark, ASCAP)
Strange Melody...72
Young's rich, velvety pipes make an enjoyable listening experience of this bluesy, nostalgic tune. Good material for late evening programming. (Amber, ASCAP)

CONNIE PUSSELL
That'll Be the Day...75
ERA 1020—A ballad of contempt belted in expressive, torchy style in the gal's first disk on the label. Pete King ork, with wailing trumpet, lends solid assist. Rates jock spins. (ASCAP)
You and Your Ways...71
Miss Russell sings this pretty tune with a bright, happy sound. Gal performs nicely and the side, like the flip, deserves a listen. (BMI)

THE ZULU RHYTHM BOYS
Fanagalo...75
LONDON 1691—A rhythm number with an intriguing beat and a lyric heavily laden with what are presumably African phrases. Fine novelty for jocks. Will get good play. (Burlington, ASCAP)
Believe Me...70
The ballad is sung sans gimmicks, but with effect. Backing the chorus is a deceptively simple instrumentation. (Burlington, ASCAP)

TED HEATH ORK
Autumn Concerto...74
LONDON 1690—Tasteful vocal by Bobby Britton and lush backing by the British ork on the lovely theme. Tune has been covered by several others (Carmen Cavallaro's version was a Billboard Spotlite) so competition is heavy. (Symphony, ASCAP)
BOBBIE BRITTON
Lost...72
Show-wise warbling by Britton on an attractive ballad with a lilting up-tempo. (Robbins, ASCAP)

THE THREE JAYS
Caught, Caught, Ring-a-Leevio
(One, Two, Three)...74
VICTOR 6692 — Sounds like a speeded tape. Performance sounds also like a bit of a satire, but it could pick up some support among the teen-agers. (Shallmar, BMI)

The Memory of You
(The Legend of James Dean)...68
Rock and roll styled Buck Ram ballad is performed by a group and again sounds like a speeded-up tape. One of the more tasteless Dean things issued thus far. (Panther, ASCAP)

LOU MONTE
If I Was a Millionaire...73
VICTOR 6704—Here's the old, old standard, given a happy dress by Monte. The singer's Italian lingo creeps in to give it his trademark. Has enough brightness to get some juke box activity. (Remick, ASCAP)
Elvis Presley for President...72
Another in the "Elvis" saga, this disk finds Monte on a political kick. In a way, it's a timely angle, but it will take more than currency to put this over. (Vernon, ASCAP)

THE KEYSTONERS
The Magic Kiss...73
EPIC 9187—Group get some solid harmony into a pleasant rhythm tune. It's easy listening without particular vocal pyrotechnics. Can spark some counter interest and jocks may find it a useful spin interlude. (Blackwood, BMI)
After I Propose...66
Group on a slow beat ballad of only moderate appeal. Not much imagination here either vocally or accompaniment-wise. Flip will carry whatever steam there is. (Blackwood, BMI)

BILLY ECKSTINE
Just Call Me Crazy...73
VICTOR 6691—Eckstine shies away from all-out rock and roll flavor on a number that begs for it. A pleasant warble, but one that's unlikely to make a dent in the market. (Joy, ASCAP)
The Chosen Few...65
The virile-voiced warbler is uncomfortably cast in this waltz, which actually is a quality opus. (Paxton, ASCAP)

OTTO CESANA ORK
Devotion...72
COLUMBIA 40767—From Cesana's Columbia album, "For My Love," comes this tender ballad. There's a vocal by Bob Holland, backed by a chorus and lush, singing instrumentation. Classy stuff for jocks. (Modern, ASCAP)
Interlude...71
From the same album, this instrumental reflects Cesana's taste and musicianship. Side contains a piano solo by Buddy Weed, and sweeping instrumentation. (Modern, ASCAP)

AL MORGAN
I'm Paying for Yesterday's Mistakes...72
COLUMBIA 40755 — A really schmaltzy lyric, reminiscent of yesterday's weeper, backed with a lush arrangement. (Lake Front, BMI)
Let's Dance the Ragtime, Darlin'...71
This one has that old-timey flavor, both in the instrumentation and in Morgan's warbling. (Skip, ASCAP)

THE PETTICOATS
I'll Go Along With You...71
UNIQUE 363—From the TV spectacular, "Jack and the Beanstalk," comes this leisurely paced ballad. The girls harmonize it in a charmingly relaxed fashion. TV exposure should help to create a fair amount of excitement. (Chappell, ASCAP)
High Heels...69
The story told here concerns a teenager's first dance and her first pair of high heels. The rhythm is bouncy and gives verve to the solid harmonizing efforts of the group. (Iris-Trojan, BMI)

RHINE WINKLER ORK
Italian Dream Waltz...69
TNT 5003—The dreamy waltz has a melody that really stays with you. With the flip, it makes a nice disk for deejays looking for pleasant three-beat instrumentals. (TNT, BMI)
Put Your Little Foot...68
Instrumental waltz-time version of the old tune. Makes a simple, pretty side. (TNT, BMI)

CHARLIE CAL
Since When...67
SONGBIRD 306—Cal is a light baritone with a pleasant "sound," well suited to a spacious ballad like this. The strings and vocal backing are a credit to Buddy Bregman. (Bel-Air, ASCAP)
Be Sweet to Me...66
Here the singer picks up the tempo and gives a gentle swing to another ear-tickling piece of material. Both sides have at least fair potential if exposed. (Kahn, ASCAP)

BONNIE PAUL
After School...65
CREST 1031—Thrush warbles a waltz tempo, teen-age ballad about scholastic extra-curricula hand-holding and chocolate malteds. May have some adolescent appeal, but projection isn't imaginative. (American, BMI)
My Football Hero...62
Another teen-age kick, with gal chanting about an athletic boy friend to accompaniment of what sounds like a high school band. Same sales comment as flip. (American, BMI)

THE ROLLETTES
More Than You Realize...62
CLASS 203—Nothing much here with

fem group off on a dragging waltz tempo kick. Projection doesn't help any. (Rene, ASCAP) Kiss Me, Benny . . . 60 Rhythm beat with group coming up with similar results. Even less message than flip. (Rene, ASCAP)

ALAN JAY The Election Parts 1, 2, 3, 4 . . . 60 ZEBRA 1—This is an EP disk, with two three-minute tracks per side, each poking spoofs at such things as conventions, candidates, voting and victory. Disk, however, will be sold at standard 45 r.p.m. single price, which may still not be enough to win many sales. Some jockeys may get a kick out of the grooves, but appeal seems very small.

Reviews of New Jazz Records

SHELLY MANNE AND HIS FRIENDS On the Street Where You Live . . . 78 CONTEMPORARY 361 — Andre Previn and Leroy Vinnegar on piano and bass work with Manne on this extremely listenable slicing of the "My Fair Lady" hit. The side is from an LP and makes solid juke material. (Chappell, ASCAP) Get Me to the Church on Time . . . 76 Probably the only interpretation of this tune on a jazz kick, the side moves nicely and, like the flip, it could qualify for some of juke loot. (Chappell, ASCAP)

Reviews of New Sacred Records

NELSON KING Do I Have the Right to Walk Here? . . . 77 MERCURY 70951—Deejay King contributes a reverent reading of a "lost soul's" prayer. Moving wordage. (Auff-Rose, BMI) This Is My Church . . . 75 Another excellent reading by King, whose strong point is humble reverence. Good material for sacred segs on c.&w. shows. (Dixie, BMI)

CARL BUTLER AND THE WEBSTER BROS. Where We Never Grow Old . . . 74 COLUMBIA 21563 — Pretty harmonizing on a slow three-beat theme. Attractive stuff for the down-home folks. (Golden West, BMI) Somebody Touched Me . . . 74 "It must have been the hand of Our Lord." Good sacred harmonizing by the country lads. This one has a medium bounce pace. (Twin City, BMI)

Reviews of New Spiritual Records

LITTLE LUCY SMITH SINGERS On My Knees . . . 79 STATES 158 — Fem group, with Gladys Beamon's lead, turns in a most attractive performance of a ditto devotional song with a slow, surging pace. Hold the Light . . . 79 Another pretty, intensely felt chant, most listenable as these women do it. Should do some business.

THE CARAVANS None But the Righteous . . . 77 STATES 159—Group has strong, spontaneous quality in this striding opus. Good, fresh stuff that should do well where the group is known. Onward Christian Soldiers . . . 73 Confusing enough, this isn't remotely related to the familiar march-hymn. Flip is a much stronger side.

GOSPEL-AIRES We Are Marching Together . . . 69 AVANT 001—This group from Dayton, O., gives an uneven performance here. The start is weak; after warming up, the pace gets livelier and more excitement is generated. Fair commercial potential. (TNT, BMI) Some People Never Stop to Pray . . . 67 The lead singer is spotlighted here in a quiet, tastefully harmonized spiritual, and proves to be very good. The harmonizing is also competent. It is only the material which weakens the side's appeal. (TNT, BMI)

Columbia on Package Drive

Continued from page 18

complete orchestral recording of this work. Another package in the Columbia schedule, by the Philadelphia Orchestra, the less complete couples Aleniz's "Iberia" and Debussy's "Iberia."

The Budapest String quartet is represented by two packages, "Encores" and Dvorak's "Quartet in F Major" and "Quartet in E-Flat Major."

A flock of new Columbia LP artists are also getting strong representation in the new packages. These include Ray Conniff's "S Wonderful," Jerri Adams' "It's Cool Inside," and albums by Rita Reys and the Jazz Messengers.

Christmas Disks

Christmas material includes "Songs of Christmas" by the Norman Luboff Choir; "Ski Trails" by Jo Stafford and Paul Weston; "Calypso Christmas" by the De Paur Chorus and, of course, "The Stingiest Man in Town," which is being done December 23 as an NBC spectacular with terrific promotion lined up by the sponsor, Alcoa. Other Christmas packages are "Ring! Christmas Bells" by bell master Arthur Lunds Bigelow; "Christmas Carols" by Father Sydney MacEwan.

Columbia's Buys-of-the-Month, of course, get heavy promotion via dealer streamers, etc. For November they are "Ski Trails" and the Philadelphia Orchestra's "Gayne Ballet Suite," and for December, "Songs of Christmas" and "Calypso Christmas."

Welker to Europe

Continued from page 18

longest time in Paris, where he will confer with Victor's artists and repertoire liaison man-in-residence, Si Rady. Rady has been lining up European talent and material for Welker's perusal. In London Welker will meet with Decca topper E. R. (Ted) Lewis and in Switzerland with Decca's Continental topper, M. Rosengarten. He also plans to spend some time in Italy.

Number of Releases This Week

Table with columns: Pop, C&W, R&B. Lists record labels and their release counts for the week.

RECORD PRESSINGS

Shellac—Vinylite—Flex 78 RPM—45—33 1/3 Test Pressings Free Small or Large Quantity Labels—Processing—Masters SONGCRAFT, INC. 1650 Broadway New York 19, N. Y.

Other Records Released This Week

Popular

- An American Is a Very Lucky Man; If I Had My Way—Harry Simeone, Berwick 2756 Are You For Real? Swimming in Honey—Bernie Klee, Agenda 5603 Blueberry Hill; That Lucky Old Sun (Just Rolls Around Heaven All Day)—Louis Armstrong and Gordon Jenkins, Decca 30091 Everyday of My Life; Repeat After Me—Russ Arno, Liberty 55029 Glow Worm; Cotton-Eyed Joe — Rhine Winkler Ork, TNT 5002 Milk Cow Blues; Honky Tonk Train Blues—Bob Crosby Ork, Coral 61714 Now Is the Hour (Maori Farewell Song); Tumbling Tumbleweeds — Bing Crosby, Decca 30082 Ten Pretty Girls; Under the Double Eagle —Rhine Winkler Ork, TNT 5001

Spiritual

- The Man Beyond the Clouds; I'm Heaven Bound—Sammy Lewis, United 202 Up Above My Head (I Hear Music in the Air); The Lord Is My Shepherd (That's All I Need to Know)—Sister Rosetta Tharpe and Marie Knight, Decca 30084

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DO SOMETHING FOR ME b/w MY NERVES KING 4960

STILL ON TOP FEVER KING 4935

OTHER HOT RELEASES

EARL BOSTIC AND BILL DOGGETT

BUBBINS ROCK

KING 4954

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

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

LULA REED SAMPLE MAN b/w THREE MEN KING 4969

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

JAMES BROWN and the FAMOUS FLAMES

HOLD MY BABY'S HAND b/w NO, NO, NO, NO FEDERAL 12277

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sings
"THE GRASS WAS GREENER"
"I GOTTA KNOW"



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BOB WINN
GOIN' HOME
HOW IT HURTS ME
5410

Imperial Records

6425 Hollywood Blvd Hollywood 28, Calif

Reviews and Ratings of New Jazz Albums

Continued from page 24

Suite. The band made many new friends on its tour here last year, and this album could make more. Rates dealer backing.

ADD-A-PART JAZZ AND YOU.....82
(1-12")
Columbia CL 908

In sum, this is one of the best do-it-yourself disks to date. There are carefully arranged backings by Milton Delugg, with his accordion, and Hank Jones, M. Hinton, B. Butterfield, D. Lamond, B. Leighton and T. Mottola, all on hand to frame the tyro's efforts and make him sound as pro as possible. The tunes are 12 standards (the most of any set to date), all from the catalogs of the Big Three (Robbins, Feist and Miller). In addition to the chords for instruments in C, B flat and E flat, the melody line for each tune also is provided on an inserted folder. It's a great way for young musicians to learn the tunes and to practice improvisation. Most retailers can move this, and instrument stores should really reap the bounty.

BALLADS & BLUES; MILT JACKSON 82
(1-12")
Atlantic 1242

Since Jackson is generally conceded to be the best of the modern vibists, it would be a pity to confine him entirely to the exacting context of the Modern Jazz Quartet. The fans should heartily welcome this "blowing" session in which Jackson trades choruses with such stars as Lucky Thompson, Barney Kessel, Oscar Pettiford, etc. An excellent set that should sell well. A natural demo band would be "How High the Moon." Attractive cover.

BLUES BY BASIE.....81
Count Basie Band (1-12")
Columbia CL 901

This representative collection of blues performances by Basie and his earlier band will be treasured by jazz cogniscent. The sides, cut in 1939 thru 1942, with one selection dating from 1950, included such noted personnel as Jimmy Rushing, Buck Clayton, Harry Edison, Clark Terry, Don Byas, Buddy Tate, Wardell Gray, Charlie Rousel, et al., all of whose names are prominently displayed on the cover in a manner which is sure to whet the appetite of record buyers. An additional attraction is a scholarly set of liner notes by George Avakin, plus a listing of dates and personnel on each of these classic dates. Tunes include "How Long Blues," "Way Back Blues," "Harvard Blues," "Royal Garden Blues," etc. A must for most shops.

THE MIDGETS.....80
Joe Newman Septet (1-12")
Vik LX 1060

Newman, who up until now has concentrated on Basie-oriented swing, takes a few cautious steps in a more modern direction—and the results are dazzling. He foregoes his usual open-horn style, playing everything muted to stay tonally close to Frank Wess' flute. The sound produced by this combination is unusually fetching. A happier, more effervescent session than this would be hard to recall. "The Midgets," the title song, would be the demonstration band to wow the customers.

THE HAWK IN PARIS.....80
Coleman Hawkins, Sax; Manny Albam
Ork. (1-12")
Vik LX 1059

The best playing by tenor veteran Coleman Hawkins in many months, altho he's framed by written arrangements which aren't particularly interesting. The tunes are all associated with Paris and some resist jazz treatment. Still Hawk emerges victorious in that big baroque way of his. The artist isn't in top vogue at present, but this should help recoup his audience. Some good jock material in such as "April in Paris" and "La Mer." Smart cover will help.

WEST COAST VS. EAST COAST.....79
(1-12")
M-G-M E 3390

This follows the pattern of other M-G-M "Battle of Jazz" albums. Two contrasting groups wall on alternate takes of the same tunes. Here the gimmick is the East Coast-West Coast contrast of style and approach. The Easterners are mainly a Basie-ite assortment: F. Wess, Thad Jones, Benny Powell, O. Pettiford, O. Johnson and D. Hyman. The Hollywooders include: D. Fagerquist, B. Enevoldsen, B. Collette, A. Previn, C. Counce and S. Levey, with P. Rugolo arranging. As much as all of these cats have recorded, the fans will know well what to expect. It's a good line-up on both sides and an exciting free-for-all.

WE JUST COULDN'T SAY GOODBYE 77
Barbara Carroll Trio (1-12")
Victor LPM 1296

The swinging Miss Carroll gets into a slow, quiet mood on this new package. It's different from what fans have been used to expecting from the gal and the interpretations make for very agreeable listening. Standards like "You Do Something to Me," "These Foolish Things," "All of You" are included, plus a couple of the pianist's own compositions in the same easy-going mood.

HERBIE NICHOLS TRIO.....76
(1-12")
Blue Note BLP 1519

In jazz avant-garde circles Herbie Nichols has been touted for some time as one of "the" pianists to watch. His richly chorded style, with its inspired borrowings from the contemporary classical field, offers new and adventuresome listening to the jaded collector. Set to the sensationally swinging beat that Nichols and drummer Max Roach compound between them, this music takes fire and is seen to be based on firm emotional foundations. For all serious, experimentally minded hipsters.

THE GENIUS OF ART TATUM NO. 11 75
(1-12")
Clef MG C 712

After ten LP's, this series could hardly come up with anything earth-shaking in the eleventh installment. For the Tatum die-hard, here are the titles: "Dancing in the Dark," "There's a Small Hotel," "The Way You Look Tonight," "Cherokee," "After You've Gone," "These Foolish Things," "You Go to My Head" and "Sophisticated Lady." As before, all are fancifully improvised in Tatum's characteristic style, and have a unique interest for keyboard aficionados.

SMORGASBORD.....75
Bobby Enevoldsen (1-12")
Liberty LJH 6008

Enevoldsen and his cohorts appear to be having great fun and it's contagious. It's not profound or provocative jazz, just good, pleasant listening, insuring at least a fair sale. The leader himself plays tenor, trombone and bass. Larry Bunker plays drums, vibes and piano; Red Mitchell, bass and piano; Marty Paich, piano, accordion and organ. Howard Roberts is on guitar, etc. . . . all competent West Coast modernists.

THE JIMMY GIUFFRE CLARINET...74
(1-12")
Atlantic 1238

Giuffre plays clarinet almost exclusively in the lower register and his emotion is as limited as his range. Despite superficial resemblances to the clarinet of Lester Young, this is pretty dull stuff. Main interest would be in Giuffre's avant-garde writing, but there he departs from the jazz idiom. Set will have some appeal to fans who like anything they believe to be "far out." Striking cover.

JACK SHELDON: THE QUARTET & THE QUINTET.....73
(1-12")
Jazz: West JWLP 6

Re-release of material available on two 10-inch LP's—JWLP 1 and 2. The Quintet sides are particularly stimulating examples of West Coast modern. Personnel included Zoot Sims, Lawrence Marable, Walter Norris and Bob Whitlock. Sheldon is a fine trumpet man and rates as a real "comer." These 1954-1955 pressings deserve more than routine attention.

POWERHOUSE.....71
Bobby Hammack Quartet (1-12")
Liberty LRP 3016

Bobby Hammack's name and face are familiar to West Coast TV viewers; for four years he has officiated at the piano for the Peter Potter "Juke Box Jury" show. In his first LP, Hammack proves to be a facile jazz artist on piano, organ and celeste. He is backed by Wes Neller-moe on guitar, Irving Edelman on bass and Jerry Friedman on vibes, xylophone and percussion. Much of the time the sound achieved is soft, polite and pretty a la Shearing. Now and again, however, Hammack and his confreres kick loose and justify the "Powerhouse" monicker. A set like this would find broad acceptance if pushed.

SONNY CRISS.....70
(1-12")
Imperial LP 9020

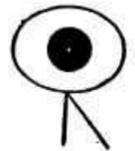
Criss' alto sax differs little from that of a number of other Charlie Parker followers. It has the fast fingering and the strident tone of the late master, but none of his rhythmic and dynamic variety. Since he essays a number of standard ballads, Criss places himself and the listener on most uncomfortable ground. The smart cover will give the set a push, however.

Organization Set by Motif

HOLLYWOOD — Motif Records, new Coast indie headed by Milton Vedder, last week firmed its organization structure, naming composer-conductor Andre Brummer director of artists and repertoire, Drew Miller, sales and merchandising manager, and Irving Klase, assistant repertoire chief.

Brummer, a veteran film and legit musical conductor, disclosed the signing of the Crescendos and singer Bob Parish. Company will restrict its repertoire to the pop field for the present, with plans for both singles and albums. A total of 31 distributors have been named to handle the Motif line, with the firm's first release, "Tumba" and "Black Lace Fan" ready for immediate distribution.

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Futuramic Disks Cuts First Sides

WASHINGTON—A new diskery, Futuramic Records has been started in this city. Outfit, headed by David Kraft, is an adjunct of Futuramic Music Publishing.

First sides for the diskery were cut by orkster Tony Pastor. Pastor also will be the judge in a song-writing contest to be launched by Futuramic. National publicity and promotion for the company is being handled by Dick Gersh.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

"Ozark Jubilee's" nine-year-old star, Brenda Lee, is set for a guest shot on the "Perry Como Show" over the NBC-TV network October 27 and shortly thereafter heads westward to fulfill the first three weeks of a 12-week contract at the Flamingo Hotel, Las Vegas. . . . Tunemsmith Gene Evans and wife, Aryliss, sustained broken ribs, cuts and bruises recently when their auto turned turtle when Gene swerved to miss a deer in the road near Libby, Mont. While hospitalized, Gene received news of the release of his song, "Smoke Signals," done by Slim Whitman on Imperial Records.

Ernie Lindell and His Rhythm Ranch have moved from Channel 8, WMTW, Poland Springs, Me., to Sherbrooke, Que., with Roy Aldridge and the Wagon Masters taking over Ernie's spot on WMTW three days a week. . . . Two new groups recently signed with Event Records, of Westbrook, Me., are the Lilly Brothers, Everette and Mitchell, formerly heard on Page and Columbia platters, and Jimmy Copeland, of Waco, Tex. . . . Denver Duke and Jeffrey Null occupy the guest slot on "Circle Theater Jamboree," Cleveland, October 27.

After a 12-week stint at Station WGHN, Grand Haven, Mich., Jack Tuthill and His "Hall Road Big Jamboree" are back in Muskegon, Mich., rehearsing for an early bow on one of the local radio works. Tuthill has surrounded himself with a new cast comprising Don Graves, Preston Sims, Al Groleau, Mae Tuthill and Jimmy Lawrence plus his Rhythm Riders, made up of Buzzy Spiers, Dan Springstead and Dean (Arkey) Lewis. Tuthill does the emceeing.

Fred Stryker, topper at Fairway Music Corporation, Hollywood, typewrites that he's busy hustling the new Slim Whitman record of "Smoke Signals" and the latest Hank Locklin platter, "How Much? . . . The Stoneman Family, of Washington, headed by Pop himself, will do a guest shot Saturday (20) with "Old Dominion Barn Dance," Richmond, Va. . . . Hal Lone Pine (Event) now has three afternoon shots a week on Channel 8, WMTW, Poland Springs, Me., and is working personals in Canada and Upper New York State in territory covered by the station.

November bookings for Hank Snow and His Rainbow Ranch Boys stack up as follows: Vancouver, B. C., November 14; Victoria, B. C., 15; Seattle, Wash., 16; Portland, Ore., 18; Roseburg, Ore., 19; Klamath Falls, Ore., 20; Redding, Calif., 21; Sacramento, Calif., 22; Stockton, Calif., 23; San Jose, Calif., 24; Oakland, Calif., 25; Bakersfield, Calif., 26; San Diego, Calif., 27; Tucson, Ariz., 28; Lubbock, Tex., 30.

Jimmy Copeland, of Waco, Tex., is showing his wares these days over Channel 9, Manchester, N. H., and Channel 7, Sherbrooke, Que. With Jimmy is Lefty Nason, formerly with Hank Thompson. Copeland's initial release on Event Records is "Radar," b/w "What Kind of Life Am I Living?," due out November 1. Dick Curless' release on the same label, "Streets of Laredo" and "Foggy, Foggy Dew," will be released the same time.

Johnny Horton (Columbia) joins "Grand Ole Opry" as a regular November 10. . . . Newest members to the cast of "Louisiana Hayride," Shreveport, are Benny Barnes (Starday) and Bob Gallion (M-G-M). Barnes is ridin' the charts these days with his "Poor Man Riches." . . . "Hayride" regular Jeanette Hicks is out with her first Starday release. . . . "Louisiana Hayride" did its show live last Saturday (13) from Little Rock, Ark. . . . James O'Gwynn (Starday), who guested with "Hayride" October 7, repeats in that slot October 27.

A group of country music artists, deejays and promotion men gathered for a powwow recently in Hattiesburg, Miss. On hand for the shindig were Jimmy Swain (M-G-M), deejay-artist of WBKH; Fred Wamble, of WBAM; Charlie Herman, WBAM; James O'Gwynn (Starday); Slick Norris; F. M. Smith, WBKH, and Smitty Smith, WLAU. Topic, naturally, was country music. . . . That country music is coming back, or has never been away, reports Slick Norris, is attested by the fact that Texas has been flooded with package shows in recent weeks, with all enjoying respectable business.

At a luncheon given by the Springfield, Mo., Chamber of Commerce October 4, "Ozark Jubilee" was honored for its

contribution to the progress of the community. Crossroads TV president, Ralph D. Foster, accepted a plaque in behalf of the program's cast and staff. Among out-of-town guests attending were Leonard Schneider, Paul Cohen, Marty Salkin and Jack Pleis, Decca Records; Tex Ritter; Harry Kalcheim, of the William Morris Agency, New York, and Ralph Wuest, The Billboard.

Shirley Caddell, redheaded "Ozark Jubilee" thrush, is currently on tour of Alaska. . . . Porter Waggoner's newest on RCA Victor is "A Good Time Was Had by All," b/w "Seeing Her Only Reminds Me of You," both published by Earl Barton Music, Springfield, Mo. . . . "A Midwestern Hayride" unit, featuring Rudy Hansen, Bobby Bobo, Dixie Lee and the Midwesterners, square dancers, played City Hall, Portland, Me., recently to 2,000 paid, the first c.&w. troupe to score a win in the city of 100,000 in nearly 10 years. As a result, it is planned to book in c.&w. shows on a monthly basis.

Carl Perkins and his band, along with Warren Smith, (Continued on page 84)

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- TODAY'S TOP TUNES . . . listing the tops in pops, classical, jazz, R&B, CGW . . . singles and albums.
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• This Week's C&W Best Buys

DON'T BLAME IT ON THE GIRLS (Earl Barton, BMI)—Red Foley—Decca 30067—Nashville, Richmond, Birmingham and Dallas are among the Southern markets—and St. Louis, Philadelphia, Chicago and Cincinnati among the Northern—that indicated very gratifying turnover on this disk this week. Its outlook for hitting the charts is excellent. Flip is "Rock 'n' Reelin'" (Republic, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

C&W RECORDS

EDDIE ARNOLD

I Wouldn't Know Where to Begin (St. Nicholas, ASCAP)
The **Ballad of Wes Tancred** (Mills, ASCAP)—RCA Victor 6699—Arnold warbles with warm conviction and sincerity on a moving ballad, "I Wouldn't Know Where to Begin," penned by Johnny Marks. Flip, a folk-type ballad, is handed an appealing reading by Arnold, who sings the Ned Washington tune in the forthcoming film "Tension at Table Rock."

RAY ORBISON

You're My Baby (Hi Lo, BMI)
Rockhouse (Hi Lo, BMI)—Sun 251—Orbison displays vocal sock showmanship on "You're My Baby," a fast country blues with a strong rockabilly beat. Flip, another good rockabilly rhythm side, is wrapped up solidly by Orbison, who could break thru with a hit follow-up to his "Oobie Doobie."

• Reviews of New C&W Records

AL TERRY

Roughneck Blues 77
HICKORY 1056 — Bouncy, heavy beat sets this one apart. Actually, it isn't a blues, but it packs some smart lines. (Acuff-Rose, BMI)
Am I Seeing Things? 76
A fine bit of ballad singing by the velvet-toned warbler. Excellent talent deserves plenty of exposure. (Acuff-Rose, BMI)

RAY HARRIS

Where'd You Stay Last Nite? 76
SUN 254 — Dangerous side, which could make it. It's a slow blues, with Harris delivering the vocal in an extreme, emotion-packed voice. Typical rockabilly backing. (Hi Lo, BMI)
Come on, Little Mama 75
Solid country blues, rockabilly style. Harris' vocal is backed by typical Sun back shack instrumental arrangement. (Hi Lo, BMI)

BARBARA PITMAN

I Need a Man 75
SUN 253—Here's the back shack sound, female style. Barbara Pitman gets a vibrant feeling into this country blues. A good side that merits plenty of plays. (Hi Lo, BMI)

A GREAT COUNTRY DUET
Wilma Lee & Stoney Cooper
"CHEATED TOO"
HICKORY-1051

TWO NATURALS!
GOLDEN GUITAR
b/w
NEEDLE IN A HAYSTACK
by Penny West
and her LUCKY PENNIES
OZARK RECORDS
7610 WEST BRUNO
ST. LOUIS 17, MO.

"WOND'RING 'BOUT YOU"
and
"ARKANSAS MOUNTAINS"
by
House Brothers Quartet
STATE CALLA RECORD CO.
2033 Burnett Way
Sacramento 18, Calif.

No Matter Who's to Blame . . . 69

This side is a weeper. The style is quite pop-ish. A change of pace from the flip. (Hi Lo, BMI)

DAVE RICH

I'm Sorry, Goodbye 73
VICTOR 6687—There's a real tear in this lament for a lost gal friend, and Rich puts over this melancholy opus with knowing style. (Acuff-Rose, BMI)

I Love 'em All . . . 72

Title expresses the singer's sex view. He plays the field in a relaxing and happy lyric that deceays will find engaging. (Tree, BMI)

CHUCK LEE

I Haven't the Heart 70
TVT 143—Poignant lyric idea (he hasn't the heart to tell her he loves another) is handled with sock emotional impact by Lee. (TNT, BMI)
Open Your Heart 69
Lee sings a pleasant ballad with soft sincerity and warmth. (TNT, BMI)

PENNY WEST

Needle in a Haystack 69
OZARK 102—Miss West and a male trio alternate choruses on this lively toe-tapper. Material is cute and is given a bright presentation. (Mound City, BMI)
Golden Guitar 68
The singer surmises that her late lover is playing—not a harp—but a "golden guitar" up in heaven and takes satisfaction from this. (Mound City, BMI)

MERRILL MOORE

Gotta Gimme What'cha Got 68
CAPITOL 3563—This is a country version of a shout by Julie Lee. Gets a good boogie beat, but there's not much more to the side. (Golden, ASCAP)
She's Gone 65
There's a long run-down of the things that will have to happen before she comes back. Not much that's original here. In fact, it's pretty old hat. (Hill & Range, BMI)

ARKANSAS JIMMIE

No Love Have I 67
TNT 142—Plaintive warbling on an okay weeper. (TNT, BMI)
I've Got the Blues Tonight 66
Same comment. (TNT, BMI)

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• C&W Territorial Best Sellers

For survey week ending October 10

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

Birmingham

1. **I Walk the Line**, J. Cash, Sun
2. **Don't Be Cruel**, E. Presley, Vic.
3. **Hound Dog**, E. Presley, Vic.
4. **Singing the Blues**, M. Robbins, Col.
5. **I'm a One Woman Man**, J. Horton, Col.

Charlotte

1. **Crazy Arms**, R. Price, Col.
2. **Singing the Blues**, M. Robbins, Col.
3. **Don't Be Cruel**, E. Presley, Vic.
4. **Hound Dog**, E. Presley, Vic.
5. **I Walk the Line**, J. Cash, Sun
6. **Searching**, K. Wells, Dec.
7. **Cash on the Barrel Head** Louvin Brothers, Cap.
8. **It Makes No Difference Now** H. Thompson, Cap.
9. **Wicked Lies**, C. Smith, Col.
10. **I Take the Chance** J. E. & M. Brown, Vic.

Dallas-Fort Worth

1. **Crazy Arms**, R. Price, Col.
2. **Don't Be Cruel**, E. Presley, Vic.
3. **I Walk the Line**, J. Cash, Sun
4. **Singing the Blues**, M. Robbins, Col.
5. **I'm a One Woman Man**, J. Horton, Col.
6. **Hound Dog**, E. Presley, Vic.
7. **Love Me Tender**, E. Presley, Vic.

Houston

1. **I Walk the Line**, J. Cash, Sun
2. **Don't Be Cruel**, E. Presley, Vic.
3. **Poor Man Riches**, B. Barnes, Sdy.
4. **Hound Dog**, E. Presley, Vic.
5. **Crazy Arms**, R. Price, Col.
6. **Before I Met You**, C. Smith, Col.
7. **Singing the Blues**, M. Robbins, Col.
8. **Fool**, S. Clark, Dot

Memphis

1. **Singing the Blues**, M. Robbins, Col.
2. **Crazy Arms**, R. Price, Col.
3. **Dixie Fried**, C. Perkins, Sun
4. **Love Me Tender**, E. Presley, Vic.
5. **I Walk the Line**, J. Cash, Sun
6. **Just One More**, G. Jones, Sdy.

Nashville

1. **Singing the Blues**, M. Robbins, Col.
2. **Crazy Arms**, R. Price, Col.
3. **Don't Be Cruel**, E. Presley, Vic.
4. **Conscience, I'm Guilty**, H. Snow, Vic.
5. **I Walk the Line**, J. Cash, Sun
6. **Sweet Dreams**, F. Young, Cap.
7. **You're Running Wild** Louvin Brothers, Cap.
8. **Love Me Tender**, E. Presley, Vic.

New Orleans

1. **Singing the Blues**, M. Robbins, Col.
2. **Crazy Arms**, R. Price, Col.
3. **Don't Be Cruel**, E. Presley, Vic.
4. **Honky Tonk Man**, J. Horton, Col.
5. **My Lips Are Sealed**, J. Reeves, Vic.
6. **Searching**, K. Wells, Dec.
7. **Be-Bop-a-Lula**, G. Vincent, Cap.
8. **Hound Dog**, E. Presley, Vic.
9. **I Take the Chance** J. E. & M. Brown, Vic.

Richmond, Va.

1. **Crazy Arms**, R. Price, Col.
2. **Don't Be Cruel**, E. Presley, Vic.
3. **I Walk the Line**, J. Cash, Sun
4. **Hound Dog**, E. Presley, Vic.
5. **Singing the Blues**, M. Robbins, Col.
6. **Sweet Dreams**, F. Young, Cap.

St. Louis

1. **Don't Be Cruel**, E. Presley, Vic.
2. **I Walk the Line**, J. Cash, Sun
3. **Wicked Lies**, C. Smith, Col.
4. **Dixie Fried**, C. Perkins, Sun
5. **Crazy Arms**, R. Price, Col.

Hurok Repacts NAC Booking

NEW YORK—Sol Hurok, the longhair impresario-manager, has renewed his booking-management affiliation with National Artists Corporation, for the 1957-'58 season. Under this arrangement, NAC will continue to book such Hurok attractions as Victoria de los Angeles, Patrice Munsel, Roberta Peters, Marian Anderson, Jan Peerce, Leonard Warren, Isaac Stern, Gregor Piatigorsky, Andres Segovia, Friedrich Gulda, Artur Rubenstein and others.

The Hurok arrangement also will give NAC the attractions which Hurok engaged during his recent visit to the Soviet Union.

NAC, under the direction of Lubet Vichey, now maintains departments servicing the lecture, opera, concert, radio, TV and concert media.

• C&W Best Sellers in Stores

For survey week ending October 10

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

This Week	Last Week	Weeks on Chart
1. DON'T BE CRUEL (BMI)—E. Presley	1	12
HOUND DOG (BMI)—Vic 20-6604		
2. CRAZY ARMS (BMI)—R. Price	2	20
You Done Me Wrong (BMI)—Col 21510		
3. I WALK THE LINE (BMI)—J. Cash	3	20
Get Rhythm (BMI)—Sun 241		
4. SINGING THE BLUES (BMI)—M. Robbins	5	5
I Can't Quit (BMI)—Col 21545		
5. SEARCHING (BMI)—K. Wells	4	16
I'd Rather Stay Home (BMI)—Dec 29956		
6. SWEET DREAMS (BMI)—F. Young	6	18
Until I Met You (BMI)—Cap 3443		
7. YOU ARE THE ONE (BMI)—C. Smith	7	13
Doorstep to Heaven (BMI)—Col 21522		
8. CONSCIENCE, I'M GUILTY (BMI)—H. Snow	9	12
Hula Rock (BMI)—Vic 20-6578		
9. LOVE ME TENDER (BMI)—E. Presley	—	1
Any Way You Want Me (ASCAP)—Vic 20-6643		
10. TEEN-AGE BOOGIE (BMI)—W. Pierce	11	2
I'M REALLY GLAD YOU HURT ME (BMI)—Dec 30045		
11. WICKED LIES (BMI)—C. Smith	—	1
BEFORE I MET YOU (BMI)—Col 21552		
12. YOU DON'T KNOW ME (BMI)—E. Arnold	—	6
Rockin' Mockin' Bird (BMI)—Vic 20-6502		
13. BE-BOP-A-LULA (BMI)—G. Vincent	8	16
Woman Love (BMI)—Cap 3450		
14. I TAKE THE CHANCE (BMI)—J. E. & M. Brown	10	20
Goo Goo Dada (BMI)—Vic 20-6480		
15. I'M A ONE-WOMAN MAN (BMI)—J. Horton	—	6
I Don't Like I Did (BMI)—Col 21538		

• Most Played C&W in Juke Boxes

For survey week ending October 10

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

This Week	Last Week	Weeks on Chart
1. DON'T BE CRUEL (BMI)—E. Presley	1	10
HOUND DOG (BMI)—Vic 20-6604		
2. CRAZY ARMS (BMI)—R. Price	2	17
You Done Me Wrong (BMI)—Col 21510		
3. I WALK THE LINE —J. Cash	3	17
Get Rhythm (BMI)—Sun 241		
4. SWEET DREAMS (BMI)—F. Young	4	13
Until I Met You (BMI)—Cap 3443		
5. SEARCHING (BMI)—K. Wells	6	15
I'd Rather Stay Home (BMI)—Dec 29956		
6. SINGING THE BLUES (BMI)—M. Robbins	—	3
I Can't Quit (BMI)—Col 21545		
7. JUST ONE MORE (BMI)—G. Jones	—	1
Gonna Come Get You (BMI)—Starday 264		
8. BEFORE I MET YOU (BMI)—C. Smith	10	2
Wicked Lies (BMI)—Col 21552		
9. POOR MAN'S RICHES (BMI)—B. Barnes	5	4
Those Who Know (BMI)—Starday 262		
10. YOU ARE THE ONE (BMI)—C. Smith	8	6
Doorstep to Heaven (BMI)—Col 21522		

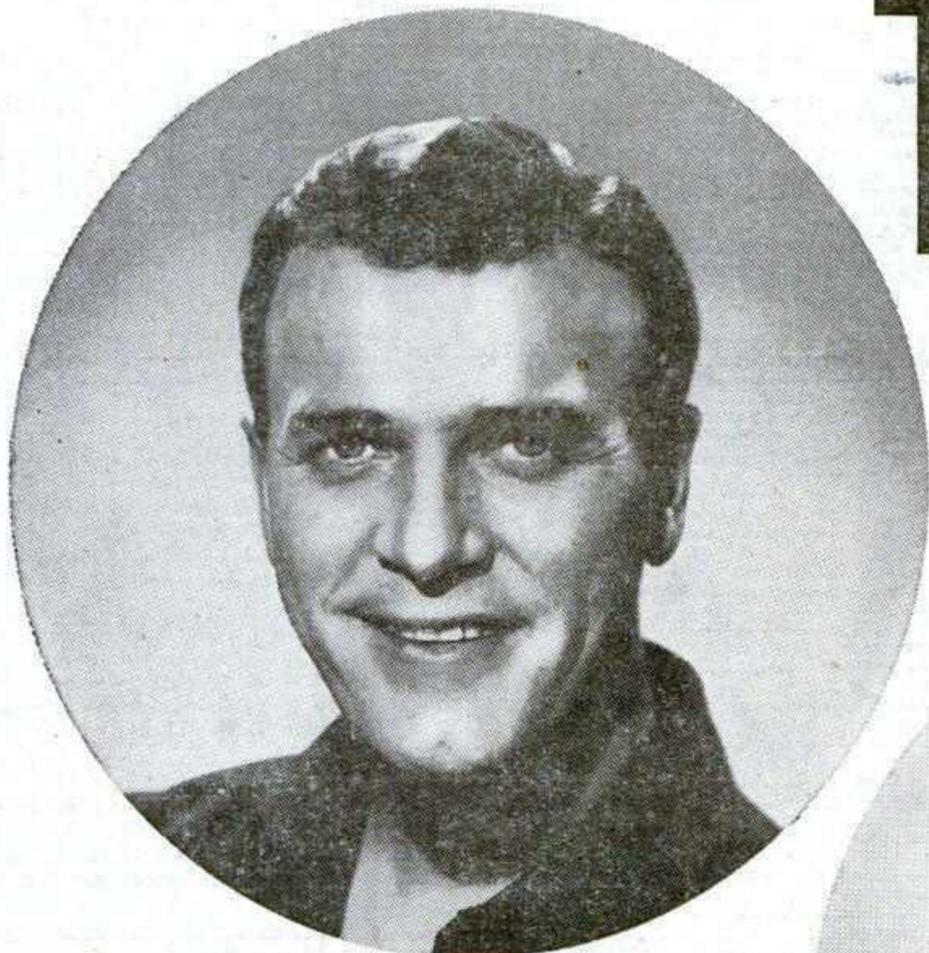
• Most Played C&W by Jockeys

For survey week ending October 10

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

This Week	Last Week	Weeks on Chart
1. CRAZY ARMS —R. Price	1	22
Col 21510—BMI		
2. I WALK THE LINE —J. Cash	3	20
Sun 241—BMI		
3. SINGING THE BLUES —M. Robbins	4	5
Col 21545—BMI		
4. DON'T BE CRUEL —E. Presley	2	10
Vic 20-6604—BMI		
5. ACCORDING TO YOUR HEART —J. Reeves	10	4
Vic 20-6620—BMI		
6. SWEET DREAMS —F. Young	6	17
Cap 3443—BMI		
7. SEARCHING —K. Wells	8	15
Dec 29956—BMI		
8. YOU ARE THE ONE —C. Smith	5	16
Col 21522—BMI		
9. I CAN'T QUIT —M. Robbins	—	2
Col 21545—BMI		
10. LOVE ME TENDER —E. Presley	—	1
Vic 20-6643—BMI		
11. HOUND DOG —E. Presley	9	10
Vic 20-6604—BMI		
12. YOU'RE RUNNING WILD —Louvin Brothers	14	2
Cap 3532—BMI		
13. CASH ON THE BARREL HEAD —Louvin Brothers	—	1
Cap 3532—BMI		
14. I'M A ONE-WOMAN MAN —J. Horton	7	7
Col 21538—BMI		
15. I GOTTA KNOW —W. Jackson	—	1
Cap 3485—BMI		

TOP TALENT MAKES THE HITS



EDDY ARNOLD

The Ballad of Wes Tanager
I Wouldn't Know Where to Begin

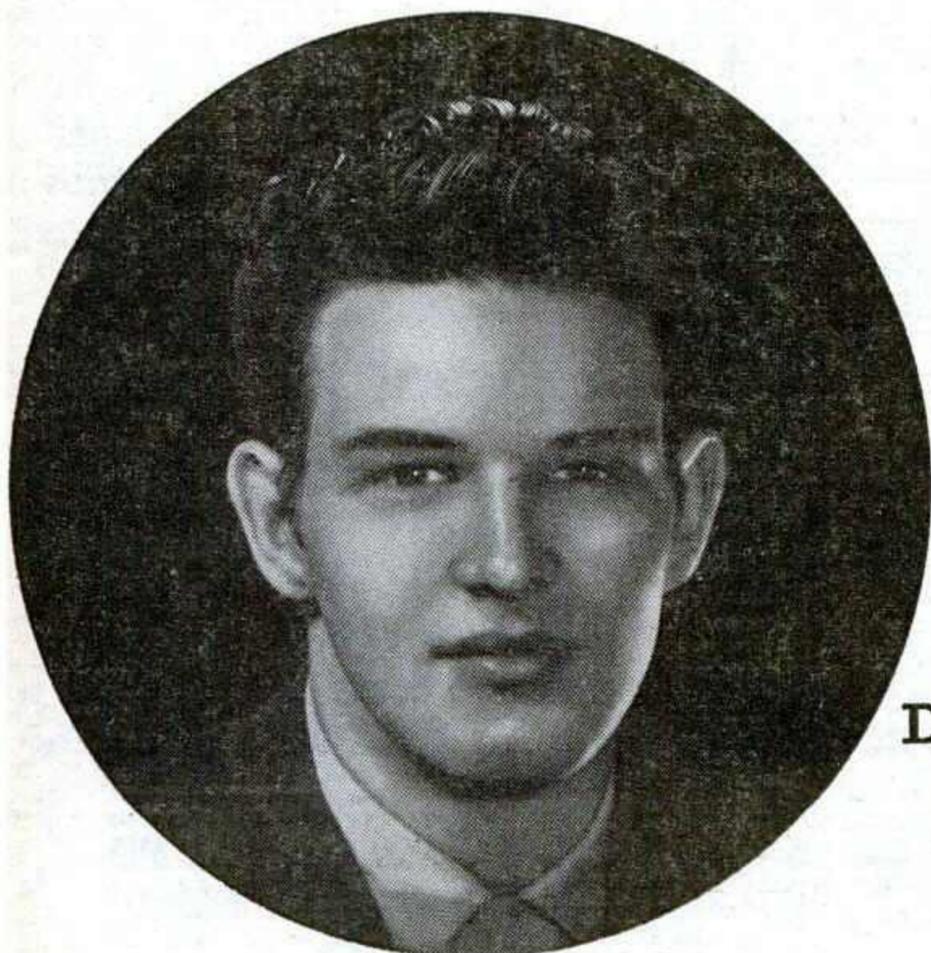
20/47-6699



PORTER WAGONER

Seeing Her Only Reminded Me of You
A Good Time Was Had by All

20/47-6697



DAVID HOUSTON

Blue Prelude
I'll Always Have It on My Mind

20/47-6696



R&B Territorial Best Sellers

For survey week ending October 10

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Honky Tonk, B. Doggett, Kng.
2. Let the Good Times Roll Shirley & Lee, Ala.
3. Lonely Avenue, R. Charles, Atl.
4. I Can't Quit You Now, O. Rush, Cba.
5. Blueberry Hill, F. Domino, Imp.
6. Bad Luck, B. B. King, RPM
7. My Prayer, Platters, Mer.
8. Too Much Monkey Business C. Berry, Chs.
9. In the Still of the Night, Satins, Emb.

Charlotte

1. Honky Tonk, B. Doggett, Kng.
2. Still, L. Baker, Atl.
3. In the Still of the Night, Satins, Emb.
4. Blueberry Hill, F. Domino, Imp.
5. Too Much Monkey Business, C. Berry, Chs.
6. Don't Be Cruel, E. Presley, Vic.
7. Honey Chile, F. Domino, Imp.
8. Let the Good Times Roll Shirley & Lee, Ala.
9. Love Me Tender, E. Presley, Vic.
10. Green Door, J. Lowe, Dot

Chicago

1. Honky Tonk, B. Doggett, Kng.
2. Don't Be Cruel, E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.
4. Soft Winds, D. Washington, Mer.
5. Love Me Tender, E. Presley, Vic.
6. Let the Good Times Roll Shirley & Lee, Ala.

Cincinnati

1. Honky Tonk, B. Doggett, Kng.
2. Let the Good Times Roll Shirley & Lee, Ala.
3. ABC's of Love, Teen Agers, Geo.
4. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
5. Don't Be Cruel, E. Presley, Vic.
6. Oh! What a Nite, Dels, VJ
7. Bad Luck, B. B. King, RPM

Detroit

1. Let the Good Times Roll Shirley & Lee, Ala.
2. Honky Tonk, B. Doggett, Kng.
3. I Can't Quit You Now, O. Rush, Cba.
4. I'm Going Through Rev. C. L. Franklin, Chs.
5. Lonely Avenue, R. Charles, Atl.
6. Don't Go No Further, M. Waters, Chs.

Los Angeles

1. Don't Be Cruel, E. Presley, Vic.
2. Honky Tonk, B. Doggett, Kng.
3. Blueberry Hill, F. Domino, Imp.
4. Confidential, S. Knight, Vta.
5. Hound Dog, E. Presley, Vic.
6. Bad Luck, B. B. King, RPM
7. My Prayer, Platters, Mer.
8. Fool, S. Clark, Dot
9. Blue Mood, J. Stevens, Dig.

New Orleans

1. Honky Tonk, B. Doggett, Kng.
2. Blueberry Hill, F. Domino, Imp.
3. In the Still of the Night, Satins, Emb.
4. Don't Be Cruel, E. Presley, Vic.
5. Lonely Avenue, R. Charles, Atl.
6. Just a Feeling, Little Walter, Che.
7. Hound Dog, E. Presley, Vic.
8. Rip It Up, Little Richard, Spe.
9. Someday You'll Want Me S. Lewis, Imp.
10. I Need Someone, A. Milburn, Ala.

New York

1. Blueberry Hill, F. Domino, Imp.
2. Honky Tonk, B. Doggett, Kng.
3. Don't Be Cruel, E. Presley, Vic.
4. Let the Good Times Roll Shirley & Lee, Ala.
5. Oh! What a Nite, Dels, VJ
6. Soft Winds, D. Washington, Mer.

Philadelphia

1. Honky Tonk, B. Doggett, Kng.
2. Canadian Sunset E. Heywood-H. Winterhalter
3. Fever, L. W. John, Kng.
4. Chicken, R. Gordon, Flp.
5. Oh! What a Nite, Dels, VJ
6. It's Too Late, C. Willis, Atl.

St. Louis

1. Honky Tonk, B. Doggett, Kng.
2. Blueberry Hill, F. Domino, Imp.
3. Don't Be Cruel, E. Presley, Vic.
4. Please, Please, Please, J. Brown, Fed.
5. I Can't Quit You Now, O. Rush, Cba.
6. She's Got It, Little Richard, Spe.
7. I Asked for Water, H. Wolf, Chs.
8. Keep It to Yourself S. B. Williamson, Che.

Washington, D. C.

1. Honky Tonk, B. Doggett, Kng.
2. Don't Be Cruel, E. Presley, Vic.
3. Blueberry Hill, F. Domino, Imp.
5. In the Still of the Night, Satins, Emb.
6. Love Me Tender, E. Presley, Vic.
7. Canadian Sunset E. Heywood-H. Winterhalter, Vic.
8. I Gotta Get Myself a Woman Drifters, Atl.
9. Closer You Are, Channels, Wdk.
10. Green Door, J. Lowe, Dot

Reviews of New R&B Records

THE CUBS

Why Did You Make Me Cry79
SAVOY 1402—The new group delivers in a style reminiscent of the Teen-Agers, with lead singing with all-stops-out power thruout. A solid side that could stir action. (Savoy, BMD)

I Hear Wedding Bells

.....77
A very wild and frantic lead punches this tender thought home with a quivering tender spoken bit in the middle. A thoroly impassioned job, which rates spins. (Savoy, BMD)

THE CHARMERS

All Alone77
ALADDIN 3337—Deep-voiced thrushes blend with husky effectiveness on a practically straight version of the Berlin oldie, albeit with an underlying rock and roll sound. (Berlin, ASCAP)

Johnny, My Dear

.....75
The girls lift their alto pipes on a soothing ballad with the monotone-styled charm of "Eddie, My Love." (Aladdin, BMD)

DON JULIAN

Boogie Woogie Teenage75
DOOTONE 405—A side with a fast beat, frantic sounds and sizzling lyrics. The youngsters will respond in a minute to this. A first-class juke side. (Williams, BMD)

I Am a Believer

.....71
Julian turns here to a slow, romantic ballad and gets a tasteful subdued backing from the Meadowlarks. His highly ornamented vocal line gets pretty "far out" in spots, and that's the way his fans like it. (Williams, BMD)

LEW WILLIAMS

Something I Said74
IMPERIAL 5411—New artist shows considerable promise on a solid rhythm beam. Is getting good send-off via good ork backing, and with seasoning might make it. (Commodore, BMD)

Bop Bop Ba Doo Bop

.....74
Flip has him showing what he can do on a rock and roll kick. Teen-agers can easily go for this and jocks could do well to give him exposure. (Commodore, BMD)

RUDY MOORE

Robbie Doggie74
FEDERAL 12280—A driving blues, with Rudy Moore shouting the lyrics. Plenty of pace. (Armo, BMD)

I'll Be Home to See You Tomorrow Night

.....74
New lyrics to an old ditty. Rudy Moore does a swinging vocal, with interesting string work behind him. (Armo, BMD)

CHARLES BROWN

I'll Always Be in Love With You74
ALADDIN 3339—Up-tempo interpretation of the pop standard with interesting instrumental pattern in background. (Shapiro - Bernstein, ASCAP)

Soothe Me

.....73
Moving reading on a pleasant, leisurely paced ballad. (Northern, ASCAP)

JERRY DORN

Nightmare73
KING 4968—Dorn warbles with feeling and appealing simplicity on a moving blues. (Lowell, BMD)

I'm So in Love With You

.....72
Same comment. (Bonita, BMD)

PARAKEETS QUINTET

Yvonne72
ATLAS 1069—Lead singer chants this slow ballad with considerable warmth. Smooth harmony. (McAvery, BMD)

My Heart Tells Me

.....72
The uptempo side. Moves right along, with effective rhythm and horns. (McAvery, BMD)

PICO PETE

Hot Dog71
JET 100—A moderate paced blues here as "Pete" extols his baby at the hot dog stand. Material is slim. (BMD)

Chicken Little

.....69
The "singer" is a screamer on this exhausting up-tempo blues side. Lots of noise but relatively small commercial impact here. (Webster, BMD)

THE YOUNGSTERS

You're an Angel70
(With the Devil in Your Eyes).....70
EMPIRE 107—Here's a tune with a very country type melody and thought. In this r.&b. version, however, it has little of the pay-off punch. (Simon House, BMD)

Counterfeit Heart

.....67
The group makes this one go at a jump pace. Lead man sings the "country" type thought in okay style but group backing lacks imagination. (H. E. G.-Regent, BMD)

DANNY (RUN JOE) TAYLOR

Ain't Nothin' Wrong With This World69
DAVIS 454—Taylor sings in a sly confidential blues style as he makes

This Week's R&B Best Buys

THE CLOSER YOU ARE (Bob-Dan, BMI)—The Channels—Whirling Disc 100—This is a left fielder that is getting to be a serious chart threat. Starting off well in New York and Boston, it has continued to grow in those cities and also started to take off in Philadelphia, Baltimore, Washington, Pittsburgh, Newark, Cleveland and Buffalo. The rest of the country won't be long now in picking it up, either. Flip is "Now You Know" (Bob-Dan, BMI).

Review Spotlight on . . .

R&B RECORDS

LITTLE WILLIE JOHN

Suffering With the Blues (Jay & Cee, BMI)

I've Been Around (Jay & Cee, BMI)—King 4989—One of the finer emoters, the youngster has two powerful and moving sides on this disk. On top it's a slow pulsing ballad of torment in a fine blues tradition while the flip is an equally solid, emotional waxing. Both should be strong payoff contenders.

BOBBY CHARLES

Laura Lee (Arc, BMI)

No Use Knocking (Arc, BMI)—Chess 1638—Charles' compelling blues style packs a big wallop both ways here. On top it's a ballad of love and devotion, with a more uptempo rhythmic delivery on the flip, equally well handled. Both have an exciting New Orleans blues flavor and figure to move fast.

ANN COLE

In the Chapel (Monument, BMI)

Each Day (Monument, BMI)—Baton 232—The trush proves that she's one of the real stylists of the r.&b. field with this extremely classy coupling. On top it's a slow, pulsing hymn of love set to the tune and the piano beats of an old gospel offering. The flip is the same kind of wonderfully backed, solidly emoted thrushing. Sock potential on both sides.

JAMES BROWN

I Won't Plead No More (Armo, BMI) Federal 12290—Brown screams and shouts his way thru this wild and emotional pleader. The stirring lead is showcased by smooth harmonizing from the backup group. A strong commercial entry. Flip is "Connie-On-Chon," (Armo, BMI) an attractive blues rocker.

THE ANGELS

The Glory of Love (Shapiro-Bernstein, ASCAP)

It's You I Love Best (Kahl, BMI) Gee 1024—The group turns to the new and the old to come up with a pair of high-powered slicings. The standards, "Glory of Love," gets a sock reading with an outstanding job by the lead, while the flip is a melodic ballad with nicely shaded vocalists by the group. Either could make it.

Big Build-Up on 'Ozark' Tyke

NEW YORK — Brenda Lee, nine-year-old canary on ABC-TV's "Ozark Jubilee," is slated for a big promotional build-up this fall and winter.

The Decca thrush has been signed to appear on Perry Como's NBC-TV show October 27, the

Christmas edition of Arthur Godfrey's "Talent Scouts" on CBS-TV, and 12 weeks at the Flamingo in Las Vegas, where it is legal for youngsters to perform in night clubs.

The Flamingo deal, set by the girl's manager, Lou Black, of the Top Talent booking office, Springfield, Mo., calls for her to play the Las Vegas spot a total of 12 weeks between now and December 31, 1957.

Am-Par Appoints Two New Distributors

NEW YORK—ABC-Paramount has appointed two new distributors. Tru-Tone has replaced Pan American as the label's distributor in Miami, while Frontier Distributing has taken over the line in El Paso, Tex., marking Am-Par's initial representation in that city.

Meanwhile, Am-Par sales manager, Larry Newton, is in Florida this week to supervise the switch-over to Tru-Tone, and visit other Am-Par distributors in the Southern territory. The label recently took over Colonial's master, "A Rose and a Baby Ruth," by George Hamilton IV, which has been breaking out in the past few weeks.

HEADING FOR THE CHARTS

DON RONDO

TWO DIFFERENT WORLDS

Jubilee 5256

JUBILEE RECORDS

1650 Broadway New York City

TAKING OFF!!!

"IT'S TRAGIC"

FATS GAINES

Authentic 403

"I AM A BELIEVER"

DON JULIAN'S MEADOWLARKS

DOO 405

DOOTONE RECORDS

5512 SO. CENTRAL AVE. LOS ANGELES 2, CALIF.

THEIR BIGGEST SMASH OF ALL

FRANKIE LYMON AND THE TEENAGERS

"THE ABC'S OF LOVE"

b/w "SHARE"

Gee #1022

GEE

220 W. 42 St., N. Y. C.

THE BEST RECORD

CHARLES BROWN

CONFIDENTIAL

#3342

Aladdin RECORDS

Beverly Hills, Calif.



Anchors Aweigh!

You're off to a career with a future . . . a Navy career! Become a seagoing specialist.

NAVY

THE BIG RECORD TO WATCH IS VEE-JAY #204

This Week's Best Buys

OH, WHAT A NIGHT (Conrad, BMI)—The Dells—V-J 204—A "sleeper" that has been stirring considerable excitement in the Middle West and is now also moving quickly in Philadelphia and New York. Currently on the Cincinnati territorial chart, the disk has hardly begun to hit its potential stride. Flip is "Jo-Jo" (Conrad, BMI).

VEE-JAY Records, Inc.

4747 Cottage Grove Ave. Chicago
Phone: WAGner 4-2828

IT'S THE GREATEST, YET CHECKER #850 "COPS AND ROBBERS" b/w "DOWN HOME SPECIAL" by BO DIDDLEY

CHECKER RECORD CO.
4750 S. COTTAGE GROVE AVE., CHICAGO 11, ILL.
PHONE: EDWOOD 8-2421

R&B Best Sellers in Stores

For survey week ending October 10

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		1	HONK TONK (Parts I & II) —B. Doggett.....	King 4950—BMI
2.		2	DON'T BE CRUEL (BMI) —E. Presley.....	Vic 20-6604
3.		6	BLUEBERRY HILL (ASCAP) —F. Domino.....	Honey Chile (BMI)—Imperial 5407
4.		3	LET THE GOOD TIMES ROLL (BMI) — Shirley & Lee	Do You Mean to Hurt Me So? (BMI)—Aladdin 3325
5.		5	IN THE STILL OF THE NIGHT (BMI) —Satins....	Jones Girl (BMI)—Ember 10005
6.		4	MY PRAYER (ASCAP) —Platters.....	Heaven on Earth (ASCAP)—Mercury 70893
7.		8	STILL (BMI) —L. Baker.....	
8.		1	LOVE ME TENDER (BMI) —E. Presley.....	Any Way You Want Me (BMI)—Vic 20-6643
9.		15	I CAN'T QUIT YOU NOW (BMI) —O. Rush.....	Sit Down, Baby (BMI)—Cobra 5000
10.		7	CANADIAN SUNSET (BMI) — E. Heywood-H. Winterhalter	This Is Real (ASCAP)—Vic 20-6537
11.		1	LONELY AVENUE (BMI) —R. Charles.....	Leave My Woman Alone (BMI)—Atlantic 1108
12.		12	RIP IT UP (BMI) —Little Richard.....	Ready Teddy (BMI)—Specialty 579
13.		9	BAD LUCK (BMI) —B. B. King.....	Sweet Little Angel (BMI)—RPM 468
14.		1	A B C'S OF LOVE (BMI) —Teen-Agers.....	Share (BMI)—Gee 1022
15.		10	FEVER (BMI) —Little Willie John.....	Letter From My Darling (BMI)—King 4935

Most Played R&B in Juke Boxes

For survey week ending October 10

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		2	HONKY TONK (Parts I & II) —B. Doggett.....	King 4950—BMI
2.		1	LET THE GOOD TIMES ROLL (BMI) — Shirley & Lee	Do You Mean to Hurt Me So? (BMI)—Aladdin 3325
3.		7	BLUEBERRY HILL (ASCAP) —F. Domino.....	HONEY CHILE (BMI)—Imperial 5407
4.		3	HOUND DOG (BMI) —E. Presley	DON'T BE CRUEL (BMI)—Victor 20-6604
5.		6	TOO MUCH MONKEY BUSINESS (BMI) —C. Berry.	Brown-Eyed, Handsome Man (BMI)—Chess 1635
6.		9	SEE-SAW (BMI) —Moonglows	When I'm With You (BMI)—Chess 1629
7.		4	IN THE STILL OF THE NIGHT (BMI) —Satins....	Jones Girl (BMI)—Ember 10005
8.		5	MY PRAYER (ASCAP) —Platters.....	Heaven on Earth (ASCAP)—Mercury 70893
9.		1	KA DING DONG (BMI) —G. Clefs.....	Darla, My Darlin' (BMI)—Pilgrim 24971
10.		1	LONELY AVENUE (BMI) —R. Charles.....	Leave My Woman Alone (BMI)—Atlantic 1108

Most Played R&B by Jockeys

For survey week ending October 10

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		1	HONKY TONK —B. Doggett.....	King 4950—BMI
2.		6	BLUEBERRY HILL —F. Domino.....	Imperial 5407—ASCAP
3.		3	DON'T BE CRUEL —E. Presley.....	Vic 20-6604—BMI
4.		2	LET THE GOOD TIMES ROLL (BMI)	Aladdin 3325—BMI
4.		2	LET THE GOOD TIMES ROLL —Shirley & Lee...	Aladdin 3325—BMI
5.		7	STILL —L. Baker.....	Atlantic 1104—BMI
6.		1	LONELY AVENUE —R. Charles.....	Atlantic 1108—BMI
7.		9	I CAN'T LOVE YOU ENOUGH —L. Baker.....	Atlantic 1104—BMI
8.		1	A B C'S OF LOVE —Teen-Agers.....	Gee 1022—BMI
9.		13	IT'S TOO LATE —C. Willis.....	Atlantic 1098—BMI
10.		4	IN THE STILL OF THE NIGHT —Satins.....	Ember 10005—BMI
10.		1	LOVE ME TENDER —E. Presley.....	Vic 20-6643—BMI
12.		1	GREEN DOOR —J. Lowe.....	Dot 15486—BMI
13.		1	BROWN-EYED HANDSOME MAN —C. Berry.....	Chess 1635—BMI
14.		5	MY PRAYER —Platters.....	Mercury 70893—ASCAP
15.		12	SO-LONG —F. Domino.....	Imperial 5396—BMI

Rhythm & Blues Notes

By GARY KRAMER

The American free enterprise system probably has no more convincing model than in the trade aspects of the rhythm and blues field. Few phases of the music business—or of any business, for that matter—show such a freedom of access. Many dealers often seem annoyed at the unending multiplication of labels and the steady parade of new talent. Others, a little more thoughtful, realize that this continuous ferment is what insures a variety of high-quality material and keeps manufacturers and their artists continually on their mettle.

When a record like "I Can't Quit You Now," by Otis Rush, on the Cobra label breaks nationally, as it did last week, a Cinderella-type story, very typical of this field, unfolds. A month ago, nine out of ten dealers would have had a hard time identifying either Otis Rush or the Cobra label. Today everybody can. That is why in this market you can never sell somebody short or afford to underestimate anyone's potential. This week, a Zebra label springs forth, last week Jet, and so on. It pays to keep abreast of them all.

One effect of the vast amount of independent talent scouting, a.&r.ing and record production has been to emphasize the territorial hit. The typical new label is large enough only to promote a disk in a single city, and gears its profit expectations to what it can do in that particular city. Without delusions of its ability to distribute and promote a disk nationally, a label can turn a respectable profit on a disk if it concentrates on one significant market. The fact is, if it is successful in establishing a disk in a city like New York or Los Angeles, the national recognition problem very often takes care of itself.

Here is a check list of current "sleepers" by little known artists on small labels that right now show strong possibilities of being the Cinderellas of the next few weeks. Philadelphia: "Walking in a Dream" by Solomon Burke (Apollo); New York: "The Closer You Are" by the Channels (Whirling Disc); Los Angeles: "Confidential" by Sonny Knight (Vita); New Orleans: "Everybody's Wailin'" by Huey Smith (Ace); Boston: "Priscilla" by the Dimples (Roost); Dallas: "The Chicken" by Roscoe Gordon (Ace); Cincinnati: "Oh, What a Night" by the Dells (V-J). These are the left field items that never allow the established artists, like Joe Turner, the Clovers, Little Richard or Chuck Berry, to rest on their laurels. A month from now any of the above "unknowns" could be giving deadly competition.

The Apollo Theater in New York, incidentally, is showcasing a number of these up-and-coming groups in a show starting October 12. The complete line-up includes: The Dells, the Pearls, the Channels, the Velours, the Solitaires and the Flamings. . . . Willie Bryant, ex-Mayor of Harlem, has added something to New York's uptown night life by opening the Orchid Room up in the Bronx. His Saturday night broadcasts over the ABC network will originate from there. Jimmy Witherspoon is featured singer in the current format. . . . New York's two Baby Grands have two great blues singers: The one in Harlem, Jimmy Rushing; the one in Brooklyn, Wynonie Harris. . . . Gee Records has acquired the singer and impressionist, Jimmy Mosby, and will record him in the very near future.

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("WHATCHA' GONNA DO"
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IVORY JOE HUNTER
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TEXAS STATE FAIR RACES 17,624 AHEAD OF 1955

**Pulls 857,344 in First Six Days;
Presley Builds Weak Thursday**

DALLAS — Blessed with fine weather thru the first six days of its 16-day run, the State Fair of Texas, on a day-to-day basis, was running slightly ahead of last year's record-breaking attendance.

Going into Wednesday (10), the fifth day, the fair was trailing slightly behind a year ago, due primarily to the fact that in '55 the annual opened on a Friday night. This year it did not open until Saturday (6).

Despite this, however, at the end of business on Thursday (11), attendance stood at 857,344 for the six days compared with 838,720 for the 6½ days a year ago. The appearance of Elvis Presley in the Cotton Bowl on Thursday evening was one reason for the sharp increase. A total of 26,500 paid to see the rock 'n' roll singer, but total attendance for the day was a whopping 95,282 against 62,435 on the same day in '55. Excitement in the big stadium was at a high pitch but a smartly planned police operation, which used over 100 regular and special officers, and an eight-foot cyclone fence, which

kept the crowds from Presley, one of the fair's biggest days and made for a smooth show.

Day-by-day attendance comparisons, with '55 counts in brackets, was: Friday (5), not open (65,465); Saturday (6), 235,049 (201,575); Sunday (7), 174,986 (171,193); Monday (8), 55,080 (54,296); Tuesday (9), 108,873, (98,667); Wednesday (10), 187,346 (185,089); Thursday (11), 95,282 (62,435).

The fair's big weekend was coming up with a possible quarter million expected for elementary school day Friday (12).

Saturday (13) the Cotton Bowl was to be filled to capacity (75,504) for the traditional football classic between the University of Texas and the University of Oklahoma, with the latter currently rated as the No. 1 eleven in the nation.

The second Sunday (14) is always

another quarter million-plus crowd looms for that day. Monday (15) is Negro Achievement Day, and will feature four free performances by Louie Armstrong and his band and a Cotton Bowl football game between two top Negro college teams, Prairie View A.&M. and Tennessee State, last year's Negro collegiate football champion.

Kickoff Big

Attendance on opening day, Saturday (6), was 235,049 as against 201,575 on the same day in '55. The opening day was also Rural Youth Day, attracting some 100,000 4-H Club boys and girls, Future Farmers and Future Homemakers from thruout Texas. This gave the midway one of its best days on record.

Tuesday (10), the Sportsmen Quartet and pianist Roger Williams (Continued on page 57)

Gate Drought Ends For Gotham Rodeo

NEW YORK — An attendance increase of some 15 per cent was in the making for the World's Championship Rodeo in Madison Square Garden this week. Business has been on a steady decline in recent years but a solid upturn set in this time. Most of the personnel will be in the rodeo opening at the Boston Garden Wednesday night (17).

Indications pointed to a ticket gross of better than \$700,000 in comparison with last year's \$600,000, and the surge in attendance also benefits the Garden's operation tremendously in the way of

food, drink and novelty concessions, which the building itself operates.

Featured this year has been the Rin Tin Tin video troupe, a late booking but one which has paid off. Also in are the musical Collins Kids, brother and sister, likewise a success. Altho some concern was felt over whether these acts would (Continued on page 57)

Latta Resigns Fair Position At Casper, Wyo.

CASPER, Wyo. — Bob Latta has resigned as manager of the Central Wyoming Fair and Rodeo, a position he had held since 1950. Before becoming manager of the fair and rodeo, he had been secretary-manager of the Casper Chamber of Commerce. Earlier he was operating head of Riverside Municipal Park at Beatrice, Neb., and secretary of the Gage County Fair at Beatrice.

Portland Sets Rockets Line

NEW YORK — The Hal Sands office has set the 24 Manhattan Rockets for eight days at the Pacific International Livestock Exposition, Portland, Ore., starting Saturday (20).

Also scheduled is a week's engagement in Spokane, beginning November 15. The Manhattan Rockets this year played the Canadian A Circuit for the third year with an Ernie Young revue, and numbered among their fair dates the Du Quoin State Fair for the sixth straight year; Minot and Grand Forks, N. D.; York and Allentown, Pa.; Indianapolis, and Memphis and Knoxville.

COLLINS INKS MUSKOGEE FAIR FOR 3 YEARS

MUSKOGEE, Okla. — The William T. Collins' Shows has been signed to provide the midway attractions at the Oklahoma Free State Fair here for the next three years.

The action marks the first time the fair has signed any midway attractions for more than a one-year period.

Rin Tin Tin To Make Chi For '57 Dates

NEW YORK — Another kiddie video favorite is due to hit the outdoor circuit next season, and, like Superman, who appeared at last winter's Chicago convention to drum up bookings, this attraction is also due to stir some interest when talent purveyors and buyers meet in their annual Windy City session.

Attraction in point is Rin Tin Tin, the canine ace who has known varying degrees of fortune for decades, but who is garnering exposure like never before, since (Continued on page 56)

11 N. H. Fairs Finish 1955 With Red Ink

CONCORD, N. H. — Eleven fairs in New Hampshire had net operating losses of \$96,437 in 1955, the State Tax Commission reported, but the deficit was nearly made up by \$89,417 in State subsidies.

Operating costs were \$322,594, a decrease of \$17,000, and income was \$226,159, a decrease of \$15,345. Gross admissions were \$141,890, falling \$8,443 from the previous year.

Fairs listed in the order of largest cash admissions were Deerfield, Rochester, Hopkinton, Lancaster, Plymouth, Sandwich, Cheshire and Canaan. Dover, Sunapee and Madbury Fairs have ceased to operate.

SIX RAIN-OUTS

Wagner Units Close Best Year Since '53

PHILADELPHIA — Buddy Wagner's two thrill show units, Stunt Capades and Tournament of Thrills, wound up their best season in Fryeburg, Me., Saturday night (6). Wagner claimed it was his best season since 1953, when he first put the units out under his own titles. Prior to then he managed units for Joie Chitwood.

The finish in Fryeburg drew a packed grandstand. Wagner reports that 7,000 patrons laid it on the line for a combined stock car, midget racing and stunt show at the West Peabody, Mass., Speedway September 29. Show also pulled good business the following day in two performances at the Unity, Me., Raceway.

Last five weeks of the season featured Capt. Holger Rasini's

Klein, Raffler Put Circus Flavor To Brooks Stock

SABULA, Ia. — The Brooks Stock Company, owned by Mrs. Jack Brooks, has been sold to Richard Klein, of the Klein circus family, and Ronald Raffler. The new owners, who will tour the same territory the show has played during its 45-year history, will feature circus acts, acrobats, animal acts, and will include hour-long plays selected by Mrs. Brooks. The show will reopen here early next summer.

In 1911, Jack Brooks and his wife, Maude, organized the theatrical company and gave their first performance in Sabula. For 10 years the show played opera houses in Eastern Iowa, Northern Illinois and Southern Wisconsin. In 1921, tent equipment was purchased and the show continued to play the same territory until the present date. Jack Brooks died in 1953 and his wife continued operation of the show.

The Brooks company is credited with having played the same territory under the same management for the longest period of any rep company in the nation.

Toronto Event Inks Godfrey

TORONTO — Arthur Godfrey, his cast of 40 and his Arabian horses will take part in this year's Royal Winter Fair at the Coliseum November 9-17.

Godfrey will stage an equestrian show every night and at both Saturday matinees. He will originate both his morning and Wednesday night air shows from Toronto.

55,000 View Army 'Copter Fair Exhibit

PETERSBURG, Va. — More than 55,000 persons entered a 90-foot Army helicopter on exhibit at the Southside Virginia fair here.

Ralph Lockett, fair manager, said the crowd, which represented more than half the total attendance at the six-day event, was clocked by air personnel and reported to him.

Gate Up as Weather Aids Chase City

CHASE CITY, Va. — With fair weather continuing thru closing Saturday (13), the Mecklenburg County Fair here seemed headed for a new record. Manager Garland Moss at mid-week said that the event was running well ahead of the same period a year ago.

The success of the event is mirrored (Continued on page 56)

28 YEARS OF SERVICE

Joe Streibich, Veteran SLA Sec'y, Dies at 76

CHICAGO — Joseph L. Streibich, 76, secretary of the Showmen's League of America for 28 years, died here Thursday (11) in Alexian Brothers Hospital following an illness of almost two years. He had entered the hospital several days before his death.

Prior to taking the position of League secretary, Streibich had been with several carnivals and amusement parks. Born in Peoria, Ill., July 21, 1880, he received his

schooling and lived there until 1917 when he joined the C. A. Wortham Shows as a concessionaire. He later worked independent concessions at fairs and celebrations thruout Wisconsin and later joined Hansher Shows.

In 1918, he worked for W. O. Brown, managing a Funhouse in and around Chicago. He later became concession agent for Edward A. Hock, who operated an Aurora, Ill., park and played dates in the Chicago area.

During his more than a quarter century of service to the League, Streibich saw the membership grow from 280 to its present 1,300.

He became ill in late 1954 and in the spring of the following year retired to his Lake Delevan, Wis., home where he lived until his death.

In 1920 he married Edith Zielinski, who has been active in the Ladies' Auxiliary of the League. They have one daughter, Mrs. Russell H. Cady.

Funeral services were scheduled to be held from the Sbarbaro Funeral Home, 708 North Wells, Chicago, on Monday (15) at 2 p.m., with burial in Showmen's Rest, Woodlawn Cemetery.



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PAUL LEMERY DIES AFTER BEAR ATTACK

Animal Strikes Trainer in Cage; Rescue Thwarted

LIBERTYVILLE, Ill. — Paul Lemery, 28, owner and trainer of Lemery's Bears, died Tuesday (9) while being taken to a hospital minutes after he had been clawed and bitten by one of his four bears.

The attack came as he and assistants were preparing to transfer the bears to a training arena for a practice session. Lemery entered a cage to muzzle the bears. Shirley Rodriguez was outside the cage and left to get another muzzle.

It was then that the bear attacked him. Miss Rodriguez heard a scream and ran back to find the bear had pinned Lemery to the cage floor. She struck the bear with a pole and tried to entice it with sugar. But that failed, so she ran next door for help.

There Robert Bellefeuille was in his leather shop making a mount for a deer rifle. He grabbed up the rifle and ran to the cage and he shot the bear. Lemery was freed and police rushed him to a hospital, but he died on the way.

Lemery formerly was a trainer at Benson's Wild Animal Farm, Nashua, N. H., and came to Libertyville about five years ago to work for John Cuneo Jr. as trainer of the Hawthorn Bears. About a year ago he bought that act and recently changed its name.

Burial was to be at Nashua, N. H.

Toronto Business Good For Hamid-Morton Show

TORONTO — An increase in business of 10 per cent loomed for the Hamid-Morton Circus on its current engagement at the 12,500-seat Maple Leaf Gardens here on the basis of early returns. Opening Monday (1) drew 7,500 in the afternoon and 6,500 at night; Tuesday, 8,000 matinee and 6,500 night. Prices run from \$1 to \$2.50. It is the 24th consecutive showing for the organization here.

Henry Robinson, associated with the late Robert H. Morton for many years, flew in from Miami to represent Mrs. Morton at the local engagement. George Hamid, present to get the show under way, presented a silver tray to the potentate at the opening ceremonies.

Displays Listed

Display order was as follows: 1—Overture led by Joe Basile. 2—Grand Entry by Shriners. 3—"God Save the Queen." 4—LaBlonde Trio and F. Grant and Company, aerial. 5—Pat Anthony's Wild Animals. 6—Aerial Vesses and Rhinegolds, trapeze. 7—Ernie Wiswell and Company, trick Ford, with Mrs. Ernie Wiswell. 8—Al's Ponies and Ele-

phants, Mr. Beverley's High School Horse, and Miss Joyce, riding act. 9—Clowns. 10—Capt. Roland Tiebor's Seals. 11—Aerial Mazurs and the Winstons, perch. 12—Four Angels, Risley; Trudy Wilson, contortionist; Ed and Virginia, perch pole. 13—Clowns. 14—Jack Joyce's trained camels, llamas, zebras and ponies. 15—Spec, "Candyland," featuring Miriam France.

16—Nikolini's Chimps. 17—Flying Malkos, Flying Marilees. 18—Dime Wilson and clowns. 19—Bill Buchsbaum's Liberty Horses. 20—Arrigonis, aerial, and Stella Girls, 21—Wells and Four Fays, acrobatic, and Rogers and Company, balancing. 22—Vidbel's elephants. 23—Clowns. 24—Great Wilno, cannon act.

Producing clown is Jerry Bangs, with Dime Wilson and Company, Slim Collins, the Sylvesters, Adam Geddes, Tomo, George Willis, Ray Rayburn, Fred Campbell, Hank Thompson and Merle Cook. Joe Basile fronts the band. Charles Basile is company manager and Len Humphries business manager.



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Mette, Norton Join Elks Rodeo Staff

VICTORVILLE, Calif. — John Mette and Bob Norton, who handled the publicity for the 9th annual San Bernardino County Fair, which closed Sunday (7), have been contracted for the promotion of the third annual Elks Rodeo here.

After a brief vacation, the duo will return to their fairgrounds office to begin work. Rodeo is scheduled for November 17-18.

31,000 SCHOLARS

Education Theme Clicks For Victorville, Calif.

VICTORVILLE, Calif. — Despite cold winds and sprinkling rain, the ninth annual San Bernardino County Fair pulled an estimated 31,000 people to beat last year's 28,170 during its five-day run which ended here Sunday (7). New day records were set for a Friday and Sunday, Oren Robertson, secretary-manager, said.

Following the theme of "Education—the Avenue to Opportunity," the fair labeled the event "The College of Agricultural and Industrial Knowledge." Exhibit buildings were referred to as "Halls" with a "diploma" being given to patrons upon whom "degrees" were bestowed.

A home economics building along with livestock barns were debuted. During the off-fair season, additional landscaping was also completed.

The fair opened Wednesday noon (3) with the attendance for the day exceeding that of last year.

High winds on Thursday caused a drop in attendance, with Friday pulling more than three times that of past comparative days. Saturday brought high winds and a sprinkling of rain that caused another drop at the front gate. Sunday, clear and sunny, pulled record day crowds to give the event an overage.

The Saturday evening wind almost caused the canceling of the grandstand show, produced for the fourth consecutive year by Bernie and Nellis Schepper, of Schepper Bros. Agency, San Bernardino. A cross-wind at the airport alerted the personnel for the landing of a private plane bringing the Happy

(Continued on page 57)

ANOTHER 200,000 WEEK SCORED BY CHARLOTTE

CHARLOTTE, N. C. — Rain on Saturday (6) washed out the big car racing but didn't prevent the Southern States Fair from rolling up a highly satisfactory week, Dr. J. S. Dorton reports.

Best attendance for the event was immediately after World War II when 200,000-odd persons trooped onto the grounds, and last week's attendance was in the general neighborhood, it was claimed.

Auto attraction was promoted by Sam Nunis, whose scheduling prevented it from being offered again. Other grandstand attractions had varying fortunes, with the GAC-Hamid Midwestern Hayride doing just fair on two days, and vocalist Pat Boone, here for three days,

pulling the best crowds in years, Dorton said.

Fair was day-dated by Ice Capades in the city's Coliseum. The ice extravaganza copped most of

(Continued on page 56)

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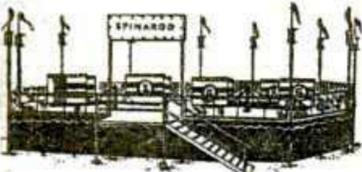
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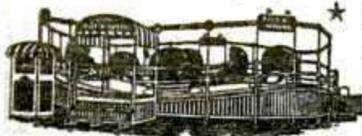


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ARENAS & AUDITORIUMS

Alabama State Coliseum Is an Attraction Itself

By TOM PARKINSON

THE Alabama State Coliseum has more than its advanced modern design to set it apart from most buildings. The still-new structure, where veteran showman Tom C. Reid is manager, was the Montgomery location for a recent and successful rodeo. Victor Borge appears there in November. Basketball and other activities are coming up. In these connections, the building is like others.

But in addition, this one is itself an attraction. Reid estimates that 15,000 persons a month come to the Coliseum, not for a show, but specifically to see the building. Add to that the fact that up to 300 school children daily come to see the building in the period from March to June.

THE COLISEUM HAS A guide employed to conduct tours. He tells tour groups about how the roof is supported by A-frames and that it doesn't actually touch the walls. He calls attention to the acoustical material and turns on the sound system for a demonstration. The guide also points out features of the ventilation system, the 222,000-watt chandelier, and the heating system, as well as the vast seating area and arena.

Last week a group of 30 public relations men were in one touring group. Often there are families or couples, most of them tourists, who visit the building. Brochures are given to each visitor.

When the building was first opened, announcements of the guide service were distributed to schools throuout the State. Now the school groups arrive regularly from all parts of the State as part of annual schedules set up at each school.

AS MANY AS 60 BUSES a day bring children to see the Coliseum. The building is one of the stops on a tour of the State capital, which also includes the White House of the Confederacy, the Capitol, the historical and archives building and other features of the city.

What does all this mean to the Coliseum? Among the benefits is the fact that people throuout the State are familiar with the building and how to reach it, making it more likely they'll come back when it houses a show of their liking. More immediate and direct benefits are noted in the concessions department.

A food and drink concession stand is in continuous operation at the Coliseum and attracts business not only from the adult visitors but particularly from the school children. Reid reports that the youngsters have money and spend it. Being constructed now is a de luxe location for selling novelties, souvenirs and gifts. Traffic of tourists visiting the building is heavy enough to be appealing to concessionaires.

ANOTHER CLAIM to uniqueness at the Alabama State Coliseum is that as a State institution it can—and does—use State prison labor for maintenance of the building.

Reid explains that a crew of 12 convicts is brought the half mile from the prison to the Coliseum daily. These men steer clear of stagehand or electrician work and become specialists in janitorial work.

Prisoner labor has not proved successful when tried in some other cases, but Reid declares it works well for his set-up and points out that the difference may be that State prisoners are available for longer terms, while prisoners from a city jail usually are not there long enough to learn the job.

Six of his convict crew are trained in handling the Coliseum's portable floors, and they can place it in from four to eight hours, compared with two days required by inexperienced help. Another use of prisoners is during the Alabama State Fair, when eight men are brought out at 11:30 p.m. to work all night cleaning the grounds and the Coliseum.

Autry & Oakley in Chi; Rodeo Money Equals 1955

CHICAGO — Gene Autry and (Annie Oakley) Davis, together with Harry Knight's Cremer Rodeo, played to big weekend crowds at the Golden Spurs Rodeo, which is coupled with the International Dairy Show at the International Amphitheater.

Rodeo and Autry staffers said that Saturday and Sunday (6-7) crowds were good, including two packed houses. Monday was light, as expected, and Tuesday continued off. Night business was good thru the midweek, and big weekend business was anticipated before the closing Sunday (14).

With Chicago schools out for Columbus Day, Friday (12), big crowds of kids were expected. But they missed the half-price tickets

for youngsters. This year the show management provided that children would require tickets at adult prices.

Because of the price set-up, money for the show was holding right even with last year, but attendance was down.

Autry's performance Tuesday was enthusiastic. He worked with the Cass County Boys, Carl Cotner, a square dance team, and others. He worked his two horses and sang several numbers. Annie Oakley also sang and performed sharpshooting feats, showing good performing personality.

Autry said that at present he has no plans for making a series of one-night stands at auditoriums and arenas this winter. After his appearance at the American Royal Livestock Show, Kansas City, this week, he plans to return to the West Coast.

Annie Oakley said she has TV film work to do and that there are no current plans for her to head up a show for an arena tour.

—Tom Parkinson.

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THE FINAL CURTAIN

BIGGERS—Laura M., 80, mother of L. H. Biggers, veteran concessionaire, October 3 in Springfield, Mo. Also survived by another son, M. C. Biggers, of Bakersfield, Calif. Interment Maple Park Cemetery, Springfield.

DOW—Jack, 65, for many years a concessionaire with circuses and a promoter of special events, October 6 in Wadsworth, O., after a long illness. Survived by his widow, Golda, and a stepdaughter of New York.

HORWITZ—Edward, 54, veteran midway concessionaire and member of the Michigan Showmen's Association, October 5 in Detroit. In recent years he had played with Michigan shows. His brother, the late Victor Horwitz, at one time owned his own show. Burial in the MSA burial plot in Detroit. Two sisters, Mrs. Mary Harwood and Yolna Kipnis, survive.

KRENZER—Adam, 71, carnival cookhouse operator, recently in Jacksonville, Fla., following a brief illness. During his many years on the road he was

with World of Mirth, World at Home, Sheesley and the Polack shows. He also had owned and operated restaurants in Jacksonville. He was a member of the Elks. Survivors include his widow, Helen; a son, Adam, and a brother.

LAMONT—Rube, 81, veteran circus man, whose right name was Walter Savage, at an Osceola, Fla., hospital, where he had been a patient several weeks following a stroke. He was born in New Jersey. After playing professional baseball and serving in the Spanish-American War, he entered show business in 1904. He was with Buckskin Ben's Wild West, John Robinson Circus, Kemp Sisters' Wild West, Prairie Lillie-Nebraska Bill's Wild West, Jess Willard-Buffalo Bill Wild West, Hagenbeck & Wallace Circus, James Patterson Shows, Dodson's World Fair Shows and Ringling-Barnum. He retired to Kissimmee, Fla., in 1934 and became well known as a guide for sportsmen at Ocala National Forest. He had been a deputy sheriff in two Florida counties. Surviving are a sister, Mrs. Lenora Savage Charles, San Pablo, Calif. Burial at Kissimmee.

LEMERY—Paul, 28, bear trainer, after a bear attacked him at his Libertyville, Ill., headquarters October 9. Burial at Nashua, N. H. (Details in Circus section.)

McELROY—Herbert H., 70, general manager for 28 years of the Central Canada Exhibition, Toronto, in that city, October 5. (Details in Fair section.)

ROEDEL—Frederic W., 70, member of the Hubert Castle Tent, Circus Fans of America, September 20 of a heart attack in Utica, N. Y. Survived by his widow, Leona, and three daughters, Mrs. William McCain Jr., Pleasantville, N. Y.; Mrs. Marsden, Barnum, Livingston, N. J., and Shirley Roedel, Utica. Burial in Utica.

ROACH—Everett, 43, show operator, September 24 in a Miami hospital of injuries sustained in a fall. The last four years he had been associated with Sunny Carroll. Four sons survive.

STREIBICH—Joseph L., 76, secretary of the Showmen's League of America for 28 years, October 11 in a Chicago hospital. (Details in Outdoor section.)

WOODS—Clarence, 68, former organist with the

Carnival Routes

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Alamo Expo.: (Fair) Liberty, Tex.
American Beauty: Pitkin, La.
Amusements of America: (Fair) Sumter, S. C., 15-27.
Barker, Al: Mason, Tenn., 15-23.
Beam's Attrs.: (Fair) Ahsoskie, N. C.; (Fair) Suffolk, Va., 22-29.
B. & H. Am. Co.: Barnswell, S. C.
Blue Grass: Abbeville, La.; Jennings 22-27.
Buck, O. C.: Camden, S. C.
Burke, Harry: (Fair) Crowley, La., 16-19.
Burkhardt: Ville Platte, La.
Capital City: (Fair) Live Oak, Fla.
Central States: Quannah, Tex.; Chillicothe 22-27.
Cetlin & Wilson: (Fair) Macon, Ga.; (Fair) Jacksonville, Fla., 24-Nov. 3.
Crafts Expo.: Lamont, Calif., 17-21.
Drew, James H.: (Fair) Quitman, Ga.; (Fair) Dublin 22-27.
Dyer's Greater: Marianna, Ark.; W. Helena 22-27 (season ends).
Franklin, Don: Refugio, Tex., 16-18; Del Rio 26-28.
Gem City: (Fair) Albany, Ga.
Gentsch, J. A.: Meadville, Miss.; Liberty 22-27.
Georgia Am. Co.: Claxton, Ga.
Gifford's: Altus, Okla.
Glades Am. Co.: Gaston, N. C.; Lewiston 22-27.
Gladstone Expo.: (Fair) Belzoni, Miss.; (Fair) Canton 22-27.
Gold Coast: (Fair) Wiggins, Miss.; (Fair) Pascagoula 22-27.
Gold Medal: (Fair) Roxboro, N. C.; (Fair) Snow Hill 22-27 (season ends).
Gooding Am. Co., No. 1: Circleville, O.
Gooding Am. Co., No. 3: (Fair) Pensacola, Fla.
Gooding Am. Co., No. 6: Evansville, Ind.
Great Southern: Darlington, S. C. 15-22.
Greater Dixieland Expo.: (Fair) Tallulah, La., 15-19.
Griggs Bros.: (Fair) Lonoke, Ark.; Gould 22-27.
Hartsack, Roy: Bragg City, Mo.
Heib, L. J.: Opelika, Ala.; Cordele, Ga., 22-27.
Hoard & Mullis Am.: (Fair) Wrightsville, Ga.; (Fair) Pembroke 22-27.
Holly Bros.: (Fair) Edison, Ga.; (Fair) Colquitt 22-27.
Hottle, Buff, No. 1: Baton Rouge, La., 15-28.
Hottle, Buff, No. 2: (Fair) Oak Grove, La.
Ideal Rides: (Beech Grove) Indianapolis 18-21.

Ringling-Barnum circus band, at a Davenport, Ia., hospital, September 30. He was also a musician with stock companies, vaudeville and in silent pictures. He was with the Merle Evans band on Ringling from 1949 thru 1953. Surviving are his widow of Washington, Ia.; a son, C. H. (Duke) Woods, of Moline, Ill.; a sister, a brother and a granddaughter. Burial at Carthage, Mo.

BIRTHS

CLARE—A son, Matthew Joseph, to Mr. and Mrs. James Clare at Columbia, Tenn., September 18. Parents are with Riverview Amusement Park, Chicago, during the summer.

SULLO—A daughter, Melody Ann, to Mr. and Mrs. Michael Sullo October 3 in East St. Louis, Ill. Parents were formerly in outdoor show business. Melody Ann is the granddaughter of Mr. and Mrs. Milo Anthony, Side Show operators.

Jack's United: Selma, Ala.; New Iberia, La.
Johnny's United: (Fair) Dothan, Ala.
Ken-Penn: (Fair) Chester, S. C.
Kile, Floyd O.: (Fair) Clinton, La.; Baton Rouge 22-28.
Lee Am. Co.: (Fair) Quincy, Fla.; Luverne, Ala., 22-27 (season ends).
(Continued on page 67)

Circus Routes

Beatty, Clyde: Memphis, Tenn., 15; Jackson 16; Paducah, Ky., 17; Hopkinsville 18; Nashville, Tenn., 19; Shelbyville 20; Chattanooga 22; Knoxville 23; Asheville, N. C., 24; Hickory 25; Gastonia 26; Greenville, S. C., 27; Atlanta, Ga., 29-30.
Carson, Tex: Jal, N. M., 16; Kermit, Tex., 17; Monahans 18; Imperial 19; Crane 20; Rankin 21; Iraan 22; Big Lake 23.
Clyde Bros.: Omaha, Neb., 15-16; Lincoln 17-18; Sioux City, Ia., 19-21; Sioux Falls, S. D., 22-23; Cedar Rapids, Ia., 25-26; Des Moines 27-28; Albert Lea, Minn., 29-30.
Cole, Geo. W.: Troup, Tex., 21; Carthage 22; Logansport, La., 23; Zwolle 24; Pine-land, Tex., 25; Merryville, La., 26; Silsbee, Tex., 27.
Davenport, Orrin: Utica, N. Y., 15-20; Wichita, Kan., Nov. 4-10.
Hagen Bros.: Hot Springs, Ark., 16; Malvern 17; Arkadelphia 18; Hope 19; Atlanta, Tex., 20.
Kelly-Miller: Houma, La., 15; Thibodaux 16; Donaldsonville 17; New Roads 18; Ville Platte 19; De Ridder 20; Hearne, Tex., 25.
Polack Bros. Eastern: Philadelphia, Pa., 30-Nov. 3; Baltimore, Md., 5-10.
Polack Bros. Western: Corpus Christi, Tex., 17-20; San Antonio 22-28; Harlingen 30-Nov. 1.
Strong, John A.: Los Angeles, Calif., 15-Nov. 30.
Tatham Bros.: Gardner, Ill., 17; Petersburg 19; Springfield 20-21.
Von Bros.: Warsaw, N. C., 15; Newton Grove 16; Smithfield 17; Washington 18; Enfield 19; Scotland Neck 20.

Ice Shows

Holiday on Ice of 1956: Phoenix, Ariz., 16-21; Wichita, Kan., 23-27; Hutchinson 28-31.
Holiday on Ice of 1957: Columbus, O., 15-23; Indianapolis, Ind., 24-31.
Ice Capades, 16th Edition: Dallas, Tex., 15-21; Mexico City, Mexico, 25-Nov. 19.
Ice Capades, 17th Edition: Philadelphia, Pa., 15-24; Cleveland, O., 26-Nov. 12.
Shipstads & Johnson's Ice Pollies of 1957: Chicago, Ill., 16-28; Detroit, Mich., 31-Nov. 11.

Miscellaneous

Brunk's Comedians: Portales, N. M., 15-20.
Burke's Wild Cargo: (Fair) Pensacola, Fla., 15-21; (Fair) Tallahassee 23-27.
Henry's Redwood Log: (Fair) Cleveland, O., 21-29.
Hitler's Personal Armored Car, Jack W. Burke, Mgr.: (Fair) Pensacola, Fla., 15-21; Tallahassee 23-27.
O'Day, Marie, Palace Car: Greenwood, Miss., 15-16; Winona 17-18; Durant 19.
Rabbit Foot Minstrels: Malvern, Ark., 16; Fordyce 17; Camden 18; Warren 19; Leland, Miss., 20; Rolling Fork 23.

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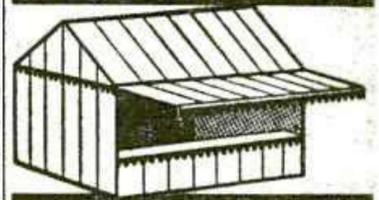
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Occupation

70 Exhibitors Contract for Space At NAAPPB's November Trade Show

CHICAGO—Names of 70 firms which have contracted for exhibition booth space at the November convention of the National Association of Amusement Parks, Pools and Beaches have been announced by Association Secretary Paul H. Huedepohl.

The firms have bought from one to eight booth spaces each to show off their products when amusement park and kiddieland owners together with operators of carnivals and other outdoor amusement enterprises meet at the Sherman Hotel for simultaneous conventions November 25-28.

Huedepohl said that about 15 more booths are yet to be sold.

All New Exhibitors

He pointed out that 70 per cent of the show space is taken by annual exhibitors, many of them having been exhibiting new models and new products at the show since its inception.

In addition, there are newcomers this season as in other years. Spotlight of the show is likely to be on the several exhibitors who are to bring new rides. Five companies have indicated they will display new Kiddie Rides. Three firms have indicated they will exhibit new rides, including at least one new major ride.

Other newcomers to this year's show will include three makers of food-drink concession equipment or supplies, a swimming pool maker, a game maker, a merchandise supplier and two equipment manufacturers.

Exhibitors Named

The list of exhibitors signed up so far includes:

Amusements, Unlimited, Inc., Oklahoma City; Anchor Supply Co., Evansville, Ind.; Animated Display Creators, Minneapolis; Animated Rides Co., Galveston, Tex.; Arrow Development Company, Mountain View, Calif.; Auto-Photo Co., Los Angeles; The Billboard, Chicago; Blair Cedar and Novelty Works, Camdenton, Mo.

Capitol Projector Corporation, New York; R. E. Chambers Co., Inc., Beaver Falls, Pa.; Champion Knitwear Co., Rochester, N. Y.; Chicago Coin Machine Co., Chicago; Coca Cola Co., New York; Concession Supply Co., Toledo; Confection Cabinet Corporation, Newark, N. J.; Custer Specialty Co., Dayton, O.; William de L'horbe Jr., Vandalia, O.

Dodgem Corporation, Exeter, N. H.; Eli Bridge Co., Jacksonville, Ill.; Elgin Softener Corporation, Elgin, Ill.; Empire Coin Machine Exchange, Chicago; Exhibit Supply Co., Chicago; Eyerly Aircraft Co., Salem, Ore.; J. F. Franz Manufacturing Co., Chicago; Genco Manufacturing and Sales Co., Chicago; Globe Ticket Co., Philadelphia; Gold Medal Products Co., Cincinnati.

Hampton Amusement Co., Portage Des Sioux, Mo.; Alan Hawes Manufacturing and Display Co., Acworth, Ga.; Allan Herschell Co., Inc., North Tonawanda, N. Y.; Hodges Amusement and Manufacturing Co., Indianapolis; Hollywood Servemaster Co., Kansas City; Hot Rods, Inc., New York; Frank Hrubetz and Company, Salem, Ore.; International Mutoscope Corporation, Long Island City, N. Y.

King Amusement Co., Mount Clemens, Mich.; Krispy Kist Korn Machine Co., Chicago; Lineorama Co., Long Beach, Calif.; Lusse Bros., Inc., Philadelphia; Manley, Inc., Kansas City; Mexico Forge, Mexico, Pa.; Mid-East Sales Co., Cincinnati; Miler Manufacturing Co., Portland, Ore.; Miniature Train Co., Rensselaer, Ind.

Mony Process Company, Orange, N. J.; Mike Munves Corporation, New York; National Amusement Device Co., Dayton, O.; Nehi Cor-

poration, Columbus, Ga.; Ottaway Amusement Co., Wichita, Kan.; Pepsi-Cola, New York; Perey Turnstiles Co., New York; Philadelphia Toboggan Co., Philadelphia; Pony Tractor Co., Inc., Lincoln, Neb.; Poppers Supply Co., Inc., Philadelphia; Power Car Co., Mystic, Conn.; Pretzel Amusement Ride Co., Bridgeton, N. J.

B. A. Schiff & Associates, Miami; Scott Port-A-Fold, Archbold, O.; Sellner Manufacturing Co., Inc., Faribault, Minn.; Seven-Up Co., St. Louis; Standard Metal Typer, Inc., Chicago; Steel Fabrications Inc., Elm Grove, Wis.; Steel Products Co., Cedar Rapids, Ia.; Streifthau Manufacturing Co., Middletown, O.; Thrift Novelty Co., Inc., Denver; Tolona Pizza Products, Inc., Chicago.

Tone Products Co., Chicago; Tyson-Caffey Corporation, Wayne, Pa.; U. S. Brownie Corporation, Joliet, Ill., and William Manufacturing Co., Chicago.

Shows & Auctions Win for Compounce

BRISTOL, Conn.—The annual Crocodile Club festivities at Lake Compounce Amusement Park, traditionally held the first Thursday after Labor Day, was blessed with good weather this year as the strong promotional effort clicked again.

Some 500 persons, representing press, civic leaders and political figures from major parties, attended the day-long barbecue and social. Non-political in nature, the event was accompanied by good-natured ribbing in all quarters.

The 1956 season was fair, Julian Norton reported, with the operating pattern being the same as in 1955. Management is open to ideas for innovations or additions for next year and this will be explored in Chicago during convention time.

Half-Hour Shows

With a nucleus of Slim Cox and the Cowboy Caravan, augmented by variety acts booked in thru Gordon Entertainment Bureau of Hartford, regular shows were put on during Sunday afternoons and holidays. Starting at 2:30 p.m., the schedule ran a rigid half hour on, half hour off, giving patrons a

chance to see the shows with no discomfiture caused by timing. Every half hour they would congregate around the stage, then scatter thru the park.

The "Hillbilly Auction" at which Cox was emcee proved a steady success and will likely be retained next year. Auctions were held every Sunday in compliance with State laws, the "money" being "Hunky Dory Smackers" distributed with every ride ticket. Patrons saved their "smackers" and bid on appliances and other merchandise, value totaling some \$100 every Sunday. Hold-over coupons are honored from year to year.

The variety shows were in their fourth year at Compounce. Accompanying Norton to the convention will likely be Irving Norton, he said, and the park management will hold its annual meeting in conjunction with the convention, to determine whether to purchase equipment.

Chase City Fair

Continued from page 52

rored in the changes to the physical plant and the projected plans for the future. A new Administration Building, a model structure designed by Moss, was completed in time for the direction of this year's event. Last year a permanent main entrance was constructed.

These structures supplement the two exhibit buildings completed in recent years and the addition of wings to each side of the grandstand. Located practically in town, the fair is on valuable property and in need of more acreage to add to the 18 it has to accommodate cars. On these facilities in areas some distance from the gates.

The Gene Holter Animal Show was the grandstand attraction on opening Monday night, and did well. The Ward Beam Hell Drivers were featured Wednesday night. A program of Cooke & Rose acts were presented thruout the week.

20 FOR A QUARTER

Ticket Promotion Eases Woe at Rye

RYE, N. Y.—Business for the 1956 season paralleled the weather in this area as it did elsewhere in the East, but Playland, Westchester County-operated funspot, came up with a satisfactory year nonetheless.

It was the first complete season under the directorship of Edward J. Kilcullen, who succeeded Col. E. MacNicol when the latter took up executive duties with the Wilson Lines excursion boat firm. The excursions continued to include Playland's pier as a stop, resulting in the usual boatloads of customers from distant points.

Mid-season lag due to weekend rains was partly corrected by a promotion which produced very nicely. Kilcullen noted. This was the offering of a special book of 20 ride tickets for 25 cents, upon presentation of a coupon advertised in area newspapers. Tickets, with total value of \$1, were good for any ride in the park except three units of small capacity in the Kiddieland. Tickets were accepted Mondays thru Fridays.

Units Share Cost

The plan applied also to booked-in devices, with the park redeeming the ducats for a penny apiece. By this method the concession units shared in the cost of the promotion. Books were snapped up literally by the thousands.

In addition to advertising in the Westchester papers, Kilcullen offered specially written coupons in a Long Island daily, to attract business from Queens County in New York City, and in the newspaper in Kingston, N. Y. Results indicated a promising market in those areas and future efforts will also be directed in the same directions.

Projects being undertaken during the off-season include replacing some building roofs which are as much as 29 years old, a foundation job on the Magic Carpet walk-thru, and the replacement of 20 boats on the playland lake.

The electric boats, which will be in operation in 1957, are on order from Mulray Products in New Rochelle, N. Y.

Playland's ice skating rink will

open October 26 and the high school hockey league season gets started in December. The park has one of the East's largest indoor skating floors.

Jobs completed prior to the opening of the past season included finishing replacement of the Long Island Sound boardwalk, paving of the entire parking field and new blacktopping for the fountain plaza area. Kilcullen said public approval will also no doubt result from erection of a good-sized toilet structure adjacent to the parking field.

Free acts were again offered last season thru the GAC-Hamid office in New York City.

Rin Tin Tin

Continued from page 52

being featured in for four years in an ABC-TV film series.

While there have been some personal appearances made between film-shooting periods, no dates of major importance were achieved until the dog and supporting cast showed here at the World's Championship Rodeo in Madison Square Garden. Screen Gems officials, producers of the series, were elated at the result and started planning for park and fair showings in 1957.

Open Time Set

The Rin Tin Tin troupe will also show at the rodeo next week in Boston, then returns to the West Coast for shooting until March 15, when they will be open for the spring and summer. They do an 18-minute stint which is concededly of more appeal to moppets than grow-ups, but results thus far show that so long as they have the kids' support it makes no difference what kind of show they put on. Rin Tin Tin is in solid with the kids, in the Garden.

Troupe carries a mock TV set, a campfire set, dog hurdles, and numerous other props. Cast includes James Brown (Lt. Masters), who also sings; Lee Aaker (Cpl. Rusty); Joe Sawyer (Sgt. O'Hara), veteran comic; Randy Brooks (Cpl. Boone), who has a whip act of his own; Doyle Brooks, stunt man who plays an Indian, and Rin Tin Tin.

Sam Manners, who works with producer Herbert Leonard, said the show will definitely be represented in Chicago, where it will be offered intact for park dates, or as a feature spot on a kiddie grandstand show package for fairs. Handling booking and merchandising of products for Screen Gems out of New York is Ed Justin, formerly doing the same chores for the Kagan organization during the Howdy Doody hey-day.

Charlotte Scores

Continued from page 53

the press play and people early in the week, but time was an equalizer with a tapering off in following days while the Boone name helped build attendance at the fair.

For Dorton, it was the midway point in a highly successful season, since his managerial efforts at the fair in Shelby, N. C., resulted in one of the best years yet for that annual. Preparing for the State Fair in Raleigh, he said conditions pointed to a big week for that fair as well, with name attractions such as Dorothy Collins, Pat Boone, Zippy the chimp and others being sure to aid the gate effort if weather holds fair.

Ocean Beach Revenues Up

NEW LONDON, Conn.—The 1956 season at Ocean Beach Park, city-owned-and-operated funspot, topped last year's total income by \$3,679.32, according to beach superintendent Augustus Menghi.

He reports revenue totaled \$236,854.57, the second best in the beach's history. All-time high was \$241,000, reached in 1953.

Second Rough Year for New Coney Wonderland

NEW YORK — Coney Island's new Wonderland Park suffered heavily from the weather during its second season. Occupying the area once known as Feltman's, the refurbished spot is the scene of sincere effort but bad breaks.

Strong promotional work preceded the 1955 opener but accidents kept the advertised high act from appearing, taking the edge off a planned season of weekly free acts. The program was dropped. This year the first two weekends were so soggy the program was called off again.

The combination of Coney businessmen operating the park includes the Garto brothers, with Tony Garto being corporation president. Several new rides were installed for the past season and the entire layout was brightened by carpentry and paint, but generally poor weather hurt.

Rain Chases Patrons

Concessionaires of the dozen or so games were hard hit. With the

park being adjacent to the boardwalk, poor weather sends most potential patrons scurrying toward Surf Avenue and other nearby amusement streets, such as the Bowery. Little of this business is garnered by the Wonderland games even tho they are sheltered from rain.

The spot has a boat channel, train ride, Hot Rods, Ferris Wheel, Tilt-a-Whirl, two Loopers, pony track, Little Dipper and 10 Kiddie Rides. Some of the units were newly purchased and installed last winter.

Other units are Jaffe's popcorn, Joe Bartolini and Buddy, food concession; Nat Faber, Arcade, and Abe Rapps and partner, big Merry-Go-Round. For next year the Gartos plan to add another major ride which has not yet been exposed to the public on Coney Island.

It has not been determined whether the operators will give the free-act policy another try.

Gotham Rodeo Gate Up 15%

Continued from page 52

appeal to night adult crowds as they do to matinee shows, populated largely by moppets, these fears have been erased by the general gate increase.

Dickered for Star

Lateness of the star booking hinged in part on dickered for a major name attraction. The Garden sought the TV Annie Oakley, played by Gail Davis. Gene Autry, owner of the property, wanted an Autry-Oakley package, it is understood. During the negotiations Autry was able to close for the package with the Chicago rodeo, running October 5-14 to parallel the New York show, so the Garden came up with the Rin Tin Tin gang.

Whether the sagging fortunes of the rodeo in Gotham have been due to name attraction or public apathy in general is impossible to determine. But the attractions are aware of the increased business which occurred during their stay

here, which gives them encouragement in planning for the future. For the Collins Kids, it means a successful break-in, in an area where they have been seen only sporadically on television.

For the Rin Tin Tin troupe, the success has convinced them they have a good shot at outdoor events such as fairs, parks and rodeos, and they are aiming, thru their producers, Screen Gems, to set up an appearance route for 1957.

Matinees have been strong, with an extra show booked in for Saturday morning (13) to handle the overflow. Sunday nights are just so-so as usual, but night houses have held many half and two-thirds gatherings in mid-week, something the rodeo has not experienced with any consistency for some time. Final show is Sunday night (14).

Education Theme

Continued from page 53

Jesters from Palm Springs, from which they commuted for the show. During their flight unsuccessful attempts were made to contact them by radio to advise them not to land.

Feature Dancers

For the five shows the Schepers used the Jesters, and Dinnie and Cameron, dance team. Because of opening day ceremonies the show that night only featured in addition to these two acts the Dwight Moore Canine Revue. Joey Riordan, emcee, and the Bogeninis, Risley, were Thursday additions; Artie James, skater, was added on Friday. James was held over for Saturday, with the show being augmented with Boy Foy, unicyclist, and Skeets Minton, ventriloquist. Foy also played Sunday night, with Dwight Moore returning and O'Shaughnessy, magician, on the closing show.

Frank W. Babcock United Shows played the midway for the first time since 1933. Nine major and six kid rides were in the line-up handled by F. M. (Pete) Sutton, Babcock's manager, and Cecil Cutler, secretary.

ROLLER RUMBLINGS

Shackelford's Rink to Display Porto-Bilt Floor

MARIETTA, Ga. — W. T. Shackelford, operator of Dixie-Rinks, Smyrna, Ga., and representative of Porto-Bilt, prefabricated skating floors, has begun construction of a new 60 by 140-foot clear span rink here. The rink, which is being built principally as a display for the Porto-Bilt type floor, is scheduled to open November 15. The Porto-Bilt prefab floor was developed for indoor use last year after it had been used several years for portable rinks. The floor is of a linear construction, having three pie-shaped segments at each end so that the skater travels with the lay of the maple at all times, and, according to Shackelford, is indistinguishable from permanent floors. Shackelford will shutter the new rink during the summer.

and claims the largest skating area in the city on a full floating floor. The rink is owned by Estes A. Kelly and his wife, Connie. Kelly also owns Skateland at 6610 Capitol, one of the older rinks in Houston.

Melody Directs Ads To Juvenile Trade . . .

GROTON, Conn.—In an increased promotion pitch for juvenile patronage, the Melody Skating Rink has started a new advertising theme, with copy: "Mothers, you don't have to hire a babysitter. Leave your children with us while you shop. We have supervised junior-juvenile skating sessions every weekend. Matinee, Saturdays, 2-4:30. Sundays, 2:30-5. Special—Free juvenile classes every Saturday, from 1 to 2, taught by our professional, Roy MacDonald."

Norwalk's Mid-City Back To Fall-Winter Policy . . .

NORWALK, Conn.—Mid-City Roller Rink has resumed its fall-winter policy with skating on Mondays, Wednesdays, Fridays, Saturdays and Sundays from 7:30 to 11 p.m. Kiddie sessions are slated from 1:30 to 4:30 on Saturdays and Sundays. Monday is Bargain Night, with men charged 40 cents and women 25 cents.

Candlewood Resumes Winter Operating Sked . . .

DANBURY, Conn.—Fall-winter schedule is now in effect at Candlewood Arena. Skating is slated from 8 to 11 p.m. Sundays, Tuesdays, Fridays and Saturdays, with matinees from 1:30 to 4:30 on Saturdays and Sundays. Children are charged 40 cents on Saturday afternoons.

Rialto Resumes Skating Classes . . .

SPRINGFIELD, Mass.—Rialto Skating Rink resumed skating classes October 1. The rink has scheduled regular skating seven nights a week, with matinees on Saturdays and Sundays.

Kelly Opens Gulfgate, Largest in Houston . . .

HOUSTON — Gulfgate Roller Rink, opened late in August at 6839 Holmes Road, is Houston's newest. It is adjacent to the gigantic Gulfgate Center (largest suburban shopping center in the South)

Texas State Fair

Continued from page 52

will be featured in a free show in the Cotton Bowl for East Texas Day. Friday (19) will be High School Day, and Saturday night (20) Victor Borge will be presented in the Cotton Bowl. The fair closes Sunday (21).

Fair officials were pleased with the increased attendance which came despite a 15-cent hike in admissions, the tab being 75 cents this year.

The appearance of Presley, which was sponsored by Dallas radio station KLIF, was heavily promoted thru record shops and plugged daily by the station. Admission was at \$1.25 in the advance sale and \$1.75 the day of the show.

The Borge show, a one-man affair, was pegged at a \$4.40 top.

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Danbury's 136,772 Only 5,000 Behind

DANBURY, Conn. — Spotty weather mid-week slowed the 87th Danbury Fair attendance pace by less than 5 per cent last week, producing an admission total of 136,772 for the nine days ended Sunday (14). The two big weekends were gotten in, and discouraging weather was confined pretty much to days of lesser importance.

Some 26,856 turned out Saturday (13), twice the figure of the same day last year, when it rained. Closing day pulled 23,624, about 14,000 behind the final day in 1955. The fair's total attendance was some 5,000 short of 1955 and 16,000 behind the all-time record set in 1954.

Good business was experienced at the grandstand over the weekend by the Jack Kochman Thrill Show and on the two weekends by

the I. T. Shows. Weather was favorable thruout most of the fair.

Panning for Gold

Interest was high in the daily street parade put on by Manager John Leahy, aided by C. Irving Jarvis. The Gold Town Western Village was also successful in its second year of operation, with a novel element being the "panning for gold" feature.

Gold Town also featured an old-time vaudeville show sponsored by the Pepsi-Cola Company, with continuous free performances. From Monday thru Friday the grandstand show, offered free, was Buck Steele's Frontier Days Wild West Show. All-inclusive gate fee of \$1.50 was good for parking, daily parade, mid-week Western show, rest room facilities, and playground. Children admission was 60 cents.

ODD SWITCH AS DANVILLE AREA OVER-PROSPERS

DANVILLE, Va.—One of the rarities of the business—local conditions being too good for the fair—has hampered the 48th Great Danville Fair, C. C. Finch notes. Mills are working so strongly that fewer people have time to visit the grounds. And the volume of tobacco brought in by farmers is so large that redrying plants shut down for two days because they didn't have the capacity to handle it all, thereby slowing up the entire marketing process.

Ventura, Calif., Pulls 91,000 To Eclipse '55

VENTURA, Calif. — Getting what L. E. Ver Husen, manager, termed "five ideal days," the annual Ventura County Fair pulled an estimated 91,000 people to beat last year's 78,242. The fair closed Sunday (7).

A new record was set in home economics entries, with judging starting on Saturday (29) to get them cleared.

Thomas Mitchell, star of the TV series, "The Mayor of the Town," appeared at the fair Friday night (5) and on Saturday to greet county fathers as "Mayor's Day" was observed.

Entertainment in the concession area featured Kirkham and Phyllis, and Lobo and Timber, the TV and motion picture dogs.

A Youth Horse Show on opening day, Wednesday (3), and an English and Western Horse Show the following night were followed by three days of Championship Rodeo with matinees on Saturday and Sunday at Babe Ruth Field, as the local arena is known.

Foley & Burk Combined Shows played the midway.

Homestead, Fla., Schedules Big Ticket Pitch

HOMESTEAD, Fla. — The South Florida State Fair, which will be the first fair held in Dade County for several years, will hypo its attendance thru the giveaway of upwards of 500,000 free tickets. The ducats, which will be distributed thruout the State, will be good for admission during the first three days of the February 1-7 run.

The event, sponsored by the Redwood Chamber of Commerce, will be held on the airport grounds and is expected to require 20 acres of the property.

Amusements of America will provide the midway attractions. Other features will include Governor Day, rodeo, a checker game with bathing beauties, talent contest, kids' parade, Negro achievement day, a grandstand show and several giveaways.

gram. First phase of this, to be completed in time for the '57 fair, calls for the erection of an agricultural building and a commercial exhibit building.

Sam Cashman Quits As Ohio State Mgr.

COLUMBUS, O.—Sam Cashman, manager of the Ohio State Fair, has resigned his post and will join the Ohio Farm Bureau Federation in an administrative position.

Cashman was the manager of three State fairs, including the centennial exposition in 1954. He was appointed manager of the fair and assistant director of agriculture on April 1, 1954, after serving as Wyandot County Agriculture Extension Agent for more than eight years. Cashman took over the fair post after the death of H. S. Foust in December, 1953.

During his three years at the helm of the State fair, the annual grew in attendance and stature. Attendance at the '56 run hit a new high of 650,000, eclipsing all previous years. Grandstand income, hyped by Roy Rogers, soared to new peaks. When he took over the fair's reins, he took to the road and spoke to groups of varying sizes and interests on the fair. A State fair committee was organized under his supervision to evaluate ex-

hibits and come up with recommendations.

Under Cashman the fair cut down on front-gate passes, pushed the advance sale of tickets, built up the farm machinery department and launched a plant-wide improvement program. Other new features introduced included shuttle buses and the planting of countless trees, shrubs and flowers.

A native of Shelby, O., he graduated from high school there in 1934. Until 1937 he farmed with his father and then entered Ohio State University where he majored in vocational agriculture education and was graduated in 1941. He taught vocational agriculture in Upper Sandusky until 1942, when he entered the Army. He then became extension agent of Wyandot County until 1952 when he took a nine months' leave of absence to get his master's degree at Cornell University.

D. Robert Jones, assistant manager of the fair, will take over Cashman's duties.

CCE HEAD SINCE 1927

Death Claims Ottawa's McElroy at Age of 70

OTTAWA — Funeral services were held here last week for one of Ottawa's most well-known and popular figures, Herbert Hood (Herb) McElroy, head of the Central Canada Exhibition for 28 years, who died October 5 at the age of 70. He had been hospitalized the past year and his illness forced him to resign his CCE post the past summer. However, directors urged him to continue in an advisory capacity at his regular \$11,500 annual salary.

McElroy was born in 1886, 18 miles from Ottawa. He remained in the community until going overseas in 1914 as a gunner. He came home after being wounded and entered the insurance business.

Director in 1921

In 1921 McElroy became an alderman in the ward in which the exhibition was located. By virtue of his position, he soon became a director of the exhibition. Soon thereafter he became general manager.

Many innovations were introduced by McElroy during his tenure and he numbered among his accomplishments the ability to keep the ex's spirit and name alive thruout World War II.

The exhibition became the first Class A fair—including Toronto, McElroy liked to point out—to establish a prize list for boys and

girls. It also practically doubled its premium total during his tenure.

Headed CFA, IAFE

In 1941 McElroy was named president of the Canadian Fairs' Association, and, in 1944, president of the International Association of Fairs and Exhibitions. He was an alderman for eight years and past president of the Ottawa Kiwanis Club. The YMCA, Boys' Club and St. James Church were among his pet interests.



HERBERT H. McELROY

Among the many persons attending the funeral were American showmen George A. Hamid, Frank Bergen, Bernard Allen and Jeff Harris.

Jackson Goes Paid Gate; Crowds Down

JACKSON, Miss. — Operating with a paid gate for the first time, the Mississippi State Fair experienced a drop-off in total attendance, midway receipts and grandstand revenue during its six-day run which ended Saturday (13).

Total income, however, was up, due to the paid gate—50 cents for adults, 10 cents for children. Thru the first four days the paid attendance was slightly in excess of 100,000 and tabulation of the gate for the final two days was expected to up this to over 150,000.

On the midway the Royal American Shows sustained a marked

drop in receipts for shows and a lesser decline in ride receipts.

The grandstand offering—the Barnes-Carruthers No. 1 revue—keenly felt the effects of the paid gate. The B-C show, which had been signed on a percentage deal before the fair shifted to a paid-gate policy, was in for 10 performances in six nights, with two shows each night except opening and closing night.

N. S. Hand, serving his first year as fair manager, pointed out that the increased revenue from the gate would enable the fair to push its plant development pro-

Montgomery, Ala., Attendance Up 22%

MONTGOMERY, Ala. — The three-year-old South Alabama Fair here demonstrated increased strength and underscored its bright future in the six-day run which ended Saturday (13).

Attendance was up an estimated 22 per cent over '55, George Preiss Jr., manager, said.

Receipts on the midway, where the Olsen Shows again supplied the attractions, were roughly 18 per cent higher than last year, according to Preiss.

The event operated with a 60-cent front gate for adults and a 25-cent admission for children, except on kids' day, when the charge for

youngsters was 10 cents. Tuesday (9), kids' day, brought out a crowd estimated at 25,000.

A free show—a Barnes-Carruthers revue—was offered matinee and night in the 8,000-capacity arena which, besides the show also housed 116 commercial exhibits.

A new feature of the fair that registered solidly was a flower show staged in a reconverted barn. More than 20 garden clubs of the Montgomery area participated in this show, which was featured by rock gardens. The show served to broaden the fair's clientele and to give it much added appeal and publicity.

Spartanburg Does Okay But Night Weather Cold

SPARTANBURG, S. C. — Another pleasing run was building nicely for the Piedmont Interstate Fair this week, with generally good daytime weather helping a lot. Nights have been cold, however, doing no good for grandstand business. This was the introduction of the fair's new grandstand structure, of concrete and steel, seating 3,500 people and costing some \$35,000.

School-age children are admitted free thru the week, and the fair's heavy advertising policy produced nice attendance, with promise of a total gate running close to 200,000, according to Tom Moore Craig, secretary-treasurer.

Attractions have done fairly well. Manhattan Gaeties of the GAC-Hamid office was offered nightly in combination with the Jack Kochman thrill show. Turnouts at the 9 p.m. shows has been good, but at the 7 p.m. shows not too good, as has been the pattern here. There was a single show on opening Monday (8), at 8 p.m.

The country store installed last year as a replica of olden days by Craig and Red Hyder, was removed this year and replaced by a display of the State's blind association. The sightless workers manufacture brooms and sell them on the spot. Cetlin & Wilson Shows were

reportedly grossing slightly more than last year, for the same number of days, but patrons who didn't mind wandering along the midways showed little inclination to brave the chilly weather in the grandstand, which had been used on two occasions for stock car racing prior to the fair.

The grandstand price of \$1 for adults (50 cents for children) was dropped to 90 cents this year, with the arrival of federal legislation enabling the use of a tax-free 90-cent ticket. The talent-thrill show combination was offered this year without the Kochman dog racing, tried in 1955 here for the first time.

Mrs. Margaret Moore's flower theme this season is "Wizard of Oz," and the flower display building is livened by the centerpiece representing the Emerald City. Elsewhere, the livestock show was judged an improvement over previous editions.

Stock car races, NASCAR-sanctioned, are the attraction on closing Saturday (13). Grandstand acts include the Jewellys, balancing; Art Henry, dogs and ponies; Kosmar, wire act and aerial; Bory and Bor, dancing doll novelty; Elkin Sisters, contortion, and Velma Goodwin at the organ.

Lethargic Pace Marks Winston-Salem Event

WINSTON-SALEM, N. C.—With good weather promised for the final Friday and Saturday (12-13), the Winston-Salem Fair was looking for crowds and business

Dairy Congress Pulls 200,000 In 8-Day Run

WATERLOO, Ia.—Given ideal weather during its eight-day run, the National Dairy Cattle Congress, which closed its gates here Saturday (6), pulled an estimated 200,000 patrons, an increase of 2,000 over the '55 run.

The featured attraction, the Hippodrome Show produced by Barnes-Carruthers, Chicago, wound up about even with last year attendance-wise. The 10-act program, featured daily along with the horse show, started out strong and pulled big crowds the first four days, but slowed down for the last half of the run.

Talent included Elly Ardely, Tonito, the Pickets, Bobo Barnett, Patine and Rosa, the Shanghai Twins, Paramount Bears, the Barons, the Rudells, and Ming and Ling.

The midway, where Larson & Trueblood's Kiddieland, augmented by booked rides, held forth, was even with last year gross-wise. Best days for the rides was the first half of the run. Concessionaires, particularly those handling food and drinks, reported the best takes in the past seven years.

Commercial exhibits occupied all available space, both inside the buildings and out. Entries of dairy cattle from all over the United States and Canada totaled 2,100 head.

New Site for Sanford, Fla.

SANFORD, Fla.—American Legion Post 53, sponsor of the Seminole County Fair, has acquired a tract fronting on Highway 17-92, a mile south of here, for its new fairgrounds. Lynn Lyon, post commander, says the new location will enable his organization to give the people of Seminole County a bigger and better fair.

Previous negotiation with the city of Sanford for an exchange of property for its former fairground site within the city limits met with no success. Dates for the winter annual, usually in mid-February, will be announced soon.

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that would boost its gross income up to the level of last year.

Located in a sparkling new plant and given new direction less than five years ago, the event is still feeling its way toward popularity with the public in a wide area.

The name was changed this year to the Dixie Classic Fair and its service area was publicly broadened to include all of Northwest North Carolina. Efforts in this direction were started late and the results, by mid-week, were not those hoped for. Attendance and gross income then were reported down slightly.

The event is operating under a new manager, Neil Bolton, the third in as many years. Bolton succeeded Frank H. Kingman. Bolton took over the job late and without prior experience. The fair is owned by the Winston-Salem Foundation, a group financed by huge bequests from William Neal Reynolds, founder of the fair, and operated by the fair commission.

While many thousands of dollars have been sunk in the plant, which includes a 10,000-seat Coliseum completed a year ago, the Foundation is now reported interested in seeing the fair make money or at least pay its own way. There is the general belief that more money for expansion might be forthcoming if public acceptance is adequately demonstrated.

The days set aside for school children were slightly under those of last year. Midway earnings were down slightly, altho there was hope that the final days would see a spurt in this direction. Grandstand attractions were also reported off by Bolton, altho factors here did include a sagging attendance and extremely cold nights.

Harness racing, which reflected the chief interest of the founder, has been discontinued as a losing proposition.

Grandstand attractions were GAC-Hamid's "Stairway to the Stars," Jack Kochman's Hell Drivers, Thursday afternoon, and locally promoted motorcycle races on Saturday.

Danville Off Slightly as Week Builds

DANVILLE, Va.—The Danville Fair was trailing 1955 by some 3,500 thru Friday (12), C. C. Finch, executive vice-president, said, but the results were encouraging in the light of cold nighttime weather.

The James E. Strates Shows were having a good week on the midway, with interest being displayed in the new menagerie equipment acquired recently by the defunct King Bros.' Circus. As the show wends southward to its Orlando winter quarters, it is carrying the Pullman sleepers it bought this season, and which will presumably be in general use in 1957.

A multi-colored cover and pink insert pages has resulted in the most attractive premium book gotten up yet. The Strates show is pictured on the cover to advantage.

Grandstand Succeeds

This year's free grandstand show is a Gus Sun production, handled by Bob Shaw, succeeding the Hamid show of last year. Finch reported interest as very good. Acts are Boyd Heath, emcee and vocal; Slivers Johnson, comedy car; Betty Pasco, aerial; Gentry's Jungle Jamboree; Gregory and Cherie, musical novelty, and Jack Zimmerman at the organ. There are nightly fireworks by Tony Vitale.

The agricultural building has been redone, with new paint scheme and redesigned display racks. A good crop enabled return of the apple exhibit this season after an absence of several years.

A new front on the grounds includes eight large panels, each featuring one of the fairgrounds' operating elements, such as the trailer court, livestock market, knife and saw shop, barn dances, etc. There were some 7,000 redemptions of kiddie admission tickets at 25 cents each on Wednesday, and another 4,000 on Thursday. Distribution is thru the city and county schools. A good wind-up, Finch said, would produce a total of some 60,000 for the week.

Petersburg Event Clicks; Attendance Hits 96,224

PETERSBURG, Va.—The Petersburg Fair wound up an excellent week despite being hit by rain on the two final days. Ralph Lockett, manager of the revitalized event, operating now under Lions' Club sponsorship, reported attendance at 96,224, considerably more than the estimated gate in recent years.

With a show business background spanning several decades, Lockett, native son, took over the direction of the fair this year for the Lions. Before a start was even made, the grandstand was destroyed by fire and, shortly after, all but one of the exhibit buildings. As a result, the fair was staged under tents. A new grandstand of the bleacher type was added, together with several smaller structures, so that, in effect, the fair had a new look.

A specialists in promotion, Lockett pulled out all of the stops, using all media. Ballyhoo efforts included the use of 32 boards with special paper, bus cards, nine newspapers and six radio stations, plus a television station. The latter broadcasted direct from the grounds daily.

The cost of promoting the fair, about \$28,000, was underwritten by the sponsors. Included was about \$4,000 for advertising. That the fair paid off is indicated by the fair's reported gross of more than \$24,000 for the Ross Manning Shows. In addition, some 1,400

feet of concession space was in use.

The event got off to an excellent start and only the bad weather of the final days caused complaint. Officials, however, tagged the event fortunate. Affected on the last two days, on its only scheduled appearances, was a Music Corporation of America show featuring Tex Ritter and Smiley Burnette, which fair officials said, would have packed them in under more favorable circumstances. Other grandstand events did well, with the Joie Chitwood Hell Drivers, in for one performance, playing to capacity.

The event, which had been regarded as on the decline in the recent past, apparently has made an excellent recovery. Plans calling for new growth next year is already under way.

Ohio Conclave January 15-17

COLUMBUS, O.—Charles J. Betsch, of Chillicothe, O., president of the Ohio Fair Managers' Association, announced last week that the annual convention of the association will be held at the Deshler-Hilton Hotel here January 15-17.

The announcement followed a meeting of the executive committee, headed by former Governor Myers Y. Cooper, Cincinnati, at which convention plans were made and a schedule worked out for the second annual Short Course on Fair Management to be held at Ohio State University November 16-17.

Assistant Dean Chester S. Hutchison and other officials of the College of Agriculture at Ohio State University conferred for two hours in Columbus, mapping out with President Betsch, Governor Cooper and members of the Ohio Fair Managers' Association's educational committee subjects to be considered at the day and one-half study course on the financing, selling and management of fairs.

Director of Agriculture A. L. Sorenson stated that a joint meeting of the Ohio Board of Agriculture and the Fair Managers' Association will be held at the time of the convention.

Goldie Scheible, secretary-manager of the Montgomery County Fair, Dayton, O., and executive secretary of the Ohio Fair Managers' Association, stated that approximately 70 counties will be represented at the short course. She also estimated that more than 1,500 persons will attend the Columbus meeting in January.

FAIR MEETING DATES

Western Canada Fairs' Association, Hotel Saskatchewan, Regina, Sask., November 3-7. George K. Ross, 59 Twentieth Street East, Prince Albert, Sask.

Oregon Fairs' Association, Multnomah Hotel, Portland, November 7-8. Hallie Huntington, 13th and Monroe streets, Eugene.

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 20-21. Emery Boucher, Coliseum, Exhibition Park, Quebec 3, secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 26-28. Frank H. Kingman, Ridge Road, Winston-Salem, N. C., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 10-12. C. S. Miller, Tipton, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 6-8. William H. Clark, 360 Walnut Street, Franklin, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 7-9. Harold C. Pederson, 3521 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9. Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, Department of Agriculture, State of Missouri, Jefferson City, secretary.

Georgia Association of Agricultural Fairs, Atlanta, January 14. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 15-17. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Western Canada Association of Exhibitions, Prince Edward Hotel, Brandon, Man., January 18-20. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, Jefferson Hotel, Richmond, January 20-21. William E. Finch, Fairgrounds, Danville, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 21. William C. Lynn, Room 615, 1 West State Street, Trenton 8, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 23-24. Roy E. Symons, Skowhegan, secretary.

Pennsylvania Association of County Fairs, Abraham Lincoln

Hotel, Reading, January 23-25. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 24-25. L. Doc Cassidy, Kentucky Fair and Exposition Center, Louisville 17, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 27-29. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 28-29. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 28-29. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 7-9. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary.

Miss BeBe Says . . .

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North's Mood to Sell Is New to R-B Picture

May Wish to Keep Finger in Show; Veeck Talks Go On; Buyers Bloom

SARASOTA, Fla.—John Ringling North, Arthur M. Concello and Baseball Executive Bill Veeck remained in New York last week, apparently discussing the possible sale of Ringling Bros. and Barnum & Bailey Circus to Veeck.

The principals were generally unavailable for comment there.

However, it was learned here that North apparently has reached the stage where he would agree to

part with stock in the corporation. He is believed to be specifying that he would retain some executive or advisory connection with the proposed new company.

Specific public statement that he was in the frame of mind to part with Ringling-Barnum stock was lacking, but every indication was that North would sell out if a satisfactory deal could be reached. In the past he had ridiculed any suggestion that he let any part of his 51 per cent of the stock get out of his control.

49'ers Oppose Sale?

There was considerable doubt here as to whether Dan Gordon Judge, representing the minority stockholders in the show corporation, would favor any move to sell out.

In an earlier stage of the negotiations, it was learned, North offered to buy the 49 per cent of the stock held by others, but the offer was rejected. This was a few weeks ago when Veeck made an initial offer. Subsequently, the North-Veeck deal has been revived.

While the New York talks were continuing, The Billboard learned of additional individuals and groups who are actively interested in buying into the show.

It was established that if North will sell, many buyers are in the market.

Beers-Barnes Closes Season; 1 Light Week

CHERAW, S. C.—Beers-Barnes Circus ended its season here Monday (8) and equipment was taken to winter quarters at Wallace, S. C. Personnel and animals went to Miami, Fla., as usual. The animals again will be housed at the Dania Chimpanzee Farm there.

The season ended up considerably ahead of both 1954 and 1955. The show's only losing week came with the recent hurricane, when the circus lost three days. At that time it was in Cordova, N. C., and was forced by weather to cancel the night show and the subsequent two days.

Jack Ramsey was agent during the final days of the season, replacing Gene Christian. Martin Ramsey was billposter.

Capell Shop-O Draws People

HEREFORD, Tex. — H. N. (Doc) Capell reports that his Shop-O-Rama Free Circus has been doing adequately.

The show now includes Bob Capell at the organ; Bill Capell, drums; Paul Bejana and Ted Reynolds, clowns; Dorothy Capell, web, ladder and traps; Norma Capell, cloud swing and wire; Capell Liberty Horses and Ponies; Dorothy Capell, dogs and monks; Terry Gean Capell, elephant; Bob Capell, announcer. Performances are given as a free attraction twice daily.

With the show are 5 rides, 15 concessions, a snake and freak show operated by Johnnie Howard, and an Animal Show, which has lions, leopards, panther, llama, bears, monkeys, puma, elephant and midget cattle. Show plays three-day stands and expects to stay out until December.

Carson Parades, Gets Two Crowds

RALLS, Tex. — Volunteer fire department auspices here brought out two good houses for the Tex Carson Circus on Saturday (6). Small street parade was given.

The afternoon house was three-quarters filled and the night house was strayed. Show recently was augmented thru addition of several acts and animals from the Gil Gray Circus.

Polack Parades As Denver Run Gets Started

DENVER — Old-timers can hardly recall the last downtown circus parade here, but Polack Bros.' Western branch, with a lot of help from their sponsors, the Shriners, and the Downtown Merchants' Association, pulled off a street parade lasting nearly two hours on Monday night, opening of the week-long run here.

Nearly two dozen acts, along with drum and bugle corps, horses, 14 Shrine units and bands participated in the parade. An estimated 60,000 people lined the streets from the Civic Center to the auditorium, a parade line of nearly three miles.

Big Houses During Run

None of the two shows a day played to less than three-quarters of a house, with final days pulling s.r.o. for all evening performances.

The 7,200 capacity arena was scaled from \$1.35 general admission to \$2.75 for the loges for both afternoon and evening performances.

News stories about individual acts, pictures and feature stories about stars of the circus appeared in both local papers for 10 days prior to the circus' arrival from San Jose, Calif. Spot announcements on radio, television pictures and guest interviews rounded out the publicity campaign.

Flyers Keep High Pace With Fewer Return Acts

• Continued from page 1

reacted differently. When a correction was made their triples connected again.

They feel, too, that the accomplishment is that of both leaper and catcher, and they point out that in the past Ernie Clarke had his brother as team-mate and catcher, as Alfredo Codona was always caught by his brother, Lalo.

Twenty-year-old Tony Steele had a single trapeze act with the Gil Gray Circus and begged Malko to let him try the flying trapeze four years ago. In six weeks he was doing single somersaults. By the summer of 1955 he was doing the highest double somersaults Malko had seen. He learned the two-and-a-half somersault in just three swings. He started it using the normal balled-up position, but now completes them in a "laid out" or extended position.

Try First Triples

In November, 1955, the Malkos tried their first triples. By that time their regular routine featured a double cutaway half, which calls for two somersaults from a reversed position plus a half twister to a stick held by the catcher. That's fancy flying, and trapeze people casually explain that it is similar to a "fliffus," except that in the former a leaper is on the forward side of the trapeze bar and has his back to the catcher at the time he starts the gyrations.

The Malkos caught two triples wintering at Houston, then did two in practise at Evansville, Ind. Next came three for audiences at the Tom Packs Circus in Wheeling, W. Va. They followed with 12 during an engagement at Buckeye Lake Park in Ohio and 18 at Idlewild Park in Pennsylvania. In more

practice sessions they completed six for a two-of-three average. At Toronto they did six for the Hamid-Morton Circus after learning why they had missed several.

Ramage Films Help

Helping them has been study of movies, not only of their own act and efforts but also movies of the Flying Codonas. This rare film is owned by Harold Ramage, Bloomington, Ill., connoisseur of flying trapeze work, who got into the act when the many flying troupes based at Bloomington came to his company for material to build rigging.

Bloomington has been the mecca of all flyers and in that town lies much of the lore of the daring young man on the flying trapeze. But it all began in Europe.

A Frenchman named Leotard invented the "passing act" 100 years ago. This consisted of two platforms and two trapezes on which two performers swung. As one left a trapeze, the other took it. There was no catcher, and their trading of trapezes gave rise to the name of "passing act."

Other Europeans developed that type of act, and one of these troupes was the Hanlons. Two performers from Bloomington duplicated the passing act and billed it as the Lavan Brothers. Another Bloomington boy, Fred Miltemore, saw the Lavan act and went on to develop the idea of replacing the pedestal at one end with a catcher on the second trapeze. He figured more elaborate tricks could be done if there were someone to catch the flyer and then toss him back to the swinging trapeze.

Miltemore and a partner, Charles (Continued on page 61)

Beatty Take Tapers In Dixie; Some Big

OPELOUSAS, La. — Business for the Clyde Beatty Circus turned spotty as the show moved out of Texas and across Louisiana to Mississippi.

While some of the stands were not big, others were strong.

At New Iberia, on Friday (5), the show had two three-quarter houses, it was reported by Assistant Manager Walter Kernan. Show had competition from football. Auspices was the police department.

And Opelousas, where the show appeared for a Sunday afternoon-only engagement, it played to a straw house. Weather was ideal. Sponsor was the American Legion post.

Coming up for the show are several days in larger cities. Among them are Memphis (15), Nashville (19), Chattanooga (22), Knoxville (23) and Asheville (24). The latter three call for rail moves of 100, 111 and 129 miles on three successive nights.

Mills Season Comes to End; Show to Barn

WELLINGTON, O. — Mills Bros.' Circus was ending its tour here Saturday (13), after which it will return to its winter quarters at the Ashtabula County Fairgrounds, Jefferson, O.

The show played Terre Haute, Ind., Friday (5) and drew a light house in the afternoon and a half house at night. The county special deputies were the sponsors.

Clyde Presents 3 Shows Daily At Dodge City

DODGE CITY, Kan. — Clyde Bros.' Circus played to big business and three shows a day here Monday and Tuesday (8, 9). The show used the City Auditorium, which seats 2,700 and it had Shrine auspices.

On the first day it pulled morning, afternoon and night crowds of 2,450, 2,400 and 2,500. On the second day attendance was 2,500, 2,200 and 2,400.

Polack Eastern Business Good At Augusta, Ga.

AUGUSTA, Ga.—Eastern unit of Polack Bros.' Circus played a two-day Shrine engagement here, with Walter Stebbins handling promotion.

Show appeared at the 3,500-seat Jennings Stadium. On Friday (5) it drew near-capacity crowds and on Saturday (6) it had a straw house in the afternoon and a near-full house at night.

Cole Playing Dry Areas, Gets Crowds

JAY, Okla.—George W. Cole Circus played here Thursday (4) and drew a near-full house at night plus a light afternoon. The business was considered good despite a local drought. American Legion was the auspices.

At Gravette, Ark., the next day (5), the show had half and three-quarter turnouts. Drought conditions were worse there. Bears, clowns and monkeys were used for downtown bally.

St. Louis Police Award Show Pact

ST. LOUIS—Contract to produce the St. Louis Police Circus has been awarded again to L. N. Fleckles, of Chicago. The show is scheduled for early spring.

Kelly-Miller Sets Closing For October 28

JENA, La. — Al G. Kelly & Miller Bros.' Circus will wind up its 1956 season on Sunday, October 28, at Kilgore, Tex. The next day it will make the 129-mile home run to winter quarters at Hugo, Okla. Show will have made a 27-week tour of 8,370 miles. Its business has been strong and well above last year's. Some stands in Indiana and Ohio were not so good as those elsewhere.

The circus played here for a afternoon show only on Sunday (7) and had a near-capacity house. It will enter Texas on Sunday (21) after another week in Southern Louisiana.

Hetzer Wins Police Date

HUNTINGTON, W. Va. — Jimmy Hetzer, head of the Hetzer Agency, announced here last week that he has been awarded the contract to produce an indoor circus for the police officers organization here.

Police will handle their own promotion, he said, while he supplies the performance. Show will be at the Huntington Memorial Field House, 5,000-seater where Sam A. Hoffman is manager.

The dates are November 19-20-21. Hetzer said he held an option for the next three years, also.

Cristiani Pulls Crowds in Rain Without Auspices

COLUMBIA, Miss.—The Cristiani Bros.' Circus played here Wednesday (3) without any auspices and scored a pair of three-quarter houses. This business was considered even more unusual because it was achieved in cloudy and rainy weather.

UNDER THE MARQUEE

Photo of Ringling-Barnum and Royal American side by side on the Louisiana State Fair Grounds is on the cover of The Shreveport (La.) Magazine for October.

Scott Hall, formerly with circuses, now is working out of Chicago with Apex Attractions, working drive-in theaters with a movie and book pitch. . . . Sig Bonhomme writes from Marshall, Tex., that his mother, of the old circus family, fractured a hip and would enjoy mail from circus friends. Visiting her recently were Harley D. Hubbard, Shreveport, La., and R. R. Durrett, of Macon, Ga., all of the old Mighty Haag Shows.

From Rudy Bros.' Circus, Don Rey writes that business has been good in California and Oregon. Temperature when the show was in Yuma, Ariz., hit 118 degrees. Date harvest was on and show people loaded up with them. . . . Harry Hammond and Norman Carroll visited in El Monte. . . . More visitors were Mary Henry and Ivan, and the Escalantes. . . . Owner-manager Rudy Jacobi is doubling as announcer. Don Rey and Jimmy Goff handle the musical chores. Agent John Billsbury visited back on the show. . . . Harry Ross is producing clown. . . . Allen's Bears have been offered a date on "Truth or Consequences" TV show for an upcoming date. They just completed work in a Disney film. . . . The Olveras, perch act, have a new light for their act. . . . Slivers and Jo Madison, with the Packs Elephants, and the Christiansen bare-back riding act had trouble finding hay for the stock while on the desert, and the prices were high.

Robert Demers, Waterville, Me., a founder of the Clown Alley organization in Maine, is quoted in the Waterville paper as saying the circus business is good.

Baker and Hazel Young, Athens, O., visited Sello Bros., King Eastern, George W. Cole and Mills Bros. circuses this season. . . . Jack Painter and Hank Fraser, of the Cristiani Family Tent of CFA, in Louisiana, caught the Kelly-Miller show in Arkansas while Lucio Cristiani, Marion and Oscar Cristiani and children, and others from Cristiani Bros.' Circus also visited.

CFA Wally Ahlberg, St. Paul, is signing up new members in Manitoba, Ontario, Minnesota, Wisconsin and Michigan. The Ahlbergs this season caught Hagen Bros., Kelly-Miller, George W. Cole, Frank Hildebrand's indoor show, and Royal American. They also will see Clyde Bros.

Chameleon workers were making rodeos last week. Rosy Rosenberg was at the Golden Spurs Rodeo in the International Amphitheater, Chicago, with bugs and turtles, while Joe Trocey was working the rodeo at New York's Madison Square Garden.

A Quincy, Ill., newspaper feature of September 30 tells of Augusta, Ill., show history, including that it was the home of the Campbell brothers, that former Yankee

Robinson people lived around there after the show wintered once at Quincy, and that manager of Jess Willard, while the boxer was with 101 Ranch, was a native of the town. Rex N. Van Horn tells about the article.

Earl Shipley is making school assembly dates in the Northwest. . . . Thomas C. Wistor, who once was with the Two Bills show, now is in Kansas City. . . . Willard B. Cook, caught the Cristiani Circus at McComb, Miss., and joins those who comment about the show's neat appearance.

Hazel King writes from Gainesville that the Ed Widamans arrived there from the Tex Carson show. . . . The Fay Alexanders and Bob Yerkes, both from the Gil Gray show, are laying off at Gainesville. . . . Jethro Almond and Mrs. Almond caught Beers-Barnes Circus and report good business. Jethro also writes that Rex Ingham has two school units doing well.

Joe Mix and Princess Blue Sky jumped from New York to San Antonio to work the Exposition Americas with whips, ropes and sharpshooting. The producer is Tommy Stevens. . . . Dallas civic leaders are organizing a campaign to expand the city's zoo.

At the North Alabama Fair, Florence, were Jack Joyce and his

Camels, the Hoffmans, the Machinos, Jimmy Jamison, the Sky Masters, Grover O'Day and Charles and Jewel Poplin, writes Hi Lo Merk, who visited. . . . Bert and Corinne Dearo, jumping from their fair dates in Virginia to the Orrin Davenport show in New York, visited Bert and Marie Pettus and also saw Starr DeBelle.

Marjorie Towson writes that she and her daughter, Jean Erica, have moved to Lindstrom, Minn., but she left last week for the road and expects to be moving from New York to California by mid-November. A recent St. Paul Dispatch article told that she was a Risely performer and recently returned from Europe, where she was a script writer for movie work.

There are over-size post cards with a full color photo of Royal American's restored band organ. . . . George Howard, formerly with med shows, minstrels, vaude and other branches of show business, is at the Knights of Pythias Home in Springfield, O., and would enjoy mail.

Pete Schuch has been working his dog and duck act for Henry Valentine Production Company at Southern fairs. . . . Agent Gene Christian is back home in Florida.

Clown Jeff Murphree writes that since completing the season with

Packs Western he has been working supermarkets in Texas. He is signed for the Shrine shows at Houston and New Orleans.

Ray Brison writes that he has been working fairs and picnics with his clown juggling and magic act and has eight Christmas parties booked. His wife, Claire, is in good health again and they expect to be on the road next season.

Harry Bert, with Ringling until it closed, now is with General Outdoor Advertising in Chicago. . . . The Gil Gray Show is wintering at Duncan, Okla., until time for November dates. . . . Dan (Pappy) Kerr, is clowning at a New Orleans department store. He's scheduled to work the Houston and Fort Worth Shrine circuses.

Visiting the Cristiani Bros.' Circus at Mobile, Ala., was Walter B. Fox, while those visiting Fox recently have included the Watkinses and J. C. Rosenheim, of the Cristiani advance.

When Mary Stath, of the Flying Marilees, was stricken ill with food poisoning during their recent Toronto engagement, Joe Traverso took her place in the show. Lee Stath reports that Traverso showed so much enthusiasm and promise that he has been made a member of the Flying Marilees and will sail to England with them this winter. . . . Col. Calvin Miller, former announcer, equestrian director and horseman with the Loyal Repensky, King Bros., Cole Bros. and Leonard Bros. circuses, has joined Hagen Bros. in the same capacity

Clown Leo Francis finished his outdoor season at the Georgetown, O., Fair. He is booked to do Santa Claus at Block's toy department in Indianapolis. The five-week en-

Flyers Maintain High Pace

Continued from page 60

Noble, built such a "return act." They found that a safety device was necessary, so they went to an Illinois River fisherman who helped them make a net. Other performers nicknamed them the fishermen, so they dubbed their act the Fisher Brothers. This first flying-return act made its initial season with the Cook & Whitby Circus in the 1890's. In 1904 a Ringling Bros. press agent called them the Five Flying Fishers, and since then these acts have been flying return acts, and the people flyers.

Another performer, Eddie Ward, moved to Bloomington and built a large building in which flying-return acts could practice. He trained many flyers and the number of acts was increased. There are Wards and trainees of the Wards in the business today, and until recently they had the big Ward-Bell Flyers act.

One of the Ward trainees was Art Concello, who picked up the banner and began training new flyers and breaking in new acts. He bought the Ward building and also arranged to use the YMCA gym. Other flying acts settled in Bloomington and one source says that about 33 such troupes have been based there. Once Concello owned six acts and for some time operated most of those used on Ringling and its subsidiaries. In more recent times he owned three acts that appeared simultaneously on the Ringling show.

Roam for More

Today some flying trapeze people believe there is room for more acts in the field. Most of the ones now in business work about 25 to 35 weeks yearly, which is considered good.

They need three people in each act for minimum routines and several of them use four. Sometimes there are more, with even double and triple-strength troupes. And what do they do? Every one is familiar with the graceful swinging of a trapeze act, but the specific tricks they throw bear unique names. There is the layout, or single somersault; the pirouette and a

half to a bar; half somersault to the feet; a full twister, plange, hocks-off, birds nest, single and double cutaway, and then the elaborate cutaway and fluffus to a stick, double somersaults and the passing leap.

The last named is a "picture trick," not so difficult as some but more spectacular. In it, one leaper flies over the other as they trade catchers for trapeze

16 Acts Named

Flyers often say they have trouble working over sloping ground, with many claiming that gravity affects are changed. But some dispute all this. There is no question, tho, that there are occupational difficulties. Catchers get hit hard in the face and chest when timing is off. Leapers work up large callouses on their hands which often result in open injuries, and they suffer shoulder injuries brought on by strain on one arm as they go into twisting tricks.

Flying-return acts of today, in addition to the Palacios and the Malkos, include the Flying Deislars, who featured a double; the Flying Lamars; acts of the three Valentine Brothers, billed as the Flying Valentines; Flying Lavals and Flying Romas; the Flying Marilees, with Mary Stath doing a double; the Flying Harolds with a double; the Hartzels, performing a double and an unusual variation of the passing leap; Fay Alexander's act, in which he does a double cutaway half; the Sabrejets and a two-and-a-half; the Flying Siegrists, with Helen Siegrist performing doubles; the Fly-LaForms; the Flying Zacchins, working a two and a half, and the recently organized Flying Roberts.

Times have changed. Only a few of these acts now winter at Bloomington. The Ward-Concello barn there is filled with stored circus equipment and isn't available to acts. Neither is the YMCA, where new management has cleaned out all the flying rigging that made the place famous. It's difficult to recruit newcomers to people the acts. But the public loves flying acts. And the acts are filling the bills and going great.

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John Marks Sets Retirement With End of Current Season

Scuffle for Dates Marks End Of Title, Equipment as a Unit

MONROE, N. C.—John H. Marks, owner-operator of the shows bearing his name for the past 30 years, is calling it quits at the end of his current tour. Besides retiring his equipment as a unit, Marks will withhold his name and with it his reputation, one of the most honored in the industry, from use by any other person or group.

His fairs, formidable in his territory, have been informed of his decision. As a result, all of these events, including those yet to be played, have been deluged by solicitations from organizations eager to take all or part of the Marks route.

Reputed a man of substantial means for many years, Marks looks forward to spending more time with his family at their Richmond, Va., home. Real estate and other interests, plus travel, will keep him busy.

Marks said that he would retire his name with his equipment and that he would not intercede in behalf of any show seeking all or any portion of his route.

An exception was his participation in setting for the Cetlin &

Wilson Shows for next year the fair at Fayetteville, N. C., which he was instrumental in founding 24 years ago and has played since that time. He indicated that he might again act in this capacity at the insistence of a fair board, but only with reluctance.

Marks is extremely proud of the name and reputation he has established thru the years. He knows that he can retire with his reputation unsullied and for this reason he will not hand off bookings, as he could easily do in virtually all instances since he has played virtually all of his fairs for 15 or more years.

The show title and reputation it has earned would be worth a

good deal, but Marks will hold firmly to his name and reputation. He resisted suggestions that he re-book his route and turn it over intact or sell his show with his name, either of which would bring considerable financial gain.

Marks plans to return his equipment, 36 trucks, 14 rides, 5 Diesel plants plus numerous show and decorative units to his Richmond headquarters. The rides will be kept, an indication that a park operation may be included in his plans for the future. The other equipment will be sold piecemeal or as a whole, depending upon the buyer and his ability to pay.

There have been prospective
(Continued on page 66)

Big Crowds Increase Dallas Midway \$\$

Ride, Show Grosses Up 12 Per Cent; Taylor Revue Leads Back-End Units

DALLAS—The midway at the State Fair of Texas in general was somewhat up from 1955 thru the first five days.

Clif Wilson, who has the shows on the fun zone, said that shows are well ahead of last year, due in part to Rural Youth Day on the first Saturday, which dumped over 100,000 boys and girls from all over Texas on the fairgrounds for what is usually one of the midway's best days of the year.

Wilson's top show, as it has been at the Dallas Fair for several years, was Charlie Taylor's Cotton Club Revue, with Strip-O-Rama, a Girl Show in second place. In a tie for third were the Palace of Wonders, an Illusion Show, and Miracle Fountains, Water Show.

Fred Tennant Jr., serving as midway superintendent for the fair, reported that rides and shows were

up on the average of about 12 per cent at this point.

Murphy Units Up

Joe Murphy, the fair's biggest concessionaire, reported that his rides were ahead at this time due to the big opening day, and games were running about the same as last year.

One big hit as a novelty attraction appeared to be the two miniature paddle-wheel showboats being operated for the first time on the
(Continued on page 66)

STILL A WINNER

Weather, Help, Costs, Problems for Smith

LITTLETON, N. C.—Take away the wind and cold and the shortage of help that has marred the current tour of the George Clyde Smith Shows and that organization has had a good season. With only two fairs remaining, those at Emporia and Warren, Va., the show is certain to return to the barn in excellent shape.

The veteran showman, who has had to cope with every imaginable adversity during a career that has spanned 36 years, reckons this year set records both for foul weather and turnover in help. The weather nailed him at the very start, washing out a number of firemen's parades and, usually, the cream of the whole celebration. Individual personnel records are well over the 300-mark, representing almost three times as many em-

Fair Grosses Up Sharply For Jim Drew

SWAINSBORO, Ga. — The James H. Drew Shows, moving close to the end of its season, will wind up with increases at almost every fair and major celebration, James H. Drew, owner-manager, announced. Some of the stands produced increases of as much as 20 per cent over '55, with much of the hike attributed to a stronger line-up, including the new Scrambler, which was delivered in August.

Drew also credited the show's calliope with helping to publicize the show and pull customers. Show will play the Bay County Fair, Panama City, Fla., October 29-November 1, for the first time.

Mrs. Eula Drew, secretary-treasurer, is supervising a crew that is prepping the show's winter quarters in Augusta, Ga. The Drew's two youngsters, Jimmie and Malinda, are back in school at Waynesboro, Ga., where they're living with their grandparents prior to moving to Augusta.

Stein Skeds Winter Tour

REEDLEY, Calif.—B. & A. Shows will remain out all winter, playing celebrations, A. E. (Blackie) Stein, owner-manager, said here where the organization closed Saturday (13) at the annual Reedley Fiesta.

The show, which carries four rides, specializes in celebrations. Yet to be played this season is the Armistice Day event in Porterville.

Current season opened near Stockton, where the organization has winter quarters, on April 5.

Patty Conklin Negotiates Buy Of Wild Mouse

Purchases Ride on Flying Eight-Day Trip to Germany

TORONTO — J. W. (Patty) Conklin disclosed here Wednesday (10) upon his return from a flying trip to Germany that he had purchased one of the four Wild Mouse rides now in operation in the world and will feature it in 1957. It will be the only such ride in operation on the North American continent, he said.

Conklin, who was accompanied on his trip to Germany by his son, Jimmie, negotiated the purchase with Henrich Willenburg during the Octoberfest in Munich, closing for the purchase after studying the ride in operation at that event.

The Wild Mouse has a capacity of 24 and in movement bears a resemblance to a Roller Coaster, Conklin said.

While abroad, the Canadian midway biggie also bought other equipment but declined to reveal the nature of such purchases. He says that he plans to return to Germany in early December to arrange for the shipment of the equipment to Canada.

Conklin and his son spent five days in Germany during the recent trip, which spanned eight days in all. On the eve of departure for Europe, he completed five half-hour transcription for a Canadian coast-to-coast broadcast on the story of his life as a showman.

1956 Season Ahead of '55, Says Mullins

BANGOR, Me. — Another season, concentrated in New England, mostly in Maine, has ended for the Mullins Royal Pine Shows and owner Clifford Mullins claims the outcome was pretty good, compared with last year. Business in general topped 1955 and Mullins this week was set on expanding his operations to include a couple of Canadian dates next season.

The show will be represented in Chicago, he said, and at least a couple of Canadian spots are expected to result from the trip.

Best spot of the past season, Mullins added, was Springfield, Me. For next year the management reports adding five new Mack tractor units, a 100-k.w. diesel unit, and three trailers.

Visiting at times with concessions during the season was Frank (Shrimpy) Rappaport. The Ronnie, Captain Lee and Sally shows all had a good season, Mullins said.

Harris Sets Barrington's 1957 Midway

NEW YORK—Negotiations for next year's midway operation at the Barrington (Mass.) Fair have been completed, Jeff Harris reported here last week. Most of this season's operators are expected to return in 1957.

Barrington did fairly well but was knocked from a good mark by bad weather which spoiled the final days. Some 100,000 persons were sliced from the expected attendance by the rain, Harris noted, although virtually all midway segments held their own.

Harris was here for the opening meeting of the National Showmen's Association, of which he is second vice-president. He came here from Ottawa, where he attended the funeral of veteran Central Canada Exhibition official, H. H. McElroy.

M-G-R Best, Opines Marks After 30 Years

MONROE, N. C.—Retiring at the end of this season after 30 years of operating his own shows, John H. Marks is convinced that the Merry-Go-Round is still, and perhaps will always be, the best of the amusement riding devices. He owns two, a 30-year-old unit that looks almost new on the midway at the Monroe Fair, and a second stored in quarters. The strength of the ride, apart from its capacity, is the steady grind it earns even on the slowest day.

Page No. 1 Unit Goes to Barn

SPRINGFIELD, Tenn. — Page Bros. Shows has stored its No. 1 unit here in winter quarters while the No. 2 unit, managed by Colon Lenard, will remain out so long as the weather holds, W. E. Page, owner, announced.

Page also disclosed that he is framing an indoor circus here and will take it out in the near future. The show's elephant will be wintered at Mount Doro, Fla.

Personnel of the first unit have scattered to their respective homes. Tex Roberts is in Mobile, while Jim ShROUT and Howard Piercy are in Tampa. LeRoy Crandell headed south; Mr. and Mrs. Boyd Baldwin, Evansville, Ind.; Jack Reader, Waverly, Tenn.; Tommy Humphrey, Hopkinsville, Ky.; Claude Martin, Rogersville, Ala.; Johnny and Steve Johns, Monroeville, Ala.; Tom Gibbs, Nashville, and Harry Smith, Greeley, Colo. Norman Littlefield and Carl Weaver joined the No. 2 unit, while Howard Hazelwood and Louise Duchens are here in quarters.

Montreal Club Marks 7th Year

MONTREAL — In a recent story on the Canadian Showmen Association, Inc., it was stated that the club was a new one.

The organization, according to R. Genest, treasurer and past-president, points out that the organization was formed in 1949.

Babcock Shuttles After Longest Tour

RIDGECREST, Calif. — The Frank W. Babcock United Shows finished the longest season in 49 years of operation when it closed here Sunday (14) after playing the Desert Empire Fair.

The show moved here from Victorville, Calif., where it supplied the midway for the San Bernardino County Fair. For the date, the show used nine major and six kid

rides and approximately 20 concessions. Altho the fair's run was marred by two days of high winds, cold and light showers, the remaining three gave the organization satisfactory revenue.

F. M. (Pete) Sutton, who completed his first year as manager of the organization, said that the equipment was being returned to
(Continued on page 66)

MIDWAY CONFAB

Matt Dawson, owner of the Acme Premium Supply Company, St. Louis, is back at his desk after a four months' absence during which he recovered from a heart attack. He is looking forward eagerly to the opening of his company's new headquarters.

Mary and Teddy Texeira, who closed the season with game concessions on the Foley & Burk Combined Shows at the Ventura, Calif., County Fair, left Los Angeles Tuesday (10) for a trip East. They visited in Chicago before going south to Tallahassee, Fla., and New Orleans. They will be gone for three weeks and upon their return to the West Coast, will spend a few weeks visiting in Los Angeles before returning to their home near San Francisco. . . . Harold Harvey, electrician on Foley & Burk and The Billboard agent, purchased the cork gallery operated on the show from M. H. (Mush) Ellison. Harvey will winter in Santa Rosa, Calif., where the show maintains winter quarters on the fairgrounds.

Tiny W. Hicks, fat boy on Thomas Joyland Shows the past season, is confined to his home with a leg ailment. Tiny expects to be confined for some weeks and would appreciate mail at Box 19, Warren, Ill. . . . Carnival Joe Markase posts that his guess-your-name is doing okay on Penn Premier.

J. W. (Patty) Conklin, Canadian midway biggie, recently told the story of the Conklin brother's carnival operations to a vast Canadian radio audience served by some 39 stations. Conklin, who was on daily for a week, told the yarn against a background of midway sound effects.

Louis (Frenchy) Brown, concessionaire at Playland Park, Far Rockaway, N. Y., left recently for a European tour. . . . Elmer Nagy, concessionaire at Edgewater Park, Detroit, is hospitalized for observation.

Pallbearers at the Detroit funeral of Edward (Red) Horwitz included Robert Morrison, Jack Dickstein, Paul Greeley, Edor Burge, Sam Burd, Louis Maltin and Rex Allen, all from the Michigan Showmen's Association. Showmen and women at the funeral included Hymie Stone, William Schenkman, Charles Heim, Ray Coffen, Louis Brown, Arthur Rosenthal, Marvin Keys, Jack Segal, Sam Ginsburg, Joseph Pallard, Max Kahn, Edgar McMillen, Oscar Margolis, Fred Silber, Nathan Levy, Laura Baker, Anne Stone, Francis Moran, Carrie Dear, Grace Ziegler, Bernice Stahl, Betty Greeley, Mrs. Sam Burd, Gertrude Quist and Laverne Taylor.

Boots Wilson, who with her husband, Dick, operates concessions, is confined to St. Vincent's Hospital, Indianapolis, with a badly fractured leg. According to the doctors it will probably be six months before she can be up and around again. . . . John Francis, at one time owner of the shows bearing his name, recently underwent surgery at Eliza Coffee Hospital, Florence, Ala. The veteran midway operator will be confined to the hospital for several weeks.

J. H. (Pop) Dunlavy, a 65-year veteran of the midways, was the subject of a recent feature story with photographs in The Tulsa World. Dunlavy, who had the Mickey Mouse Circus on the Collins shows at the Tulsa fair, recalled his early life in outdoor show business during which time he operated shows of many types.

Turner Scott, currently making the rounds of shows in the South, plans to head for Daytona Beach, Fla., soon to reopen his amusement spot. . . . Dave and Dottie Linebarier recently became the proprietors of the Dairy Bar & Drive-In, 518 Clark Street, Clarksdale, Miss. . . . Billy Logsdon posts that Al (Whitey) Hunt has joined his Side Show on the Buff Hottle No. 2 unit. Junior Holiday recently closed to join Bill Hames.

Elmer Reid is back in action again after an illness and recently merged his attractions with Jimmy Ackley's Southern Fair Shows at Ashburn, Ga. Midway line-up now comprises eight rides. On the back-end are Buddy Valier's two shows, Venus La Vee Revue and Snakes, plus Red Jantzen's magic unit.

James Fitzgerald, concessionaire with Frontier Shows, was injured recently when his truck turned over en route from Ely, Nev., to Needols, Calif. Fitzgerald was thrown clear of the vehicle, which was demolished. He is in Lincoln County Hospital, Caliente, Nev., with a fractured skull, several broken ribs and severe shock. His wife, Rosa, who was driving their car behind the truck, is at his side.

Fall Season Under Way for N. Y. Club

NEW YORK—National Showmen's Association ushered in its new season Wednesday (10) with a meeting presided over by John S. Weisman, past president.

Weisman spoke briefly on the negotiations for the new clubhouse at 123 West 56th Street, recently purchased from the Friars Club. Meeting, this season will be held at the old address, 317 West 56th Street, as the Friars cannot vacate until February.

Reports on the Thanksgiving week festivities centered on the testimonial to be given November 19 in the penthouse Tropical Room of the Park Sheraton Hotel, with tickets at \$7.50 apiece. Honored will be Gerald Snellens, Weisman and Dr. Jacob Cohen.

Seven Members Lost

Members who have died since the last meeting in April included Albert Burt, August Berni, Joseph Schubert, Raymond Young, Leo Brenner, Robert H. Morton and Arthur E. Campfield.

On the sick list are John (Duke) DeNoia, St. Luke's Hospital, New York; Joseph Bellinger, Veterans' Administration Hospital, 408 First Avenue, New York, and Frank Meyer, City Hospital, Welfare Island.

New members include Jackie Bright, sponsored by George A. Hamid Sr.; Harry Altman, sponsored by Morris Batalsky; Julius Edell, sponsored by Frank Capell, and Samuel P. Wexler, Angelo Pepe, Charles Gorbulew, Charles Silvern, Juilius Brown, John J. Schumai, Walter Redlich, Harry Feinberg, William McLain and Arthur R. Tin, all sponsored by Charley Davenport.

Secretary Ethel Weinberg reported on jamboree moneys as follows: \$1,210 from Palisades Park; \$1,163 from Cetlin & Wilson Shows; \$152 from Frank Conklin and Jimmy Sullivan; \$162 from James E. Strates, and an additional pledge by Phil Isser for the I. T. Shows.

GREATER JACKSONVILLE FAIR

"Gator Bowl" October 24th thru November 3d Jacksonville, Fla.

CAN PLACE: One large Show to feature.

WILL PLACE: All Eating and Drinking stands located outside exhibit area. Will place legitimate Merchandise Concessions. All strictly Hanky Pank will operate.

Train will leave Jacksonville after closing of this fair for Petersburg, Va., winter quarters. All wishing to book for next season get aboard.

All Address

CETLIN & WILSON SHOWS

This week, Georgia State Fair, Macon, Ga.

CUBA CUBA CUBA

WANT FOR PALISADES PARK OF CUBA

This is a new deal on the Island of Cuba . . . 3 MONTHS' WORK

Also one more month's work on a Northern Latin Country near by.

Sailing out of West Palm Beach, Fla., Nov. 20; back in the U. S. A. by April 15.

Your transportation will be paid both ways. This is handled by an American Showman with a representative of Cuba.

RIDES: Want Whip, Scrambler, Scooter (Lloyd Burge, wire me), small Merry-Go-Round, Hot Rods, Coaster, Kiddie Rides that do not conflict.

SHOWS: Motordrome (Art Spencer, wire me), Side Show or any novel Show; also want Grind Shows.

CONCESSIONS: Will place Concessions that do not conflict with what we have. Would like to hear from Derby Racer, Diggers, Rotors or what have you.

HIGH WIRE ACTS: Want to hear from one or two High Wire Acts for the entire tour. Send photos.

Will lease or buy 200-Kw. Light Plant. Want to hear from first-class Electrician who knows Diesels.

Address **LEO BISTANY, Box 181, Tamiami Sta., Miami 44, Florida**

PENN PREMIER SHOWS

*worlds * cleanest * midway*

TWO LITTLE GREAT FAIRS—BEST IN THE SOUTH

JONES COUNTY FAIR, TRENTON, N. C., OCTOBER 22-27; Horry County Fair, Loris, S. C., OCTOBER 29-NOVEMBER 3

CONCESSIONS—Can place Custard, Grab, Age and Weight, Hats, Ball Game, Bear Pitch or any other legitimate Concessions.

SHOWS—Can place Animal Shows or any Show not conflicting. Can place Talker for Drome and other shows. Can place Colored Girl for Trenton.

Address all mail, wires and phone calls

LLOYD D. SERFASS or HARRY (BUSTER) WESTBROOK

New Bern, N. C. Phone calls, ask for Fairgrounds—or call Sherman Husted, 3293, Myrtle Beach, S. C., for space at Loris, S. C., only.

PAY DAYS—PAY DAYS

BIG NAVY PAY DAY, Frayser, Tenn., this week; another pay day besides cotton to follow.

Can place Ride Help who drive. Can place a few Hanky Panks, also Hanky Pank Agents. Want Count and Pin Store Agents.

United Exposition Shows

Frayser, Tenn., this week; then per route.

Peppers All State Shows

Want Photos, Jewelry, Bumper, Age and Scales, Grab or small Cook House. Agents for Glass Pitch, Bear Pitch, Pan Game and Pea Pool. Man to operate Kiddie Rides. Long season, good crops. Join on wire.

FRANK W. PEPPERS

Jackson, Alabama, this week.

ELECTRONICS



Train for a bright future as a seagoing electronic specialist in the modern Navy

GIVE TO DAMON RUNYON CANCER FUND

TIDE WATER DISTRICT FAIR

SUFFOLK, VA., NEXT WEEK, OCT. 22-27

This Fair now under new and progressive management

CONCESSIONS and SHOWS of all kinds can be booked, including Popcorn, Candy Apples, Floss, French Fries and other Eating Stands.

RIDE HELP can be placed. Contact

STEVE DECKER, BEAM'S ATTRACTIONS

Fairgrounds, Ahsokie, N. C.

WARREN COUNTY FAIR

WARRENTON, N. C., WEEK OCT. 22

Want Bingo, Ball Games, Pitch-Till-U-Win, Cork Gallery, Photos, Slum Spindle, Six Cats, Buckets, Swinger, Crab, Custard, Penny Pitch, Glass Pitch, Bear Pitch, Hat, Novelties, Penny Arcade. Want Snake Show, Monkey Show, Wildlife, Girl Show, general Ride Help, Truck and Tractor Drivers, Truck Mechanic, Agents for Office Hanky Panks.

All replies: **GEORGE CLYDE SMITH SHOWS**, Emporia, Va., Fair this week; Warrenton, N. C., Fair next week.

T. J. TIDWELL SHOW

WANTS FOR BALANCE OF SEASON—OIL AND COTTON TERRITORY

Cookhouse or Sit-Down Grab, Hanky Panks of all kinds, Photo Gallery, Ferris Wheel Foreman, Ride Help who drive semis. Kid Yawger, come on. Bill Kennedy has openings in Side Shows and Girl Shows. All wire

T. J. TIDWELL

RALLS, TEXAS, OCT. 15-20; LEVELLAND, OCT. 22-27.

Winston-Salem OK For World of Mirth

WINSTON-SALEM, N. C.—Grosses for the World of Mirth Shows were off slightly at the Winston-Salem Fair, now known as the Dixie Classic Fair, as that event hit the mid-week point. The dip reflected a reported drop in attendance. The dollar figure, however, was small enough so that there was the likelihood that the final two days, Friday and Saturday (12-13), would bring the gross up to or even beyond that of last year.

A factor in the midway and overall fair operation was the extreme cold which enveloped the area at night. The midways were barren by 10:30 and activity was light for some time prior to that as folks left the grounds in search of warmth.

Midway units were pushed back somewhat from the main thoroughfare connecting the Coliseum and the grandstand. As a result, the principal artery showed up dull. The show located a Kiddieland on this avenue so that the public was exposed to at least some activity.

The show filled up the vast area allotted here and was its best with all light towers, constructed while en route this year, in operation. A number of units, including Dick Dillon's Mechanical World, have been added to the line-up since the show came South.

The show invaded Dixie for its late fair a week ago, starting off at the Greensboro (N. C.) Fair. General Manager Frank Bergen expressed the opinion that business would be good at the events, although crop conditions in this area are reported not as good as they were a year ago.

Another factor in attendance and gross figures here, as pointed out by Neil Bolton, new general manager of the event, was a strike of long duration.

Bernard (Bucky) Allen, concession manager, fashioned a sizable and good looking concession midway here. He has under construction a new concession office trailer.

Union, S. C., Finishes Okay For Vivonas

LANCASTER, S. C.—Business continues okay for the Amusements of America when weather permits. Last week in Union, S. C., started slowly due to threatening weather, but hit its stride Wednesday (3), Children's Day. Fair manager Hydrick Kirby reported one of the event's best attendance figures.

Vivona-operated midway fielded 26 rides and 12 shows. A number of fair people visited recently, including Albert Lockner, of North Greece, N. Y., who signed with the Vivonas for next year's Henrietta County Fair, near Rochester, N. Y. It will be the fourth straight appearance there for the show.

Top backend money last week went to Junior's "Harlem Hi-Steppers." Lola Conklin did okay with the Side Show, as did Ralph Ryan with his cookhouse and pony ride.

Recent visitors to the Mobile apartment of Walter B. Fox included S. A. Ratliff, billposter; Johnnie Adams, former concessionaire, and Frank W. Peppers, owner of the shows bearing his name.

Switch to Paid Gate at Jackson Cuts RAS Gross

Long-Term Benefits From Change Seen By Carl Sedlmayr

JACKSON, Miss.—New paid gate policy (50 cents for adults, 10 cents for kids) at the Mississippi State Fair, which hereto had operated behind a free gate, cut down the gross of the Royal American Shows here for the six days ending Saturday (13).

Shows were hardest hit. The rides showed up surprisingly strong, particularly on kids' day, but the total receipts for rides were under those in '55.

Commenting on the new gate policy, Carl Sedlmayr, RAS owner, said that over the long term the paid policy will benefit the carnival, as well as the fair. The increased income to be derived from the gate will give the fair sufficient revenue to build its plant and add other features and this should stimulate greater attendance than before, Sedlmayr maintained.

During the engagement, the show hosted several hundred underprivileged children from the Jackson area.

A wedding Tuesday (9) which united Louie Leonard, veteran concessionaire, and Amie Davis, of Chicago, was one of the highlights of the week. Sam Glickman was best man, Margaret Glickman was bridesmaid and Mrs. Sam Gordon was maid of honor.

Visitors included Bernie Mendelson, of the O'Henry Tent and Awning Company, Chicago.

FOOD DEVELOPMENTS:

Two Electric Griddles Boast Big Capacity

CHICAGO—Two new electric griddles, each said to be capable of cooking 1,000 hamburgers an hour, are being marketed here. Each features 860 square inches of usable grid surface. The two differ only in that one is available with front drain trough and rear drain opening, while the other features full-length drain troughs both in front and behind the grid surface. Both have a grid surface of 36 by 24 inches. Features include four independently controlled cooking areas, with four thermostats to maintain exact temperatures ranging from 200 to 450 degrees. Each of the four griddling areas may be used alone or in any combination with the other three. Each thermostat has its own red signal light which instantly indicates when the dialed cooking temperature has been reached.—Hotpoint Company, 227 South Seeley, Chicago.

Disposable Food Tray . . .

WATERVILLE, Me.—A Waterville firm has introduced a new molded pulp tray for one-time outside services. The carry-out tray has four-cup compartments for beverages plus space for sandwiches, ice cream dishes or other foods. It has been designed to eliminate the need for picking up trays, washing and restacking them, the company states. The trays need no setting up, stack neatly, require a minimum of storage space. They are both water proof and grease-resistant.—Kaves Fibre Company, Waterville, Me.

Coffee Maker . . .

CHICAGO—A coffee maker that also supplies hot water for instant coffee and all other hot beverages, has been introduced. The maker reports it makes 288 cups an hour and features push-button control and can make one cup or a decanter at one time. Unit is stainless steel and available in 110-volt or 220-volt.—Olympio Metals Corporation, 5059 South Kedzie Avenue, Chicago.

New Drink Dispenser . . .

DALLAS—A new counter soft drink dispenser called the Mist-Master, is being manufactured here. The new dispenser is said to provide a drink made from concentrates developed especially for the unit. Concentrates available are made by Welch Grape Juice Company, the Nestle Company and Orogold Company. The drink is made from the concentrates properly diluted with water contained in the refrigerated chamber atop the machine.—Habco, Inc., Dallas, Tex.

vine took the evening awards. Refreshments were served by President Pope.

Showmen's League of America

CHICAGO—President Maurice Ohren opened the Thursday (11) meeting, the second of the fall season. Also on the platform were Al Sweeney, first vice-president, and Homer Briant, executive secretary.

Main topic of the evening was the pledge of several thousand dollars in debentures for the rebuilding of the new clubhouse. Sam Ward, Louis Stern, Sam (Insurance) Solomon and Pete Norman each pledged \$1,000. Hy Neitlich came up \$100 and an anonymous person with \$600.

President Ohren displayed sketches of the interior of the lounge in the new clubhouse. Work on the building is going on at a good rate and the target date for completion is November 15.

It was announced the first social event of the season would be held October 20 with bingo as the attraction. Members and their friends were invited.

Following the regular meeting the house committee, supervised by Charles Zemater Sr. and Max Brantman, served lunch.

A total of 100 members were out for the first meeting of the season held Thursday (4). Mickey Doolan presided in the absence of the line officers. Treasurer Bernie Mendelson and Executive Secretary Briant were also on hand.

Brief talks were made by Sam Ward, Eddie Brown, Jack Lindahl and Zemater and Brantman.

CLUB ACTIVITIES

Pacific Coast Showmen's Association

LOS ANGELES—The Pacific Coast Showmen's Association resumed its regular schedule of weekly meetings here Monday (8) with President E. J. Harris conducting the session. On the rostrum with him were Bob Downie, vice-president; Harry Phillips, treasurer, and Bob Matthews, secretary.

Members paid silent tribute to Harry Merkel, concessionaire with the Douglas Greater Shows.

Membership applications of Frank A. Bennett, Lester Dill, Ernest Hoblet, Joseph A. Dorsey, Vaughn Fisher, John H. Young, O. E. Berretitini and Denver Harmon were passed upon favorably.

Under committee reports, Sam Dolman, membership drive chairman, said that his group was having a big year; Steve Vaughn reported on the award campaign, and Phillips for the sick and relief. Clyde Gooding was reporting improving and Harry LaMack attended the meeting following a hospital stay. The membership was advised that M. M. Buckley is ill at his home in Parker, Ariz. Joe Ryan was stricken while at the Ventura County Fair and is confined to a Ventura hospital.

Downie summed up the success of the clubs' event at the Los Angeles County Fair.

Caravans, Inc.

CHICAGO—The first regular meeting of the year was called to order by President Marianna Pope. Also on the platform were Veronica Potenza, first vice-president pro tem; Mollie Raymond, second vice-president; Isabell Brantman, third vice-president; Wanda Derpa, sec-

retary, and Lillian Lawrence, treasurer. Chaplain Lucille Hirsch delivered the invocation.

Letter was read from Jeanette Wall, who plans to return to Chicago in mid-October. Isabell Brantman left for Youngstown, O., to visit relatives. Betty and Jerry Shea left for Fort Pierce, Fla., after summering in Chicago.

Eva LeRoy, recently installed as president of Unit 800 of the American Legion Auxiliary, thanked Marianna Pope, Max and Isabell Brantman, Mae and Claire Sopenar, Wanda Derpa and Nora Heglund for congratulatory telegrams.

Named to the nominating committee were Claire Sopenar, Eva LeRoy, Mae Sopenar, Lucille Hirsch, Mac Taylor, Helen Wet-tour and Frieda Rosen. Alternates include Josephine Glickman, Helen Hoffmeyer and Veronica Potenza. Mae Sopenar and Rose Jarboe were appointed tellers.

Rose Jarboe and Margaret Le-

JAMES H. DREW SHOWS
 Oconee Fair, Dublin, Ga., October 22-27; Bay County Fair, Panama City, Fla., October 29-November 3.
 WANT legitimate Merchandise and Outright Sale Concessions. Will place Grind and Bally Shows.
 HELP—Can place experienced Ride Men who are licensed drivers.
 RIDES—Will place non-conflicting Major Rides at the Panama Fair. NOTE: Robert K. (Bob) Parker, please advise where we can contact you. All address this week:
JAMES H. DREW SHOWS
 c/o Western Union, Quitman, Georgia.

MOTOR STATE SHOWS
 RAYVILLE, LOUISIANA, OCTOBER 22-27—STREET CELEBRATION—AND OTHER LOUISIANA CELEBRATIONS TO FOLLOW
 Want Hanky Panks only. Can place Pitch-Till-You-Win, String Game, Glass Pitch, etc. Want one or two Grind Shows—Snakes, Monkey, etc. Can place Hanky Agents.
 Contact POLICE DEPT., RAYVILLE, LA.
 P.S.: N. E. Davis, contact Leonard.

RALEY BROS.' EXPO.
 CLEANEST SHOW ON EARTH—NO GRIFT ANY TIME
 Chesterfield, S. C., this week; Berkeley County Fair, Moncks Corner, and Colleton County Fair, Walterboro, S. C., to follow. Wire, no phone calls answered.
HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, Gen. Agent

C. A. STEPHENS SHOWS
 WANT FOR BRADFORD COUNTY FAIR AT STARK, FLA., OCTOBER 22-27
 Concessions working for stock, come in. will place you. Shows—Place Baby Show, Sideshow, Wildlife, Girl Show or any worth-while Show. Rides—Rolloplane or Rides not conflicting.
FITZGERALD, GA., THIS WEEK.

100,000 . . . \$32.00	ROLL TICKETS Printed to Order DALY TICKET CO. Collinsville, Ill. Union Made	PRICES F.O.B. COLLINSVILLE, ILL. Coupons Double Price
10,000 . . . \$10.00		Stock Tickets, 1x2 Inches
20,000 . . . 12.50		1 Roll . . . \$.90
50,000 . . . 20.00		5 Rolls . . . 4.25
200,000 . . . 55.00		10 Rolls . . . 8.00
Price Chg. . . \$3.00	50 Rolls . . . 23.00	
Color Chg. . . \$1.00		

WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 2160 Patterson Street, Cincinnati (22), O., for our records of circus, carnival and tent shows in winter quarters:

978

Title of Show _____

Kind of Show _____

Owner _____

Manager _____

Winter Quarters Address _____

Office Address _____



20th Century Winds Up Strong at Waco, Tex., Fair

WACO, Tex.—The E. D. McCrary-Jack Lindsey-owned 20th Century Shows wound up its 26-week season at the Heart O' Texas Fair here Saturday (6) with big winnings in the cash register.

Lindsey disclosed that ride and show takes for the week were up 10 per cent despite drought con-

ditions and torrid temperatures that often went over the 100-degree mark.

A new Scrambler, which joined three days before the end of the fair, was the top money winner each of the three days. The partners also announced they would add an Allan Herschell Twister for next year.

Show has already signed contracts to play Buccaneer Days at Corpus Christi, Tex., and Great Jones County Fair, Monticello, Ia.

Olson Gets Fez, Show Good Biz At Montgomery

MONTGOMERY, Ala. — The Olson Shows enjoyed excellent business at the South Alabama Fair here the six days ending Saturday (13). Ride and show grosses were up roughly 18 per cent over last year as the fair, which was given good weather thruout, chalked up 22 per cent higher attendance than in '55.

Paul Olson, co-owner and show manager, had the Shrine degree conferred upon him Thursday (11) by the Alcazar Temple here. Immediately after, Olson was given an initiation on the grounds, with all city commissioners, four past potentates of the local temple, and 30 Shriners from six different temples participating. As part of the initiation, Olson was placed in an African Dip. Aim of the initiators, however, was such that Olson did not fall into the drink.

Page Planning Indoor Circus

SPRINGFIELD, Tenn.—W. E. Page, owner of the Page carnivals, said here last week he will take out an indoor circus in about two weeks. Page said he planned to winter his elephant in Florida.

W. R. (Bill Tumber, circus publicity man, is at the hospital in San Angelo, Tex., where he underwent emergency surgery recently. He was general press agent for Tom Packs Western this summer and then was with the new Clyde Beatty Circus on advertising banners. He was to join the Hamid-Morton advance at Boston. Released once from the hospital, he started east but became ill again and returned.

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This was the world's first aerial elopement.

Art Smith, the groom, happened to have one of the country's few flying machines because he had built it, with his own hands, at age 15. And his parents had mortgaged their home to finance him. Their pride helped carry him through years of failure to soaring success as a famous early stunt flyer.

But he didn't remain a barnstormer long. In 1917 his pioneering skill was needed to train our World War I pilots. Then came America's first airmail service. And again, Art helped break the way—though it eventually cost him his life.

As American as Tom Swift, Art Smith was the farseeing and confident son of a country that has always produced far more than her share of sure-footed visionaries. That's a good thing to know, especially if you've been putting some money into this country's Savings Bonds.

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CARTHAGE, N. C., OCT. 22-27

CONCESSIONS: Want Popcorn, Apples, Grab, Floss, Mitts, Photos and Hanky Panks.

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Georgian Hotel or Fair Grounds, Athens, Ga., this week.

WOLFE AMUSEMENT COMPANY WANTS

For Greenville and Anderson, S. C., Colored Fairs

The last two big Colored Fairs in the South this season

3 days of Horse racing—2 big Kid Days at Greenville. 3 mammoth Kid Days at Anderson, and they really bring them out.

CONCESSIONS all open. No Ex. on anything but Floss and this is sold. Want Eat and Drink Stands, Custard, Photos, Ball Games, Duck Pond, Long and Short Ranges, Six Cat, Glass Pitch, Cork Gallery, Mitt Camps, Bumpers, Hoop-La, Hanky Panks of all kinds. Book Pan Game and some Percentage if you have Hanky Panks. Hiram Beale, get in touch with me.

Will book Flyoplane, Rolloplane or any Ride not conflicting for these dates. Place Monkey Show, Fun House or any good Grind Show. You know what Greenville and Anderson are. Conditions are good in this area—money is plentiful—here's a chance to get your winter bank roll.

"ALL WHO AIN'T HID, CAN'T HIDE OVER"

All replies **BEN WOLFE, Owner-Manager**

Greer, S. C., this week; then Greenville, followed by Anderson.

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WANT FOR JENNINGS, LA., FAIR, WEEK OCT. 22

CONCESSIONS

Hanky Panks, Prize-Every-Time Games of all kinds, Age and Scales, African Dip, Derby Racer, Basketball, Name On Hats, Glass Pitch, High Striker, Ice Cream On Stick, etc.

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Can place Ride Help who have chauffeur licenses.

Wire: **M. G. Stokes, Sec., Blue Grass Shows**

Abbeville, La., all this week.

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BAXLEY, GA., OCTOBER 22-27

Want Bingo, Age and Weight, all Hanky Panks, Straight Sales. Agents and Ride Help, must drive. Any Show except Girl and Snake. Will book Coaster, Octopus or Chairplane.

ROY TIBBS

c/o Western Union or General Delivery, Jesup, Ga.

Babcock Winds Up Long Trek

• Continued from page 62

Los Angeles winter quarters. Sutton, who has been signed for 1957, said that the quarters will be opened in December following his return from a vacation.

Cecil Cutler, secretary this past year and also signed for next season, will also vacation. Upon his return from Mexico City, he will manage the Babcock rides in Lincoln Park, also in Los Angeles. The park is scheduled to open December 1.

At the close of this season, Sutton declared, the show had 72 rides and 229 pieces of rolling stock. This, he added, is believed to be the largest organization on the West Coast.

Net Dips

Babcock grosses during the '56 season were reported to have exceeded those of past years. Increased operational costs, however, were said to have reduced considerably the profits.

The show opens its 1956 season at the Riverside County Fair & National Date Festival in Indio and moved from there to the Califor-

nia Mid-Winter Fair, Imperial. During this latter date, Frank W. Babcock, show's owner, purchased the Cavalcade of the West Shows equipment from Robert Schoonover.

He joined the show's roster in San Bernardino, where Babcock played the season's highlight at the National Orange Show for 10 days. On the midway at the citrus industry show 48 office-owned rides, over 200 concessions, and eight shows were used. Upon leaving this spot, the show carried 10 major and 6 kid rides and approximately 35 concessions. This line-up was used thruout the season except at other major events. Additional equipment was brought from quarters to augment the standard midway. Among the California spots where the equipment was increased were the Southern California Exposition & County Fair, Del Mar, and the Orange County Fair, Costa Mesa.

A number of fairs have already been signed for 1957, Sutton stated.

Clyde Smith Has Problems

• Continued from page 62

than last year, the season will end on a happy note.

Altho money is rather plentiful, the only way an operator can hold on to any today is to be on the job constantly, night and day, Smith says. More diligence is required than ever before. He has operated in just this fashion ever since he formed his own show in 1937.

The show is in its seventh fair here. Previously it played annuals at Berkley Springs, W. Va.; Rocky Mount, Va.; Oxford and Tarboro, N. C.; Farmville, Va., and Enfield, N. C. Rocky Mount, Tarboro and Emporia are new to the route this year.

Some Fairs Up

Several of the fairs have been up and more would have followed this trend except for bad weather breaks. Altho rain hit operations hard at the Farmville event, the gross almost matched that of last year dollar for dollar. The show had a particularly strong line-up of concessions at Farmville, with 79 units on hand.

The event here, in an area that is predominantly colored, wound up strong in clear weather. It was noted that area income has grown tremendously in recent years. The

John Marks

• Continued from page 62

buyers but Marks pointed out there was never enough cash money put on the line. A deal was set several years ago with Art Lewis, a former truck and railroad show operator who came out of retirement, but the management of the show reverted to Marks before the season was over.

Marks, a native of Greece, was "promoted" into the utterly strange business with a cookhouse in 1918. He operated with units managed by Lee Schaeffer and Lew DuFour before organizing a show with Bill Stone in 1926. Three years later he bought out Stone and since then has operated solely on his own, limiting his territory, for the most part, to West Virginia, Virginia and North Carolina. The fairs which are currently getting more attention from owners and agents than any other group in the country are those at Covington, Lynchburg and Roanoke, Va.; Burlington, Gastonia, Albemarle, Hickory, Fayetteville and Monroe, N. C.; Orangesburg, S. C., and the Winston-Salem (N. C.) Colored Fair.

per capita spending was higher as a result.

The show limited its routing to Pennsylvania, where it played a number of firemen's celebrations, Maryland, West Virginia, Virginia and North Carolina.

Despite a number of teardowns in rain and mud; the show presented a bright appearance here. It was well-lighted and attention was still being given to this detail. While the show has two No. 12 Ferris Wheels, only one was in use here. This was only one of many cost-saving maneuvers employed by Smith.

Dallas Midway

• Continued from page 62

fairgrounds lagoon by Willie Naler. Thru the first five days, about 14,000 people paid a quarter for the ride around the small lagoon, and on the first day the two 30-capacity boats hauled some 4,200 riders.

Eighteen major rides are featured on the midway, with possibly a score of Kiddie Rides. Major rides include the Velare Bros.' Rotor, a Round-Up, Twister, Rotojet and the midway's usual permanent rides.

The 19 midway shows include, besides those already mentioned, a Penguin Show, Siamese Twins, Atomic Exhibit, Outlaw Show, Lash LaRue Western Show, Globe of Death, Torture Show, Snake Show, Freak Show, Pigalle Girlie Show, Mechanical Farm, Little Horses, Monkey Motor-drome and Whale Show.

There are a total of about 60 food stands on the fairgrounds and 41 novelty stands of all types.

Merry-Go-Round FOR SALE

Late model Allan Herschell. All aluminum horses, 36' two abreast. This has been operated in park and is in wonderful condition. Stored in Indiana. If you can use a machine as good as new, save yourself \$5,000.00! Write or wire for immediate reply.

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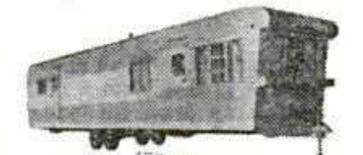
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Super Rolloplane and 6-tub, shortened arm, Octopus, at a bargain for cash. Can be seen in operation at Quanah, Texas, Oct. 15-20, and Chillicothe, Texas, Oct. 22-27.

M. M. MOSER

Herb Dotten

He Got Those Mounties

OUR hat is off to Jack Reynolds, manager of the Eastern States Exposition.

In his quest for a new major attraction, something unusual with compelling box-office appeal and sure-fire entertainment value, Jack hit upon the musical ride of the Royal Canadian Mounted Police.

More important, he succeeded in snaring the ride, a thing of beauty, color, thrills and inspiration, to be an added attraction at the night grandstand show of the recent Springfield, Mass., exposition.



REYNOLDS

Thirty-two strong, the brilliantly garbed, lance-carrying Mounties and their superbly trained and carefully groomed horses thrilled and delighted patrons of the Eastern States Exposition.

The musical ride was revived by the Mounties after a lapse of four years, returning for the '56 Canadian National Exhibition at Toronto. It was at the CNE that Reynolds closed for their appearance at his fair.

The Mounties' musical ride is one of the greatest attractions of our times. It is also probably one of the most effective instruments by which Canada can sell itself, particularly as a vacationland, within the U. S.

Unfortunately, the Mounties and their spectacular ride have made few appearances in the U. S. and then chiefly at major horse shows. It would be a sock attraction at major fairs of this country. Regrettably for fairs in the U. S., the peak of the fair season comes simultaneously with the CNE, which, whenever the ride has been available, has featured it in its king-sized night show.

Perhaps, tho, some arrangements might be worked out whereby the CNE would forego the ride for one year in exchange for a spectacular U. S. attraction typical of this nation and thus free the Mounties for appearances at some of the leading fairs in this country.

This raises a question, however. What attraction as representative of this country as the Mounties and their ride are of Canada is available?

Conceivably, a college marching band of some 100 or more pieces might fill the bill. What else would?

Keenest Booking Scramble Ahead

The months ahead promise the liveliest scramble ever by suppliers of grandstand attractions for fair contracts.

Competition last winter was the keenest to that point, but the intensity is certain to be stepped up this winter.

The season now drawing to a close has served to add to the highly competitive picture.

The smashing success of top cowboy names brought a new factor into the business. So, too, did the increased use of name talent and of ice shows, and the introduction of small packaged shows, some with semi-names.

The over-all success picture was mixed. In some instances, the traditional grandstand revues held up; in still others, they fell off. Similarly, semi-names and names clicked in some spots and failed to come up to expectations in others.

The tremendous pulling power shown by Roy Rogers and Gene Autry jarred the past pattern. It clearly showed that, given the right attraction, major fairs could not only halt the decline in grandstand receipts but increase them sharply.

Never before have old-line bookers given so much thought to planning ahead. Brain-storming sessions among the selling staffs of these offices have been common. And, the relative newcomers to the field have been hard at work setting plans for next year.

The end result should benefit everyone in the fair field, from the fair itself down to the individual concessionaire.

New Plant for Tampa Fair?

The powers that be in Tampa are at work, pushing vigorously for a new Florida State Fair plant. A delegation of the fair's big-wigs recently inspected the Oklahoma State Fair at Oklahoma City and asked countless questions and took many notes with a view at deciding what should go into a new fairgrounds at Tampa. The small site and limited parking facilities the Florida fair now has is preventing the fair from approaching its potential.

Stanford Research Institute, which made the survey upon which Disneyland was based, currently is making a study to determine, among other things, what facilities should be provided at the California State Fair, Sacramento, when that fair relocates on a new 1,000-acre site. Jim Lee, who is heading the survey, has made several visits to major fairs thus far this season and plans to visit the Dallas fair. The Institute's fee for the study is reported to be \$45,000.

An Atlanta firm is making a feasibility study for the Kentucky State Fair to determine whether a miniature world's fair, scaled to represent the entire South, can succeed at the recently unveiled \$16,000,000 fair plant in Louisville. The study, it is understood, also will map how such one-time event should be sized and what it should embrace.

WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 2160 Patterson Street, Cincinnati (22), O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show _____
 Kind of Show _____
 Owner _____
 Manager _____
 Winter Quarters Address _____
 Office Address _____

Bureau Raps Indianapolis Arena Delay

INDIANAPOLIS — Delay in constructing an ample auditorium here was described as a "local economic tragedy" by the Convention and Visitors Bureau last week.

Building of an auditorium is now in the early planning stage under an act of the State Legislature which permits joint action by the city and county for the construction.

For the last 10 years, the city has been denying itself a possible annual income of \$2,000,000 thru its inability or unwillingness to build an auditorium, according to the bureau. It urged "immediate steps" toward the erection of adequate accommodations.

"It is no longer a good excuse to say that Indianapolis missed the opportunity 15 or 20 years ago of building a proper auditorium when it could have been done at probably one-half to one-third of current construction costs," the bureau stated in a bulletin.

Liberty Fireworks Now at Danville, Ill.

DANVILLE, Ill.—The Liberty Display Fireworks Company, Inc., has moved its factory and office operations from Franklin Park, Ill., to Hegeler Lane, this city. M. A. Stone continues as president.

Carnival Routes

Continued from page 55

- Manning, Ross: Athens, Ga.; Carthage, N. C., 22-27.
- Marks, John H.: (Fair) Orangeburg, S. C.; (Fair) Winston-Salem, N. C., 22-27.
- Mighty Interstate: (Fair) Troy, Ala.; Samson 22-27.
- Miller, Ralph R.: (Fair) Franklin, La. Mo-Ark: Tutwiler, Miss.
- Moore's Modern: Lake Village, Ark.; San Augustine, Tex., 22-27.
- Motor State: Rayville, La., 22-27.
- Olson: Beaumont, Tex., 18-27.
- Page Combined: Andrews, S. C.; Brunswick, Ga., 22-27.
- Pan American: (Fair) Alexandria, La.
- Penn Premier: (Fair) New Bern, N. C.; (Fair) Trenton 22-27.
- Peppers All State: Jackson, Ala.
- Prell's Broadway: South Boston, Va.; Laurens, S. C., 22-27.
- Raines Am. Co.: Tallulah, La.; Carencro 22-27.
- Raley Bros. Expo.: (Fair) Chestertfield, S. C.; (Fair) Moneks Corners 22-27.
- Rock City: Bassett, Ark.
- Rose City Rides: Morehouse, Mo.
- Royal American: (Fair) Shreveport, La., 20-28 (season ends).
- Schafer's Just for Fun: (Fair) Lufkin, Tex
- Shan Bros.: (Fair) Marianna, Fla.
- Shop-O-Rama: Priona, Tex., 15-17; Muleshoe 18-20.
- Siebrand Bros.: Las Cruces, N. M.
- Silk City Combined: Kinston, N. C.
- Smith, Geo. Clyde: (Fair) Emporia, Va.; (Fair) Warrenton, N. C., 22-27.
- Southern States: Bluntstown, Fla.
- Star Am. Co.: (Fair) England, Ark.
- Stephens, C. A.: (Fair) Fitzgerald, Ga.; (Fair) Stark, Fla., 22-27.
- Strates, James E.: (Fair) Raleigh, N. C.; (Fair) Florence, S. C., 22-27.
- Tassell, Barney: Raeford, N. C.
- Tibbs, Roy: Jesup, Ga.; Baxley 22-27.
- Tidwell, T. J.: Ralls, Tex.; Levelland 22-27.
- Tinsley, Johnny T.: (Fair) Moultrie, Ga.; Blakely 22-27.
- Tivoli Expo.: Winnsboro, La.; Lake Charles 22-27.
- United Expo: Frayser, Tenn.
- Virginia Greater: (Fair) Smithfield, N. C.
- Wallace Bros.: (Fair) Jackson, Miss.
- Wolfe Am. Co.: Greer, S. C.; (Fair) Greenville 22-27.
- World of Mirth: Anderson, S. C.
- World of Pleasure: (Fair) Meridian, Miss.

Mass. Dates for Sullivan's Band

WORCESTER, Mass.—Bandmaster Mickey Sullivan has played several shopping center dates in recent weeks, with circus attractions also being on the bill. The week of October 1 his band was at the Shopper's World in Framingham, outside Boston, with Johnny Welde's bears. Last week the spot was Lincoln Plaza here. In September Jack Joyce's trained camels appeared in conjunction with the band.

An 18-man crew was provided for the grandstand show at the Bloomsburg (Pa.) Fair. Dates ahead will enable the band to stay out until mid-November, Sullivan reported.

Emmett Kelly worked an air show at Lincoln, Ill., recently. . . . Robert Calloway, who was with the Great Wallace and Hagenbeck-Wallace Circus, is at Thorp's Nursing Home, Bristol, Ind., and asks for mail, especially from old-timers. . . . CFA Otto Zange, McKees Rocks, Pa., visited in New York last week.

Auditorium Job At Lincoln Goes To Don Jewell

LINCOLN, Neb.—Don Jewell, manager of the Shrine Auditorium at Billings, Mont., for five years, has been named to head up the management of the city-owned Pershing Memorial Auditorium, which is now under construction here.

Jewell is slated to assume his new position around November 1.

Philip S. Hardy, chairman of the Lincoln Auditorium Advisory Board, stated that the new multipurpose auditorium is tentatively scheduled to be completed and opened about March 1.

Before he became manager of the Billings building, Jewell was on the editorial staff of The Billings Gazette. Earlier, he was in Navy public relations work for four years and had attended college in Illinois.

At Billings he founded the Midland Empire Golden Gloves and the Billings Home Show. He has been vice-chairman of the conventions committee of the Billings Chamber of Commerce, a State boxing inspector and business manager for the Billings Shrine Circus.

Pershing Memorial Auditorium will have fixed seating for around 4,500 persons, plus portable seating for an additional 2,250 or 3,000. It will be equipped to handle road shows, legitimate productions, opera, ice skating and sports events. One arena will provide 30,000 square feet of exhibit space. There will be three smaller meeting rooms.

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PAGE COMBINED SHOWS

Want for these three outstanding Fairs:

Brunswick, Ga., week Oct. 22; Waycross, Ga., week Oct. 29, and Palatka, Fla., week Nov. 5. The last three good Fairs in the South. Day and night play.

CONCESSIONS: All Stock Concessions, especially Diggers, Bo-Bo, Glass Pitch, Basket Ball, String Game, Parakeet Pitch, Penny Pitch, Photos, Short Range, Bumper Store, Coke Bottles and Milk Cans. Some P.C. open with other Concessions. "X" on Custard, Novelties, Chocolate Dip, Waffles, Derby Racer and Arcade. SHOWS: Motor or Monkeydrome. These are excellent dates for Dromes. Want Big Snake, Colored Girl Show, Minstrel with own equipment, especially good for Minstrel Show. Want Crime, Fat & Life Show. RIDES: Rock-o-Plane, Scrambler, Round-Up, Spineroo, Live Pony and any Kid Rides not conflicting. Want Ride Foremen for Spitfire, Wheel & Merry-Go-Round to join on wire. Second Men on all Rides who have license and drive.

All replies to Bill Page, Andrews, S. C., this week P.S.: Want Free Act for Palatka, week Nov. 5 thru 10.

MIGHTY INTERSTATE SHOWS

Want for GENEVA COUNTY FAIR, Samson, Ala., Oct. 22-27; COFFEE COUNTY FAIR, Elba, Ala., Oct. 29-Nov. 3; WALTON COUNTY FAIR, Defuniak Springs, Fla., Nov. 5-10 This is one of the biggest Armistice Celebrations and Fairs combined in this part of the country. Wire for reservations now as space is limited.

SHOWS: Will book any worth-while Grind Shows not conflicting with what we have. Also book Girl Shows with own equipment. Good opening for Penny Arcade Glass House. WANT Riders for Motordrome or will give good proposition to Manager with Riders for same. RIDES: Will book any Flat Rides not conflicting such as Scooter, Roller Coaster, Spitfire, Octopus, Scrambler, etc. Also book any Kiddie Rides not conflicting. RIDE HELP: Foremen and Second Men on all Rides. CONCESSIONS: All legitimate Merchandise Concessions open. Also Short Range Gallery, Long Range Gallery, Photos, Novelties, Monogrammed Hats, Auction, Gadgets, Age and Weight, High Striker, Pitches of all kinds, all Eating and Drinking Stands open. Will book Bingo for balance of season. Want Agents for Buckets and Six Cats. Replies to

H. B. ROSEN
 PIKE COUNTY FAIRGROUNDS, TROY, ALABAMA.

CONCESSIONAIRES, ATTENTION

Place all types of Eating Stands—Drink, Novelties, Jewelry, Age & Scales, Demonstrators, Pitchmen or other legitimate Concessions for independent midway. Address all mail and wires to

ARCHIE FUTRELLE
 Secretary, Independent Midway
 OR WESTERN UNION, LORIS, S. C.

GRIGGS BROS.' SHOWS

GOULD, ARK., OCTOBER 22-27. Can place Hanky Panks of all kinds—positively out until Christmas. Best spots in Arkansas and Louisiana. Want Agents for office-owned Grind Shows. Good territory for Pitches. Will book Buckets, Six Cats, Swinger, also one Count Store if you have a Stock Concession. Rides—Will book Octopus, Tilt or Spitfire for balance of season. Shows—Will book Sideshow with own equipment, Geek or Snake Show. Rex Allen will book your show. All replies to CHARLES GRIGGS, c/o Western Union. Phone calls to Kirk Decker, c/o Motel, Lonoke, Ark. P.S.: Concessions, come on into Lonoke, will have space. Opening for one Mitt Camp.

Every Conceivable kind of
**EQUIPMENT,
 SUPPLIES AND
 SERVICES**
 Has Been Sold in The Billboard

WHAT DO YOU
 HAVE TO SELL?

Write BOX 666
 2160 Patterson Street
 Cincinnati, Ohio

Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!

FIRST TIME OFFERED!

Sample package of our 10 Latest Promotions. Each item tested and proven to be "hot" sellers. Our repeat orders prove each number is a winner.

If you are not satisfied with our selection, we will refund your money.

DIVISION SALES 3341 W. Roosevelt Rd., Chicago 24, Illinois
Phone: LAWdale 2-7377

Send \$15 for sample package of 10 items

You may re-order any of the individual numbers you desire.

EYE-APPEAL! BUY-APPEAL!

Luxurious **6 Pc. Set** Priced for ACTION

Includes: All metal, top action pen; All metal automatic pencil; Stunning Tie Bar; Smartly styled Cuff Links; Handy Pocket Knife; All in plush, satin-lined metal gift case.

Now... an item so popular in appeal... so high in value... and so low in price it's bound to make sales history. In a choice of gleaming chrome or rich gold tone, it's a profit-packed "natural."

25% with order, balance C.O.D.

Only \$2.50 Per Set
\$3.50 In lots of 6

MODERN PEN Mfg. Co., Inc.
384 B'way, N.Y. 13, N.Y.

IT'S NEW! IT'S BIG! IT'S FREE!

325 PAGE CATALOG

GIANT BOOK PACKED WITH NATIONALLY ADVERTISED MERCHANDISE AT LOWEST WHOLESALE PRICES!

Big, colorful Catalog shows thousands of wholesale bargains in housewares, jewelry, electrical goods, leather goods, watches, and toys. Gem's low prices and same-day shipping policy mean bigger, faster profits for you! Write today for your 1957 Gem Catalog. State your business.

GEM Sales 533 Woodward Dept. A
Detroit 26 Mich.

1956 BUYERS' GUIDE

Gellman BROS.

SEND TODAY FOR YOUR FREE COPY OF OUR 1956 GENERAL CATALOG IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum Special, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 7, Mo.

CEL-MAX Christmas Specials!

Terrific! Boxed Jewelry Sets

3 & 4-pc. Pearl Sets; Sparkling Pendants and Earrings; Hand-Set Stones in 4-Pc. Bracelet, Necklace and Earring Sets!

\$10.80 DZ.

A sensational line-up of today's smartest styles... Beautifully gift boxed... Packed with sales appeal! Retail priced for sensational profit! Sample set, \$1.00. 25% with order, balance C.O.D.

CEL-MAX, Inc. Exporters • Wholesalers • Manufacturers
382 So. Main St. • MEMPHIS, TENNESSEE

Amazing Money-Maker! 5-Pc. WATCH SETS \$4.89

- Imported Jeweled Watch
- Smart Cuff Links
- Tie Bar • Key Chain
- Handsome Expansion Band!

Beautifully boxed. A SENSATIONAL Minimum order 6. Sample, \$4.45.

CASH IN ON THE CRAZE THAT'S SWEEPING THE COUNTRY! Imported GUITARS

The real thing! Full size—6 strings! Sells on sight! A sample will convince you. Min. order 4—Sample \$10.99. F.O.B. Memphis.

\$8.99

Write for FREE Catalog

MERCHANDISE TOPICS

If you sell direct to the consumer and want to make big money with a new do-it-yourself item, you are urged to send your name and address to **Modern Products Manufacturing Corporation**, 100 South King Street, Wilmington 1, Del. The firm will send full particulars without obligation.

New rhinestone sets composed of necklace, earrings and three-row expansion bracelet are being sold by **Kip Novelty Company**, 1763 Arapahoe Street, Denver. They come in a flashy box priced at \$24 a dozen sets. Sample is \$2.50. The firm also has some new colored-stone jewelry sets in metal framed mirror boxes, including necklace, bracelet and earrings, which are offered at \$24 per dozen sets. Sample is \$2.50. Prompt delivery is promised and a new brochure will be sent.

Christmas merchandise is stocked and ready for immediate shipment by **Acme Premium Supply Corporation**, 1111 South 12th Street, St. Louis. Merchandise includes lamps, clocks, enamelware, houseware, aluminum ware, decorated tinware, toys, glassware, blankets, hampers, hassocks, birds, whips, balloons, hats, canes, etc. The firm's new catalog is ready and you are requested to write for a copy. The firm asks that you state in detail your business and type of goods in which you are interested.

Pioneer Rubber Company, 407 Tiffin Road, Willard, O., has what it calls quick pitch Qualatex balloons. There are five varieties: Four-color polka dots on 9 and 11-

inch white or transparent balloons, four-color stripes on 9 and 11-inch white or transparent balloons, two-color patriotics on 9 and 11-inch white or transparent balloons, white snowflakes on 9 and 11-inch assorted color and transparent balloons and two-color stars on 9 and 11-inch white balloons. Also on hand are white stars on assorted color balloons. The firm claims this assortment produces excellent turnover and promises immediate delivery.

Trello Development Company, 14042 Erwin Street, Philadelphia, has introduced **Trello Glab**, a clear liquid which when brushed into any clean surface and allowed to dry permits you to press the article against another surface. You may then pull the article off and press it in another position without applying more adhesive. It will stick to practically any surface except an oily one. Thus you may reposition your work quickly and easily. It is non-wasteful, improves the appearances and is economical. A four-ounce can will coat up to 1,760 square inches of surface. Write for prices.

An expensive-looking waterproof watch with stretch band is offered the trade by **Al Zeiger & Son**, 706 Sansom Street, Philadelphia. It has luminous dial and hands, a yellow top and unbreakable crystal. It comes in 15 and 17 jewels and may be had in a choice of Bulova, Benrus or Elgin. The firm guarantees these watches to be reconditioned like new and says they are specially priced at \$8.75 each. A free catalog containing other values is available.

PIPES FOR PITCHMEN

By BILL BAKER

THAT WELL KNOWN... pitcheroo, Red Davis, had the unusual experience of observing a double celebration September 23. It was Red's birthday and, to top off the day, his wife, Dottie, presented him with an eight-pound, 11-ounce son, John Patrick, the couple's third in three years. Mike Gunn and his wife, who were with Red to give him moral support, report that the newcomer is the spitting image of the proud pappy.

HARRY WORTHY... cards that T. B. Garrett, paper man and concessions agent, is confined to T. B. Hospital, Ward 6B, Rhine, Ga. Garrett would like to hear from friends.

MR. AND MRS. DAN DEFOE... well known on the fairs' circuit and connoisseurs of fine foods, recently

staged their fifth annual dinner for the staff of Kim & Cioffi at their summer residence at Pine Hill, Camden, N. J. "The repast was an epicurian delight and we're all looking forward to Dan's next dinner," writes Kim.

10 Years Ago In Pitchdom

Mary Ragan was reported working Southwestern Ohio to click turns with Nan-King Products... Kenneth Sommers, discharged from the armed forces, was in Dallas framing a punch needle layout... Rudolph Back reported from Nashville that he was well on the road to recovery after a siege in the hospital and that he had joined Johnnie Bauber's jewelry layout... Bill Weiss was working the Lord's Prayer on a penny to bang-up takes at Southern fairs... Benny Stone was reported to have rolled up some excellent scores at a two-day air show in Long Beach, Calif... Al Freeman was doing well at dates along the West Coast.

R. P. (Blackie) Shifflett was operating a neon sign service in Harrisonburg, Va... Pat Malone and Jack (Bottles) Stover were working Virginia stock sales to excellent returns... Doc (Mel) Hathaway, vet med purveyor, closed with Cash's med opry in Bethel, O., and during a visit at the Pipes desk in Cincinnati, reported plans for a two week stand at Whitesburg, Ky., to pitch Cel-Ton-Sa products. Hathaway said the Cash show had played 16 weeks in Ohio to good biz. Roster of the show included Cash and Cornfield Billy Williams, Mr. and Mrs. Howard Zarlinton, Jimmy Stewart, Great Yousa, Mrs. Cash and Mrs. Williams.

Fully Automatic "BIG CHIEF" Little INJUN Scout COOK STOVE

Small enough to fit in a pocket—cooks for an hour on one filling

Only 4" tall and 3 1/2" in diameter... so small and compact it will fit into a pocket. Yet, the instant flame lasts an hour on one filling of kerosene or ordinary gasoline. No pumping, no priming! Complete with instruction sheet and accessory kit, laboratory tested and approved at the factory.

Retail at \$2.95 each
Dealer's cost \$21.00 doz.

Minimum order or shipment: 1/2 doz. to carton. Master carton of 72 stoves, freight prepaid.

Order shipped on first-in, first-out basis.

G & S Mfg. Co.
Dept. B
NASHVILLE, TENNESSEE

FINE MEN'S SET

Consists of Watch, Expansion Band, matching Tie Bar and Cuff Links, Key Chain, Money Holder, complete with \$71.50 price tag and beautiful lined case.

\$5.50 6 or more sets
\$6.50 Sample
25% deposit, C.O.D. all orders.

CARMINE SALES CO.
4411 N.W. 7th Ave. Miami, Fla.

SENSATIONAL PROFITS !! EVERY DAY !!

No. 509 AN EYE CATCHER!!

\$2.75 Doz.
\$30.00 Gross Gold finish.

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

Free Wholesale Catalog

CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closets, Etc.

SEND FOR YOUR COPY TODAY
Please state your business.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill.
All Phones: Franklin 2-2567

Tinted Christmas Signs

Sell on Sight to Stores, Homes, Offices, Clubs —at 50c to \$2 each

ORDER SAMPLES TODAY! (Postpaid)

- 2 Metallic Foli Streamers, 13x48 \$1.00
- 6 Metallic Foli Signs, 7 1/2x12 1/2 1.00
- 8 Ultra-Blue Tinted Signs, 11x14 1.00
- 15 Ultra-Blue Christmas Signs, 7x11 1.00
- 15 Ultra-Blue Religious Signs, 7x11 1.00
- 15 Ultra-Blue Store Signs, 7x11 1.00
- 15 Ultra-Blue Comedy Signs, 7x11 1.00

L. LOWY, 812 B'way, Dept. 944, New York 3

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Ackley, Jimmy
Adams, Chas. L.
Aldorf, J. C.
Allen, Mrs. Audrey
Allen, Eddie
Amen, Mrs. Juanita
Allen, Kenneth C. & Julia
Allen, Samuel
Allens, The Three
Alter, Alfred (Aerialist)
Amen, Eddie
Anaya, Mrs. Edna L.
Andreano, Frank
Aguirre
Arader, P. J.
Armand Seals
Asher, Chas.
Avery, Gertrude
Ayers, M. C. (Revue)
Backwards, Prof.
Bacon, Sanders
Barnhill, Kader
Barriss, Anthony
Barton, "Billy"
Barton, Geo.
Barton, Mrs.
Baur, Henry
Bean, Mrs. Maxine
Beckwith, Gerald
Benjano, Wm.
Bennett, Virginia
Berg, Dick & Hilda
Beutler Bros. & Vern
Elliott Rodeo
Blair, Rick
Bohemians, The
Boley, James E. & Mrs.
Bond, Johnny & Nancy
Bondi, Frank
Borelli, Mrs. Ariene
Bowman, Wm.
Boyd, Wesley Wm.
Boynton, Elizabeth
Bradley, Henry &
Bradley, Jess
Brady, Larry D.
Briggs, A. R.
Briggs, Tex
Brink, Arthur
Brook, Harry
Brooks, Capt. Bruce
Brouillette, Albert
Brown, Josiah A.
Buchanan, Thos. K.
Bullock, R. T.
Burdick, Edmund R.
Burk, Jim
Burns, Larry R.
Burridge, Jean
Burridge, Jos. R.
Butts, Paul H.
Carpenter, Julius A.
Carroll, Mrs. J. R.
Cassidy, Mrs. Kay
Castle, Hubert (Wire-
Walker)
Celer, Whitely
Cerrone, Ella & Vito
Chaney, Frank
Cheminant, Lee
Chrisman, Dale
Christian, Ralph S.
Christwell, Mrs. John
Circle Double M.
Clark, Harvey J.
Clements, Bob
Cole, Mrs. Marion
Collier, V. L.
Comstock, Tommy
Cook, Albert Henry
Couture, Leo
Cowan, Mrs. Mabel
Ruth Watkins
Cox, Lottin G.
Crabb, Harold & Mrs.
Craden, Sam K.
Crawford, Mrs. Edna
Crayden, Sammy
Cresso, The Great
Crowe, Mrs. Chas. H.
Cullen, Edw. J.
Cullivan, Phil
Cutler, Richard &
Dale, Wm.
Daley, Mrs. Mabel
Dails, B. R.
Davidson, Virginia
Davis, Mrs. Pauline
Davis, C. H.
DeCarsselles, Cherie
DeCoste, Mr.
De La Wessiez, Mrs.
DeLia, Della
Demetro, Archie &
Dennis, Frank
Dennis, Albert
Dennis & Cameron
Dennis (Dance Team)
Dennis, J. W.
Dimmette Jr., R. G.
Dixon, Henry
Dolson, Chester
Drake, Tom (Review)
Drury, Leo
Duffy, John D.
Duffy, Danny
Dunn, Clark
Dunning, Don
Dunne, Skinn
Duran, Martha
Eddies, Harry
Elliott, Maggie & Mr.
Erod, H. F.
Engle, Jackie & Mr.
Eskew Rodeo
Erwin, David
Exler, Jos.
Flake, James & Mrs.
Fleet, Albert & Hilda
Flying X Rodeo
Flynn, Francis Pat
Foley, Rita
Forgie, Jeannette
Forkum, Bill
Foz, Benny & Betty
Frank, Charlie
(Fetching Dogs)
Frank, Jack E.
Frank, Tama
Frank, Frank & Mrs.
Gage, Ron
Gallagher, Luella
(Tapping)
Garrison, D. W.
Gates, Mrs. Mary
Gates, Oclan Arnold
Gilchrist, Aven &
Gillite, Lucy
(Morgakway)
Gilmore, D. W. &
Girouard, Anthony
Girouard, Penny &
Curly

- Nance, Bill
Necker, Willie
(retrievers)
Neill, L. K.
Nelson, Swede
Nordline, B. E.
(Camel)
Novella, Joseph
O'Brien, Mrs.
Blanche Ruth
O'Connor, James J.
O'Hara, Betty
O'Satyrdae, Major
Odum, Floyd
Ottis, Leo
Palmateer, G.
Paul & Paulette
Peele, W. Dewey
Pettus, Bert & Mrs.
Phifer, Volney
Phillips, Goody
Phinney, Margaret
Pickard, Charles
Pickins, Slim
Pias, Stanley
Pias, Mrs. Stanley
Pope, Dough
Porter, Florence
Porter, Roland
Potoc, Mrs. Martha
Purdin, D.
Rae-Jo-Lene
Attractions
Raffler, Roland
Raismon, Vaughn
Rambo, Wes
Rankin, The Dancers
Ray, Reginald Lynn
Reece, Dave
Reed, James E.
Reese, David G.
Regal Expo. Shows
Reagan, Ross Dean
Reidy, Paul R.
Reisinger, Albert H.
Renton, Chuck
Reynolds, Mrs. Alice
Wagner, Jack
Reynolds, Whirey
Rich, Billy (clown)
Rich, Venita (TV
Talent Contest)
Richardson, Alta
Ridings, Mrs. Pearl
Ridler, Don (musical
acts)
Rivers, Jonny
Roane, William
Roark, Diane
Robbins, Mrs. Gloria
Roberts, Big
Roberts, Randi
Robertson, Lucille
Sutton
Robinson, Leland
Rogers, Don
Rose Sisters
Rosenfield, Sal (Sol
Rosenfeld?)
Ross, Emile
Rossi, James W.
Rumsower, Mrs. A.
Russell, Leonard H.
Karp, Vincent
King, Mary Jane
Lopez & Lopez
Miller, Don
O'Brien, Buddy
Parish, Frank
Pelley, Whitey
Poley, Gracie
Proust, Mrs. Mary C.
Qualman, Alfred E.
Richards, Nelle E.
Silverman, Frank
Stine, Robert
Stoll, Hank
Sutton, Vivienne
Van R.
Taylor, Ken
Westlake, Mrs. Grace
White, Jimmy
Young, Ray
Youngleaf, Carl

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Armand, A.
Beeman, Charles E.
(Born, Tex)
Borden, Lee
Browne, Whitey
Burke, George
Buchanan, Thomas
Kenneth
Courtney, E. J.
Cueva, Peter
Dooley, Patrick J.
Epostein, Jean
Foley, Rita
Fogarty Jr., Jack
Frank, Tama
Frem, D. M.
Gann, Bunie C.
Gorman, G. M.
Holland, Mrs. John
W.
Honey, Alfred
Hughes, Allen
Karp, Vincent
King, Mary Jane
Lopez & Lopez
Miller, Don
O'Brien, Buddy
Parish, Frank
Pelley, Whitey
Poley, Gracie
Proust, Mrs. Mary C.
Qualman, Alfred E.
Richards, Nelle E.
Silverman, Frank
Stine, Robert
Stoll, Hank
Sutton, Vivienne
Van R.
Taylor, Ken
Westlake, Mrs. Grace
White, Jimmy
Young, Ray
Youngleaf, Carl

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Berry, Wallace R.
Buchanan, James
Dalrimple, Marcelyn
Duffy, John F.
Davies, Clyde
Hughes, R.
McDaniels, M. E.
Ordetti, Ki Ki
Powers, Tom
Reynolds, L. C.
Runyan, H. L.
Smith, Pauline
Scott, W. B.
Sellers, Loree
Wheeler, Joe (Duke)
Walters, Blackie
Williams, Mrs. Alma

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Adams, Miss Mickie
Addison, Gordon
(Dead-Up)
Allan, Henry S.
Anello, Nick
Anthony, Joseph
Anthony, Korrine
Bacon, Wm. W.
Bakke, Fred
Baldwin, B. J.
Bennett, Mrs. Amelia
Bennett, C. E.
Bennett, E. M.
Blash, Elvin
Borsovoid, A. E.
Brinn, Deana
Brotherton, Bill
Buck, Lloyd
Burdett, Earl
Burton, Mr. & Mrs.
Joe
Burto, L. H.
Butterbaugh, G. Wm.
Campbell, Carl
Campbell, Mrs. E.
Carl, Robert E.
Chambers, J. M.
Chandler, Mrs. Mae
Cockerham, Dale E.
Colhour, Mrs. Betty
Cook, James
Coolidge, Thomas J.
Cooper, Ray
Croom, Shorty
Crowell, H. W.
Cusson, Joseph R.
Daubenspeck
Davis, Mr. & Mrs.
N. E.
DeBusk, Cy
Demetro, Steve
Diaz, Ted
Dion, T. R.
Duffy, Roy T.
Elliott Jr., Mr. &
Mrs. Lewis
Engle, Charlie Y.
Eutah, Harold
Fee, Mr. & Mrs.
Fordyce, James
Frank, Tama
Fuller, Mrs. O. K.
Gilbreath, Hugh
Stiles (White)
Golden, George A.
Goss, Grace
Greenlee, Ginger
Griggs, Leonard
Hagen Jr., Orville
Hall, Edward L.
Hampton, Dudley
Hardy, J. W.
Harison, Bill
Harris, Earline
Harris, Marvin & Jack
Harvill, Fred
Hevl, David J.
Hogerman, Mrs. June
Hornfield, Rose &
Hutton, Allen V.
Hyman, Harry J.
Irish, Mrs. J.
Jones, Utha &
Kahmann, "Big Mo"
Kaiser, Kenneth
Kelley, Emory A.
Kelley, Gene L.
Kernes, Jim
Knight, Herbert M.
Krieger, Albert
Lemona, Chas. J.
Levitant, Maurice
Lewis, O. S.

COMING EVENTS

- Alabama
England-Festival, Oct. 15-20.
Arizona
Ajo-Ajo Rodeo, Nov. 3-4. Chuck Raamusen.
Buckeye-Halloween Carnival, Oct. 31.
Buckeye-Buckeye Rodeo, Oct. 20-21. Joe Nelson.
Florence-Junior Parada, Nov. 24-25.
Tombstone-Helldorado Celebration, Oct. 26-28.
Winslow-Air Fair, Nov. 11.
Winslow-Indian Day, Dec. 8.
California
Blythe-Blythe Rodeo, Oct. 20-21. Ray Seelye.
Los Angeles-Great Western Livestock Show, Nov. 24-29. A. M. Mathews, 2120 S. Eastern Ave.
Pittsburg-National Horse Show, Nov. 6-11. Patrick J. O'Toole.
San Diego-Electric Home & Appliance Show, Nov. 23-24.
San Francisco-Grand National Livestock Expo., Nov. 2-11. Nye Wilson.
San Francisco-San Francisco Rodeo, Nov. 2-11. Nye Wilson.
Turlock-Far West Turkey Show, Dec. 4-6. M. S. Johnson, 207 Crane Ave.
Victorville-Victorville Rodeo, Nov. 17-18. Bob Angel.
Florida
Bartow-Polk Co. Youth Show, Nov. 20-21. W. P. Hayman.
De Land-National Home Show, Nov. 6-11. Dorothy Godfrey.
Palatka-All Fla. Breeder Show, Nov. 7-10. H. E. Maltby.
Wauchula-Tri-Co. Fat Stock Show, Nov. 9-10. J. F. Barco.
Wauchula-Hardee Co. Cucumber Expo. & Fat Stock Show, Nov. 12-17. Addison Whitman.
Louisiana
Abbeville-Abbeville Rodeo, Oct. 20-21. Gabriel Abshire.
Baton Rouge-L.S.U. Fall Livestock Show & Horse Show, Nov. 1-4. Mrs. Helen P. Cobb, Box 8637, University Station.
Crowley-Intl. Rice Festival, Oct. 17-18. A. L. Stoessel.
Franklinton-Franklinton Rodeo, Oct. 10-13. Frank Heyard Jr.
New Orleans-Mid-Winter Fair, Oct. 12-14. J. A. Smith, 6229 Vicksburg St.
Maryland
Timonium-Eastern Natl Livestock Show, Nov. 10-16. Dr. John E. Foster, University of Maryland, College Park, Md.
Massachusetts
Boston-National Home Show, Oct. 14-21. John D. Daly.
Boston-Boston Rodeo, Oct. 17-28. Walter A. Brown.
Michigan
Detroit-Home Improvement Show, Nov. 2-11. R. George Wood.
Detroit-Junior Livestock Show, Dec. 4-8. W. J. Chambers, 6750 Dix.
Jackson-Turkey Show, Dec. 4-8. Don Miller.
Ionia-Ionia Pat Stock Fair, Nov. 8-7. Abram P. Snyder.
Jackson-Southern Mich. Fat Stock Show, Nov. 5-6. Fred Savage.
Missouri
Kansas City-American Royal Livestock Show, Oct. 20-28.
New York
New York-International Antiques Exhibition and Sale, Oct. 17-23.
New York-International Antiques Exhn & Sale, Oct. 13-21.
North Dakota
Minot-Minot Rodeo, Oct. 26-28. Pearl Cullen.
Ohio
Cincinnati-Antique Show, Oct. 18-22.
Toledo-Gift, Music & Home Festival, Nov. 3-11. Success Enterprises, 5115 Lewis Ave.
Oklahoma
Oklahoma City-Modern Living Home Furnishing & Sports Car Show, Nov. Jack Wright.
Oregon
Portland-Pacific Intl Livestock Expo. Oct. 20-27. Walter A. Holt.
Pennsylvania
Pittsburgh-Jr Bee & Lamb Show, Nov. 6-8. N. L. Claiborne.
Scranton-Northwestern Pennsylvania's Greatest Expo., Nov. 11-18.
South Carolina
Greer-Centennial, Oct. 16-20.
South Dakota
Sioux Falls-Auto Show, Nov. 20-22.
Tennessee
Franklin-William Co. Jr. Beef Show, Dec. 4. Hubert Hill.
McKenzie-Carroll-Weakley Pat Cattle Show, Oct. 23-24. Bob Powell.
Nashville-Flower Show, Oct. 24-27.
Nashville-Davidson Co. FFA Rally, Nov. 17. John T. Tucker.
Shelbyville-Bedford Co. 4-H Dairy & Beef Show, Dec. 4. Mrs. W. K. Fly.
Texas
Alice-Coastal Bend Livestock Show, Oct. 25-27. Mrs. Mary Herbert.
El Paso-Tex. Mobile Home Show, Oct. 21-29. J. E. Smith.
Fort Hood-Goblins Festival, Oct. 31-Nov. 4. Alvin Vandike, San Antonio.
Liberty-Liberty Rodeo, Oct. 18-20. Hubert Taylor.
Odessa-Oil Show, Oct. 17-21. Frank O. Swartz, Hobbs, N. M.
San Antonio-South Texas Vegetable Day, Nov. 10.
Tyler-Tex Rose Festival, Oct. 19-21. Frank Bronugh, Chamber of Commerce.
Utah
Ogden-Ogden Livestock Show, Nov. 16-21.
CANADA
Alberta
Edmonton-Fall Livestock Show and Sale, Oct. 22-26.



Sherman MASTER PAINTERS PRODUCTS FORMULA WITH TITANIUM. Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only. \$1.30 per gallon. RICHARD'S CHROME FINISH. Ready mixed all-purpose aluminum paint. Exterior, interior heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton. \$1.40 per gallon. SHERMAN MASTER PAINTERS PRODUCTS Rubberized, concrete, porch and floor enamel. Battleship grey only. Not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only. \$2.30 per gallon. 3-PIECE PAINT BRUSH SET. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton. \$1.00 per set. 25% dep., money order or bank check. Bal. C.O.D., F.O.B. Chicago. COOK BROS. 916 S. Halsted St. Chicago, Ill.



BIGGEST SELLER TODAY! 21x9" COLLIE DOG \$21.00 Hi-grade shaggy plush, \$24 doz. in 3 doz. lots. NEW HUGE LIFE SIZE 27x12" COLLIE DOG \$33.00 Hi-grade shaggy plush, \$36 doz. in 3 doz. lots. SPECIALS: Minimum Order 3 Doz. 8" CHENILLE ANIMALS \$6.75 Foam rubber stuffed, washable, in pilsa bags. 16" CLOTH BABY DOLL \$5.00 Hi-grade shaggy plush, \$5.50 doz. in gross lots. 10" PLUSH SCOTTY \$5.75 Ass'd. colors, pilsa bags. \$6.00 Doz. in gross lots. F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. Send for NEW 40-pg. FREE Catalog and closeout lists.

ACE TOY MFG. COMPANY 536 Broadway, N. Y. C. WA 5-3234

MONEY MAKING VOLUME! Two Tone Plastic Retractable BALL PEN With Chrome Ring in many color combinations with SILVER TIP REFILLS \$17.50 or. MANY OTHER STYLES including Chrome or Gold Metal Pens, Plastic Barrels Ball Pens with Gold Caps. SILVER TIP REFILLS \$8.64 or. Write for free price list and catalog. All first quality and guaranteed. Send check, money order or deposit on all C.O.D. orders. COASTLINE PEN CO. 23 West 38th Street, New York 18, N. Y. BRYANT 9-2757 Formerly Cosmo Pen Co.

SEND FOR YOUR FREE 1957 WHOLESALE CATALOG ARCADE SALES COMPANY 610 N. CICERO AVE. CHICAGO 44, ILLINOIS

PITCHMEN ONLY Now! Safety-Sure Lock. A sure-fire, hot item that sells on sight. A Safety Lock, ideal for all travelers, private homes, motels, apartments, bedrooms, dens, etc. Easily installed. Entry impossible unless door is broken down. Pick proof. Assures positive protection from burglary. Fits all inward opening doors. Pitchmen can sell these by the thousands. Has good mark-up. Send \$1.00 for sample. SAFETY-SURE LOCK, P.O. Box 611 Little River Station, Miami, Florida. JOBBERS' INQUIRIES INVITED.

The FAMOUS Geneva ADVERTISED IN LIFE 7 PC. MENS JEWELRY SET AT THE NEW LOW PRICE \$5.95 6 or more Sample \$6.95 1 Yr. Written Guarantee 25% deposit with order, balance C.O.D. Also available in 17-J, \$9.95 NATIONAL DISTRIBUTING CO. PHONE 82-6473 1751 W. FLAGLER MIAMI, FLORIDA

OVER 3000 TERRIFIC VALUES! HILTON LIGHTERS, CARDED \$4.50 per dozen CLIP COMBS, CARDED .25 per dozen NAIL CLIPS, CARDED 1.35 per dozen TEA SPOONS 3.60 per gross ASPIRIN TABLETS, 10c Sellers 1.20 per gross 10% OFF IN GROSS LOTS. New Catalog Now Ready. State Your Business. B. PALMER SALES CO., 1433 Second Ave., Dallas, Tex. GIVE TO DAMON RUNYON CANCER FUND

CLASSIFIED SECTION

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FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

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DISPLAY-CLASSIFIED ADS

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1-point rule border permitted on ads of 2 inches or more.

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THE NEW BAROQUE SNAP-IT BEADS!

- The coming #1 item of the year. Doz. \$6.75
- Star Dust Pops-Its, doz. \$3.50
 - Alphabetic Snap-Its (Bulk), per 1000 4.25
 - Asst. Color Snap-It Beads, doz. 1.50
 - Finger nail and button Earrings to match Snap-Its, doz. 1.00
 - Pearl Snap-It Beads, doz. 3.25
 - Gold plated Snap-It Beads 12mm., doz 4.75
 - 10mm., doz 4.25
 - Pearl Choker, single strand, doz. 2.50
 - Pearl button Earrings, asst. sizes, doz. 1.25
 - Asst. gold button Earrings, doz. 2.25
 - Large spray flower Earrings, fall colors, doz. 3.00
 - Rondelle Earrings (pearl surrounded by rhinestones), asst. sizes, doz. 2.75
 - Asst. rhinestone button and drop Earrings, doz. 2.25
 - Asst. pearl and gold Earrings, doz. 3.25
 - Sequin drop Earrings, doz. 3.00
 - 5-in-1 Earrings, fall colors, doz. 2.00
 - 5-in-1 with rhinestones, doz. 3.75
 - Asst. styles pierced Earrings, doz. 3.00
 - Asst. Pins, Earrings, Chokers, Bracelets, doz. 3.00
 - Six dozen asst. Earrings (no two styles alike), doz. 3.00
 - Pearl and gold dangle Bracelets (asst. styles), doz. 2.75
 - Flower Pony Tails, asst. colors, doz. 3.00
 - Scatter Pins, two in box, doz. 3.00
 - Asst. Mother of Pearl Earrings, doz. 6.75
 - Asst. Mother of Pearl Cufflinks on gang cards, doz. 6.75
 - Asst. Mother of Pearl Earrings on gang cards, doz. 6.75
 - Mother of Pearl sets Necklaces, Bracelets, Earrings, set 3.75
 - Electric Hair Remover, each 2.50
- If not rated with Dun & Bradstreet all orders must be accompanied by 25% dep.
- CHAIN STORE NOVELTY CO.**
19 West 34th Street, New York 1, N. Y.
Wisconsin 7-5727

ACTS, SONGS & PARODIES

ART'S POLITICAL SONG—TERRIFIC NON-partisan! "We Like Ike's Leadership" demonstration record, piano and voice, mailed to any address upon receipt of \$2; piano copy, 25¢. Box 19662, Rimpau Sta., Los Angeles 19, Calif.

"COMEDY GUIDE," THE SOURCE OF AN unlimited wealth of comedy material. Free with this ad. Show-Biz Comedy Service (Dept. B88), 1613 E. 29th St., Brooklyn 29, New York.

SONG REQUEST FORMS MADE FOR TWO dollars. Have radio and television artist play your songs. Howard Olenik, Mount Morris, Mich. no3

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs, doubles! 1,600 pages! For free comedy catalog write: Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ja577

AGENTS & DISTRIBUTORS

A BEST GENUINE WORLD'S FAMOUS French-type perfumes. Highest profits. Free details. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. oc27

AGENTS—BEAUTIFUL VARNISHED RE-ligious 15x20 Pictures in 1947 calendar form. Suitable for framing. Sample and prices, 25¢. Casa Products, Livingston, Tenn.

BILDFOLDS—LACED AND TOOLED. Ladies' and gents' styles, very good. Dozen, \$12; sample, \$1 per doz. Jack Eastwood, 694 1/2 Jefferson, Chillicothe, Ohio.

BINGO BLOWERS, \$49.50; RETAILS \$150! AC-110 volts; brand new. Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. oc27

BUY WHOLESALE 825,000 PRODUCTS from Manufacturers, Wholesalers, for resale, personal use. Send postcard for free literature. Carter, Box 6011-BB, Chicago 80, Ill. np

DECALCOMANIA TRANSFERS NOW OF-fered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Sideline salesmen wanted; also make money with our line of automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 10, Massachusetts. ch-np

EARN LARGE PROFITS SELLING COM-FORT TO PEOPLE THIS WINTER. \$15.00 profit per sale.

SELL our large size REVERSIBLE COM-FORTER. One demonstration sold. Filled with 100% all wool, treated with chlorophyll to absorb body odors. Taffeta covered, 5 yrs. mothproof guarantee. Approved by Good Housekeeping. How can you lose? It costs you \$9.95 and sells for \$24.95. Order your sample today and start writing orders tomorrow. Money back guarantee. Send \$1 and pay balance c.o.d. plus postage. Secwa Products Co., 121-A Sanford St., Brooklyn 5, N. Y.

EARRINGS—ASSORTED STONED AND tailored, \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. oc27

FABULOUS CLOSEOUTS
Tailored Earrings, Asst. STYLES \$ 1.50 dz.
Charm Brace, Asst. 1.25 dz.
Pierced Earring on Display 1.75 dz.
Tie Slide & C/L Set Reg. \$2.50 5.40 dz.
Enamel on Copper Pins.
Cuff Links 2.50 dz.
Rhinestone Earrings, Asst. 2.50 dz.

EXTRA SPECIAL!!!!
BOXED SETS, Asst. STYLES \$ 4.50 dz.
Ornamental Stay Combs 1.00 dz.
Gen. Cultured Pearl Pins & Neck. 2.50 dz.
Large Stone Earrings 4.80 dz.
Ropes, Asst. 3.00 dz.
4 pc. Pearl Set Boxed 13.50 dz.
Pearl Earrings, Asst. STYLES 1.50 dz.

24 HOUR SERVICE
20% Deposit with Order. Balance C.O.D. FREE BOOKLET DESCRIPTIVE LITERATURE **KAREN ORIGINALS**

45 No. Main St. Bristol, Connecticut

FAMOUS MFR. CLOSEOUTS
Assorted Stoned Brooches \$1.75 dz.
Stoned or tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Stoned Neck & Earrings, boxed 5.50 dz.
Charm Bracelets, Asst. 1.50 dz.
Lord's Prayer Necklace, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 2.95 dz.
Shorty Tie Slides, carded 1.00 dz.
Rosaries, imported 1.95 dz.
Cufflinks, carded 1.25 dz.
Stoned Bracelets, boxed 4.00 dz.
Cameo Sets, boxed 7.20 dz.
Tie Slide Sets, asst., boxed 4.00 dz.
Summer Earrings, asst. 1.00 dz.
Pearl Necklaces (domestic) 1.45 dz.
Pin & Earrings, boxed 4.50 dz.
3 Pc. Rhinestone Sets, boxed 9.00 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

FREE LISTINGS

Manufacturers! We will list your NEW PRODUCTS free in our 1957 Blue Book Buyers' Directory for agents and dealers if received promptly.

ASSOCIATED WHOLESALE

1016 BF Starr Burlington, Iowa
GADGETS, GIFTS, GIMMICKS, GAGS, NOV-elties. Wholesale catalog 10¢ with sam-ple, 25¢. Dohn-Marks, 3398 BS South 9th Ave., Maywood, Ill. ch

JAPAN DIRECTORY, MANUFACTURING exporters, plus opportunity mail; just \$1 today. Nippon Annual, 920 3d Ave., Box 739-B, Seattle 4, Wash. oc20

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. oc27

MEXICAN FEATHER PICTURES, POST-card size, \$10 gross; Black Spiders (Tarantulas), \$8 gross. Samples, 50¢, stamps for circulars. General Mercantile Co., Laredo, Texas.

NEW FLASHY 7x11" SIGNS: LIGHT RE-flecting, illustrated, color blended, 2,000 varieties. Sample, 10¢; 12, \$1; 100 best sellers, \$6 postpaid, U. S. only. Koehler, 335 Goetz, St. Louis 23, Mo. oc27

PERFUMES—"BELLE DE PARIS," FRENCH import. Combination gift sets. Low priced. Other perfumes from \$3.60 dozen up. Dullet, 15 W. 17 St., New York, N. Y. ch

REAL DIAMOND RINGS, SELL DIRECT. Make big middleman's profit, no investment, experience unnecessary. Free catalog, details. Gleamlight, 111P North Columbus, Mount Vernon, N. Y.

SALESMEN, DEALERS, JOBBERS, INVEST-igate new item; needed by millions. Big profits. Free information. President, #107 Railway Exchange, Kansas City, Mo.

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 605-AF West 12th Place, Chicago. ch-np

ANIMALS, BIRDS, PETS

Annual Surplus of ANIMALS AND BIRDS FOR SALE

- 1—Large California Seal
 - 1—Pair Wisconsin Badgers
 - 1—Pair Black Bear Cubs
 - 1—Pair 3-year-old Himalayan Bears
 - 1—Pair young Timber Wolves
 - 1—Pair Bob Cats
 - 1—Only Bob Cat
 - 1—Pair Emu, adults
 - 1—Only, Rhea
 - 1—Pair Crown Crane
 - 1—Pair adult White Mute Swan
 - 1—Pair European Red Deer
 - 1—Pair five-year-old Sacred Cattle
 - 5—Midget Burrows
 - 1—Male India Montjac Deer
 - 1—Female Black Panther
 - 1—Pair Cattle Mounds
 - Golden Eagles
 - 1—Chapman Male Zebra
 - Rhesus Monkeys
 - Male Elk
 - Female Elk
 - White Fallow Deer
 - Sika Deer
 - 2-year-old female Lion
 - 1 1/2-year-old male Lion
 - 1 Aerial Toucan
 - 1 Diamond Back Rattle Snake
 - 1—Pair Goldfish
 - 7—Coin operated Kiddie Rides
- Write for Price List
Buffalo, all ages
If interested in Kiddie Rides, will mail photo.

ROSE PARK ZOO

John Peters, Owner
Phone 436, after 6 p.m. preferred
Prairie du Chien, Wis.

ANIMALS, BIRDS, REPTILES FOR SALE. Write, visit Ross Allen's Reptile Institute at Florida's Silver Springs. no10

SPECIAL—ELEPHANTS

Immediately available Indian Assam female Babies, large choice, all about 9'. We compete as usual on price and quantity. Phone Whitehall 3-4073

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.
39 Broadway New York

PLENTY SNAKES—BOAS, TERRAPINS, Alligators; all sizes Coatiimundis, Ringtail Cats, deodorized Skunks, Prairie Dogs, Peafowl, Badgers, Raccoons, Armadillos, Ground Squirrels, Ringtail Monkeys, Pig-tail Monkeys, Coyote, Rattlers, Pheasants, Kangaroo, Rats, Otto Martin Locks, Phone 141, New Braunfels, Tex. oc20

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BACKER FOR TEEN-AGE MUSICAL. "Only Fools Fall in Love"; 19 variety songs. Fred Cavil, 70 Carmina St., New York. Chelsea 2-5016.

FREE WHOLESALE CATALOG, APPLI-ances, Cameras, Watches! Catalog perfect for mail order, cost only 65¢ each. Cam Company, 6810P 20th Ave., Brooklyn 4, New York.

FROZEN CUSTARD STORE—2 ELECTRO freezers, pizza pie, hot dogs, good living. Reasonable rent. Long lease. Living quarters. Inter-racial. Sacrifice \$6,500; terms. 1553 Fulton St., Brooklyn, N. Y. City.

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. no17

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Will Stop and Read

YOUR AD

if you use

DISPLAY CLASSIFIED AD

RATE: Only \$14 per inch

PORTABLE ROLLER RINK, 50X102, COM-plete, skates, music, sander, grinder, counter. May be seen in operation at Sports Center, same location available for 1957. \$6,500. Russell White, 105 Terrace View Lake, Peoria, Ill. oc20

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Needs backing to build skating rink in Negro district of a northern industrial city with a population of 600,000. Thorough check proves a large volume of business available with a minimum of competition. Have considerable experience in amusement line.

Post Office Box 52, Lancaster, Ohio

COSTUMES, UNIFORMS, WARDROBES

NEW CLOWN SUITS, \$15; DERBIES, \$2; complete line Girl Show Wardrobe and Accessories. Rentals for local shows, parades, celebrations, etc. Cheap rates. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNION 3-9509.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARA-mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc27

ABT SHOOTING GALLERY, DOUBLE unit, portable, 7 guns, canvas used twice, blackite, \$600; 2 Electro-Freeze Dairy Machines with cabinets, 25 gallon capacity, \$800 each; 150 Golf Putters, 50¢ each. Shaheen Enterprises, Salisbury Beach, Mass.

FOR SALE—50 FOOT PARKER MERRY-GO-Round, \$2,500. Can be seen at Park Ridge, Ill. Contact me at 1920 N. 8th St., Pekin, Ill. 6-7313. Jess Buehler.

WITTE DIESEL ELECTRIC PLANT, SELF contained; engine 12 H.P., generator 120-240 A.C.; heavy duty for continuous operation. Used only 6 weeks. Original purchaser bankrupt. We repossessed. Cost \$2,200, sell for \$1,000; new guarantee; weight 2,000 lbs. Phone 370. Corkin Appliance Co., Gillespie, Illinois.

FOR SALE—SECONDHAND SHOW PROPERTY

BARGAINS IN SHOW EQUIPMENT—GIRL Show complete with transportation, \$1,000; 5 in 1 Banner Line with banners, \$150; 2 Heated Baby with new banner, \$300; Devils Bowling Alley, \$35; Trucks, Wire, Junction Boxes, odds, and ends. Bill Shoemaker, Box 252, Espy, Pa.

BUILD KIDDIE RIDES FROM TESTED Plans, Auto, Airplane, \$100 Chairplane, \$5 each. Free 72 page catalog. Brill, Box 875, Peoria, Ill. oc27

FLYING SAUCER, WITH TRUCK TRAN-sporation; 26 ft. 10 seat Garbrick Wheel, with truck transportation. These rides are 3 years old, used on our own shows and are in top shape. Garbrick Mfg., Centre Hall, Pennsylvania. oc27

FORD AXLES, TENT STAKES, 1500 STOCK, \$1 each. F.O.B. Dallas, G. B. Willard, 1321 2d Ave., Dallas, Tex. oc27

This is a

DISPLAY CLASSIFIED AD

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\$14 per insertion

TRAINS—ALL SIZES, GAUGES, TYPES: new, used, trade-ins, photographs, details, \$1 bill (refundable), Miniature Trains, 33B Winton, Rehoboth, Mass. no3

25 NICE MARE PONIES, PASTURE BRED, all for \$1,500. This is a real bargain. No more at this price. Truck available for delivering. No time for letter writing. Phone as soon as you read this ad. Day or night 9317, P. L. Cobb, Amite, La.

MEN'S FINEST QUALITY SLACKS
Lasting appearance and long life. Luxurious fabric—designers' styling.
World Famous KASMIRE Flannel
Sizes: 30-42. Colors of Grey, Navy, Charcoal and Brown.
\$5.50 PAIR
25% dep., bal. C.O.D., F.O.B. Chicago.
C & G SALES
1080 Milwaukee Ave., Chicago, Ill.

Costume Jewelry Manufacturer **CATALOG**
OFFERS
REGULAR MERCHANDISE at **CLOSEOUT PRICES!**
Fashionable Earrings, \$1.50 doz.; carded deluxe styled Earrings, \$3.00 doz.; carded Scatter Pins, boxed, pairs, \$3.00 per doz.; Pin-Earring Sets, \$4.50 per doz.; boxed Necklace-Earring Sets, \$7.20 doz.; boxed Miracle Prayer Crosses, boxed, \$4.25 doz.; adjustable snap-apart Necklaces, \$2.50 doz.; 5-1 Earrings, \$2.50 doz.
3 NEW FALL SPECIALS: 4-PC. NECKLACE, BRACELET & EARRING SETS. All in beautiful gift boxes.
1. ALL Rhinestone Chain Sets, Per doz. \$24.00
2. Gold plated with Rhine stones, Per doz. 12.00
3. Gold plated in Mirror-Pocket Book box, Per doz. 21.00
150 other sensational jewelry items. **SEND FOR CATALOG!** 25¢ deposit on all C.O.D. orders.
PACKARD JEWELRY CO.
48 West 25th Street N. Y. C. Chelsea 2-0863

DICE and DOMINOES POLICE WHISTLES
and other plastic novelties.
Write for free catalog.
Crisloid plastics inc.
55 Porter Street
Providence 5, R. I.
Successor to The Silverloid and Ideal Dice Companies.

\$5.00 Jumbo Toy-Filled Stockings, \$24.00 Doz.
\$2.00 Giant Toy-Filled Stockings, \$12.00 Doz.
Fine quality Xmas Cards. Also Religious. 21 asst. in fancy decorated box. Dozen boxes, \$5.40. (No less sold.)
Rack Toys, large size, flashy asst. Wonderful values. Doz. asst., \$2.35. (No less sold.)
Toys & Games, \$1.00 to \$3.95 values. While they last. Doz. asst., \$7.80. (No less sold.)
Big Package Needle Books with 100 asst. needles and threader. Gross books, \$8.40.
New Catalog Just Out. Full of Values. Send 15c to cover cost 25% dep. on orders. F.O.B. N. Y.
SUPER SALES CO.
25 East 17th Street
New York 3, N. Y.

FOR ENGRAVERS
Necklaces and Bracelets
Boy Alone—Girl Alone
Or Combination
Made of Aluminum and Gold or Nickel Plated.
MILLER CREATIONS
With It Since 1907
7739 So. Avalon Ave., Chicago 19, Ill.
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FOR 66 YEARS
Ad n LIFE, 9 Piece Watch Sets, \$5.95
Catalog Available of Smallest Low Cost Women's and Men's 17J, 7J Watches and Watch Sets
Ultra Thin Model Men's Watches.
RESULT SALES (Dept. B)
580 FIFTH AVE., NEW YORK 36, N. Y.

SPECIAL "PERSONAL PORTABLES"
Amazing transistor portable in handsome plastic case. Personal ear-speaker that allows only YOU to hear this amazing radio. Ideal for hospitals, libraries, etc., where a radio would cause distraction. A Kipp's direct import that saves you money.
Each \$12.00
Doz. lots 10.80 ea.
Complete w/battery 12.85 ea.
Include postage with order.
25% deposit with C.O.D. order.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

JEWELRY CLOSEOUTS
E-1—Tailored earrings, asst. gr. \$18.00
E-2—Stone earrings, asst. gr. 21.00
B-1—Bracelets, asst. gr. 24.00
T-1—Tailored Tie Sets, bxd., dz. 3.50
T-2—Stone Tieside Sets, bxd., dz. 4.50
O-1—Odd lot necks & bracelets, gr. 15.00
R-3—Men's stone rings, asst. dz. 7.75
2160—Stone neck & ears, bxd., dz. 7.50
2164—Stone neck & ears, bxd., dz. 9.00
2236—3-piece pearl set, bxd., dz. 12.00
5631—3-pc. Rhinestone Set, dz. 18.00
W-1—6-piece Watch Set, each. 5.95 (Ladies' 30¢ more) 6.25
C-1—Cufflinks, carded, dz. 1.25
T-4—Tiesides, carded, dz. 1.25
WF-8—Men's stone dial watch, bxd. 5.50
Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d. Free Catalog.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8, Prov. R. I.

WARRIOR BOYS' RINGS IM. DOUBLE HEAD CAMEO

\$1.00 Doz. (min. 3 doz.) plus postage. Or \$9 Gr. In Gross Lots.
Aviation Metal, tarnish-proof, anodized finish with gold color, double-head limit. Cameo. Special adjustment fits all fingers. ALSO SKULL, SNAKE, BIRTHSTONE AND BELL BUCKLE RINGS AVAILABLE, \$9.00 PER GROSS.
Sterling Jewelers, Inc.
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CIGARETTE LIGHTER
CHROME Table or Pocket Models. Size 1 1/2 x 1 3/4". Guaranteed Regular Value 99¢ Each.
2 Doz. for \$8.95
Send Cash, Check or Money Order to
GENERAL R. & S. F. CO.
919 W. Girard Ave. Philadelphia 23, Pa.

WATERPROOF

\$8.75

with stretch band

Luminous Dial & Hands
YELLOW TOP unbreakable crystal
15 & 17 JEWELS
your choice of BULOVA, BENRUS, ELGIN, Gruen.
Guaranteed and reconditioned LIKE NEW.



Write for Free Catalog.

SPECIAL! Men's Watches Bulova, Benrus, Elgin, Gruen with stretch bands

\$6.50

Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment.

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706 SANSON ST., PHILA. 6, PA.
Walnut 2-6055



Now bagged in polyethylene...

KEEP LONGER, SELL FASTER!

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

LOWEST PRICES ANYWHERE



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DO YOU HAVE OUR 480-PAGE FREE CATALOG

If not, you should have one—it's yours for the asking! Our only request is that you state your type of business in first letter.

FOR THE LATEST MERCHANDISE—PRICES—QUALITY—AND SERVICE

Contact:

Wisconsin DeLuxe Company

1902 No. Third St.
Milwaukee 12, Wisconsin

The Best Sales Boards and Jar Games

Write for information and prices

GALENTINE COMPANY
Dept. B, 519 E. Jefferson Blvd.
South Bend 17, Indiana



WATCHES, \$3.35

LADIES' RHINESTONE COVER, 17 JEWELS, LIKE NEW, \$9.25 IN DOZEN LOTS.

Add \$1.00 for sample. Free price list.

C. TAFF CO.

218 Hay St. Fayetteville, N. C.

SLUM GREATEST DEAL ON THE LOT!

ASSORTED NOVELTIES, GIFTS, TOYS, ETC. 1,000 PIECES

\$6.75

KLONDIKE 19 E. 16 St. New York 3, N.Y.

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ORGANIST, PIANIST, VOCALIST—PREFER dining room or refined lounge where good music is important. Jane Peters, c/o Caron, 410 Church, N. Adams, Mass.

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TRUMPET MAN—AVAILABLE OCTOBER 22. Want section chair, no lead; will travel. Art Athey, 143 Ridge Ave., New Kensington, Pa.

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EXCITEMENT AND SUSPENSE RUN HIGH for one mistake, just one may mean? Poised high overhead, a tense figure stands—America's leading exponent of daredevilry—none other than Capt. Earl McDonald, the High Diving Sensationalist, and far below the great crowd and the blazing tank, surrounded by sharp ugly spears. For patronage insurance contact 456 Lamphier Place, N.E., Warren, Ohio. Tel.: 45337. oc27

RAYS CIRCUS REVUE NOW BACK IN winter quarters, #4423 Shepler Church Road, Route (B), Station (B), Canton, Ohio. Phone: Glendale 40178. Some open time in 1957. Just closed second season. Bill Green's Rare Bird and Animal Farm, Fairlee, Vt. no10

WEINMAN'S

MEN'S WOMEN'S New Styles



Guaranteed LIKE NEW!

Choice Lot 6 FOR \$49

All famous makes—complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

Assortment, Men's Elgin, Waltham. Complete with Expansion Bands. \$69.50

SPECIAL LOT—Men's Elgin, Waltham Watches. Reconditioned and Guaranteed, Expansion Bands included. \$6.45 Each

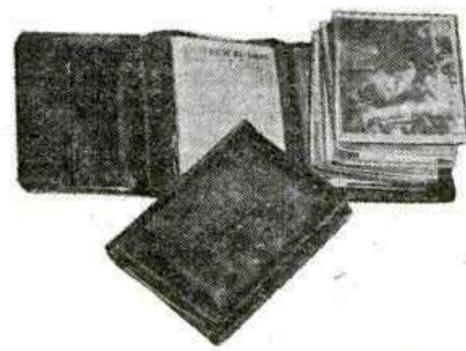
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Use this big, new FREE CATALOG to buy all kinds of gifts and merchandise for yourself, family, friends, neighbors. Terrific savings on big-name items. Also, make money spare time taking orders from others!
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Lots of 500—19c
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For larger quantity price, write, wire or call. Sold on first-come-first-served basis at the above prices only as long as this lot lasts.

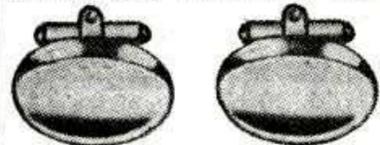
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of engraving Cuffs and Tie Clips in this new series. Cuffs, carded

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Catalog with new numbers ready for engravers and demonstrators.

State your business.

SAVE MORE MONEY MAKE MORE MONEY

Subscribe to The Billboard TODAY!

Tight Money Coming Slowly On Terms Not on Interest

Survey of Music Operators in 27 States: 6% Stays, 12-Mos. to Rule

CHICAGO — Tight money, either in higher interest rates, shorter payment periods or bigger down payments or a combination of these three, is not coming to music operating as fast as it has to U. S. business in the last few months.

That's based on a nation-wide survey of music operators in 27 States conducted by The Billboard in late September and completed last week.

Bank rates across the country increased late August and early September, but to date, according to the survey, the majority of music operators have not felt the pinch.

For operators being financed directly thru banks, of course, rates are higher. But for the bulk of operators, who finance their equipment purchases thru distributors, interest rates remain the standard 6 per cent in most cases. Of course, many distributors who handle paper for operators are, in turn, financed thru banks or finance houses. For them rates are higher and usually is reflected in operator terms, altho in some cases distributors have kept charges down for the operator, according to operators reporting.

The overwhelming majority of operators polled—nearly 80 per cent—say that terms are the same currently as they were in the early part of this year, with 20 per cent saying that they have stiffened. No operator reported easier terms.

Rock-Ola Execs Attend School On 200 Model

CHICAGO — Rock-Ola Manufacturing Company executives and supervisory personnel numbering approximately 45 are attending a three-week course on the nomenclature and functioning of the new Model 1455, 200-selection phonograph.

Sessions are being conducted by the engineering staff with Donald Rockola in charge. Instructors and lecturers include Harry Mastney, chief engineer; Ralph Petri, chief electronic engineer; Hans Schweigert, chief mechanical engineer; Frank Schulz and Jack Barabash, sales engineers, and John Toolin, Howard Sifferle, Edwin Ohman and Donald Rockola, of the engineering staff.

Scheduled originally as a two-week course, the course has been extended with additional lecture and discussion periods. All electronic and mechanical aspects of the new model are being covered.

David C. Rockola, president, opened the program with a short talk. He explained that in the past specialized instruction and training has been conducted for foremen and other supervisory people concerned with production and assembly. "Now," stated Rockola, "industry has proved that executives, no matter how remotely concerned with the product itself their duties may be, function better and are more valuable to the firm when they are thoroly familiar with their products."

Almost 50 per cent stated that they pay the standard 6 per cent; 25 per cent of operators reporting 7 per cent; 15 per cent, that they pay 8 per cent, and the remainder a rate other than those named.

Altho interest rates so far have remained the same, according to the survey, time payment periods have shortened and downpayments are getting bigger.

In April, in a poll of 100 operators representing all sections of the country, 38 per cent said that they were currently buying brand-new machines mainly on terms of 18 to 24 months. In this survey, just 20 per cent said they were currently

buying most of their juke boxes on terms of 18 to 24 months. In the April poll, 33 per cent said they were buying at 12 to 18 months; in this survey, over 60 per cent reported they were buying on these terms.

Moreover, over 75 per cent believe that payment periods in general will be shortened in coming months. That does not mean they feel the 12 to 18-month period will be reduced, but rather that payment periods longer than 18 months for new machines will become scarcer and 12-month payment periods will be on the increase.

27 BILLION REASONS

Turnpike Avenue For Op Expansion

CHICAGO — New highways should open vast avenues of expansion for the music operator during the next 15 years if the experience of two Ohio operating companies is indicative of what's to come.

The J. C. Music Company, headed by Jack Cohen, president of the Cleveland Phonograph Merchants' Association, and the Highway Music Company, headed by Harold Copeland, Youngstown, operate juke boxes in some of 16 service plazas strung along the length of the 241-mile Ohio Turnpike.

Figures on gross collections from installations in the plazas—which each cost \$250,000 and consist of dining rooms, restaurant and filling station—indicate that new highways can be a boon to operator income.

Record Takes

Average gross takes during the first five months of 1956—which were the first months of operation—ran at a phenomenal \$100 weekly per machine. During June and July, the average take went up to an unprecedented \$135 weekly.

Here are the reasons for such fantastically high gross collections:

James Hartshorne, director, Department of Information & Research, Ohio Turnpike Commission, disclosed traffic statistics on the turnpike and estimated the number of people stopping at the service plazas for the first six months of 1956. During this period, 3,432,813 vehicles used the Ohio Turnpike. The peak month was June, with 847,290 vehicles reported.

At an estimated average 2.5 persons per vehicle, 2,118,225 persons traveled on the pike in June alone. The Commission estimates that 70 per cent of the vehicles stop at one or more of the plazas during its travel on the pike. At that figure, nearly 1.5 million persons stopped at at least one service plaza during June, or an average of 92,672 persons for each of the 16 plazas.

45,000 Monthly

Each plaza juke box is located in the restaurant. If just half of those entering the plaza enter the restaurant, that means that over 45,000 were exposed to the machine on the average in a 30-day period.

An important point to the enormous amount of business enjoyed

by the plazas is that there is no other food or fuel facility available its entire length—as on most toll roads—except at the plazas. And none of the plazas is located at any of the 13 interchanges. That means that turnpike travelers are "captive" customers of the service plazas in a real sense.

Service plaza patrons appear to be pleased with their automatic music service. According to the Commission, letters mentioning the music selections are received by restaurant managers from patrons enjoying a pleasant stop.

Cohen says that "the managers" *(Continued on page 76)*

Mexico Doubles Juke Operations Since 1946

MEXICO CITY—The number of juke boxes in operation in Mexico has more than doubled in the last 10 years, with 10,000 machines in use.

The "Sinfonolas" (as they are called) are 90 per cent location-owned. Four firms here sell the machines, and a fifth will soon begin production, having bought the juke box production equipment and rights of the former H. C. Evans Company, Chicago. The firm will be known as Fonografos Automaticos Evans.

The established companies are the Mexican components of AMI, Rock-Ola, Seeburg and Wurlitzer. The machines now in operation are largely reconditioned, good used models. They range in price from \$200 to \$1,200. About 40 per cent are located in the Mexico City area.

The machines in operation offer everything from 20 to 104 selections, 208 selections with extended play. Usual play rate is 20 centavos, or 1.6 cents. EP's spin for 50 centavos, or 4 cents.

The Sinfonolas are especially popular in small towns and at fiestas. They are not allowed in the "cantinas," the bars and taverns. Main spots are restaurants, coffee shops and snack shops.

Considering that income per play is only about 15 to 25 per

UMO, Record Artists to Back Scouts

DETROIT—The United Music Operators of Michigan (UMO) thru its conciliator Roy Small, is furnishing four acts of entertainment for a special area-wide annual election and dinner meeting of the Boy Scouts of America organization October 22 at the Belle Isle Casino.

This marks the inauguration of a new tie-up with the Boy Scouts organization. Industrial, church and other group leaders who devote their time to leadership of the Scouts are members of this governing council group.

Kay Malone, Decca recording artist, currently playing a Windsor, Ont., engagement, was the first artist booked as the UMO's part of the evening entertainment.

AMI Appoints Distributors for Hawaii Area

CHICAGO—Ed Ratajack, sales director of AMI, Inc., last week announced the appointment by Tom Sams, Western district sales representative, of Jimmy and Ray Music Service as AMI distributors for the territory of Hawaii.

Principals of the new distributorship are Jimmy Sugiyama and Raymond C. L. Cheong. Both men are well known in the area and have been active in the music business for many years.

New Model G juke boxes are on display at the firm's headquarters in Honolulu, where service facilities are also maintained. Jimmy and Ray Music will cover the eight islands of Oahu, Kanai, Maui, Lanai, Hawaii, Molokai, Niihau and Kahoolawe.

UMO's Small Attacks High Commissions

Brands Them Chief Cause of Operator Income Headaches

DETROIT—Unprofitable commissions were branded the chief cause of "widespread dissatisfaction among music operators with net income" last week by Roy Small, conciliator for the United Music Operators of Michigan.

The operator today must set commissions lower than the standard 50 per cent, Small said. "Operators cannot give the large commissions many now give. They must have the courage and use their business know-how in telling location owners," he declared.

Besides currently counseling operators on commission practices, Small is informally presenting his view to individual location owners.

Small believes—as many in the industry do—that dime play is not the whole answer. "The operator must point out to his location owners that he has virtually all the expenses of operating equipment and that these expenses should be deducted before the commissions are paid."

Ignoring the considerable investment *(Continued on page 76)*

Iowa Music Op Group Elects Manville Pres.

DES MOINES — Robert Manville, Cedar Rapids, has been elected president of the newly reorganized Iowa Automatic Music Operators' Association.

Other officers elected at a meeting held here recently, were Robert Treinan, Sioux City, vice-president, and Julius Epstein, Des Moines, treasurer.

Elected to the board of directors were John Carpenter, Clinton; Lloyd Cramer, Ottumwa; Ed Reis, Denison, and Jack Jeffrey, Osceola.

Speakers at the meeting were George Miller, Oakland, Calif., president and general manager of the Music Operators of America, and Howard Ellis, Omaha, secretary-treasurer of the Nebraska Music Operators' Association.

A public relations film was shown the 50 men attending the meet by Eric Dyer, Grand Rapids, Mich., a representative of AMI.

A similar Iowa association was dissolved about 10 years ago.

LP Disks Boost French Juke Trade; Tax Hurts

By WALDO WALLIS

PARIS—Sales of American juke boxes will mount skyward, and with them sales of the dozen or so excellent but more modest French counterparts, when the tax and customs authorities here realize fully what the trade, unhampered by excessive taxation, could do for the French economy.

Helping to pave the way for brisker juke box sales here are the \$35 French record players, of

which 200,000 are sold per year, and the new long-play disks.

The cheap home "electrophone" stimulates interest, rather than competing with the perfected American juke boxes, which are the delight of the younger generation. The American models are almost inaccessible because of the dollar shortage here.

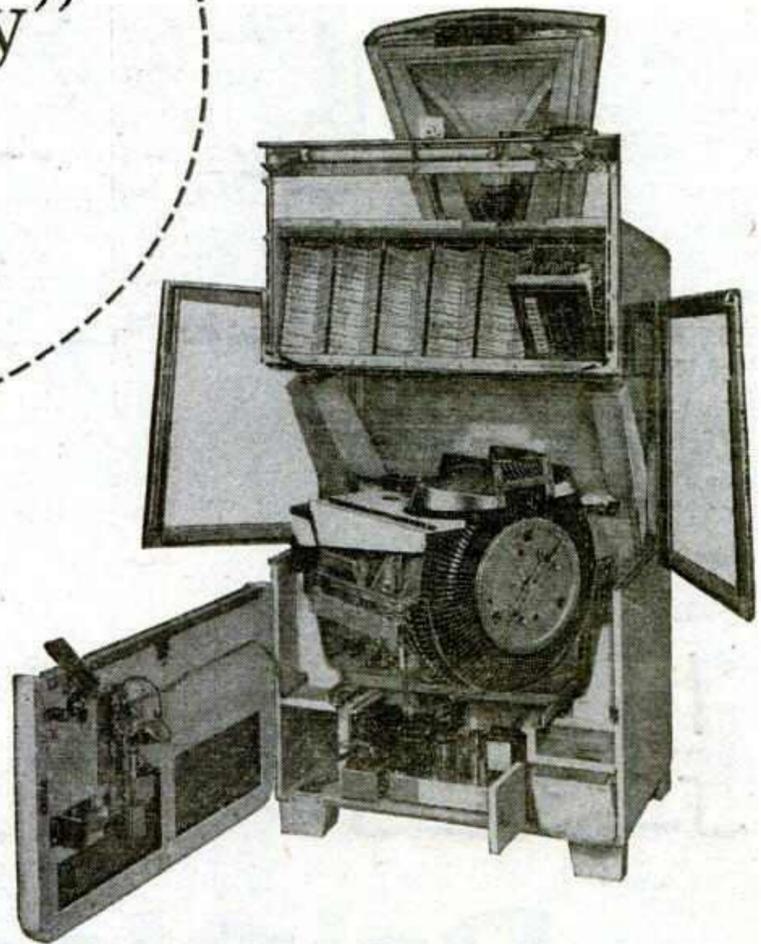
The "electrophone" is expected to help break down the tax barriers *(Continued on page 76)*

"It's AMI 6 to 1
For Dependability"

Says Serviceman

Buster Railey,

Deale Automatic Music Company, Miami, Florida



Railey should know! His company has been in the music business since 1928. He says:

"Less than 1 out of every 6 of our service calls is made because of an AMI juke box, and there's more to it than that. We know to the dollar how much each box costs to operate. Our figures prove that service costs are minor for AMI boxes.

"We have some pretty tough operating conditions down here and I guess the main reason I like AMI juke boxes is that they're dependable."

Why not ask *your* serviceman (and your bookkeeper) about how other juke boxes compare with AMI? You might check up on how much you have tied up in obsolete parts, too. AMI can save you a lot there, also. Ask your distributor!

Music that makes more money for you

AMI

1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927—ahead then, ahead now.

Licensee: Jensen Music Automates,
building the IMA-AMI Juke Box sold through Oscar Siesbye A/S,
5 Palaisgade, Copenhagen K., Denmark.



We're Hearing it from Operators Everywhere



W HALF-DOLLAR PLAY Doubled My Take"

When it comes to earnings, the Wurlitzer Model 2000 with half-dollar play heralded the dawn of a new day. Up to twice the take over former phonographs on the same location is a common occurrence. It's just one more Wurlitzer 1st for the benefit of Wurlitzer Operators.



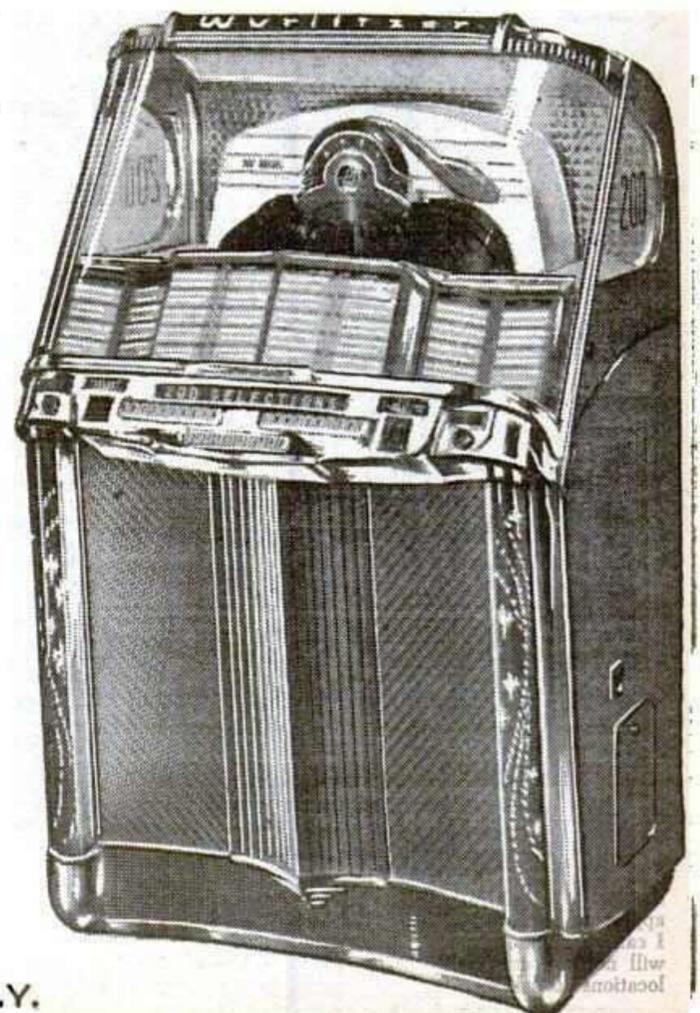
**HIGHLIGHTING 100 YEARS OF
MUSICAL ACHIEVEMENT**

THE 200-SELECTION

WURLITZER

CENTENNIAL MODEL 2000

**SEE IT, HEAR IT, BUY IT AT
YOUR WURLITZER DISTRIBUTOR**



THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N.Y.

MUSIC OPERATOR FORUM

1 in 3 Not Repaid On Location Loans



(Editor's Note: This is the second in a series of Music Operator Forums on operator loans to locations. In this series, music operators are considering all phases of the location loan problem in today's operating business: Its growth, its status today in various sections of the country, conditions necessary for making worthwhile loans and ways in which the loan problem can be best handled.)

One out of every three operators who grant loans to locations are not fully repaid on the majority of them. That statistic, turned up in this series based on reports from 89 participating operating companies, is one reason why loans constitute a big problem for operators today.

For every operator who does not make location loans, there is one who does, according to this week's Forum (see chart). This fact is another reason why operator loans to locations has become a serious problem.

However, on the basis of MOF operators' reports, it appears likely that the location loan problem is being brought under control. Over 60 per cent of the operators polled who reported they make loans said that they are not increasing the number they make. Most important, all surveyed operators agreed that operators are exercising more caution in granting loans. They point out that they are stiffening conditions and terms to insure repayment.

Because of the competitive nature of the operating business, refusing a location a loan often means losing the location. It is therefore essential that before an operator commit himself on a location's request for a loan that he first carefully consider whether the location is sufficiently profitable to make a loan of the size requested worthwhile. At this point, most operators make a big distinction between locations they already have and new locations. In the former case—present locations—they make a further distinction between locations which are not changing hands and those which are. In the case of a new location, they distinguish between known and unknown ownership in considering risk involved. These categories and their general ratings as loan prospects were universally agreed upon by participating operators. From operators' reports, a general pattern emerged which briefly describes a location's rating as a loan prospect:

The loan which is easiest for an operator to consider and usually the best loan risk is one for an established, known location whose ownership is known. For a location which an operator already has but which changes hands, a loan is more difficult to consider if the new ownership is not known as a good credit risk. In the case of a new location with ownership which is unknown

as a credit risk, special caution is always necessary in granting a loan.

This general ranking is based on the experience of Forum operators. But as they point out, it is obviously not a rating system which by itself suggests whether an operator should grant a loan. Such a rating does give a rule-of-thumb standard for weighing factors that will determine whether to grant a loan and for setting the terms of the loan. These factors will be discussed in succeeding articles.

Once an operator has decided to loan a sum of money to a location, he has committed himself to a general policy which should allow every location the same privilege, polled operators point out. It is difficult to loan one location money and not another. Before making one loan, an operator should well consider, Forum operators agree, the prospect of advancing similar—possibly bigger—loans to a number of other locations on his existing route. For an operator financially able to afford one small loan, the possibility that he may have to provide this service for other locations and that the loan will become a permanent part of his business—like programming—can be enough to dissuade him from entering into the first one.

There are many suggestions that Forum operators advance for dealing with the loan problem so that it can be controlled. In this week's quotes (see below) several of many that will be discussed are touched on. One operator suggests that the loan problem be tackled by local associations; another suggests that in granting a new location a loan a contract for the term of the lease should be obtained; still another says a note or mortgage should be obtained. One of the common comments made by operators participating who do not make loans is that a location which cannot get a loan from a bank or loan company must be poor credit risks.

How They Voted

Table with 3 questions and their respective percentages: 1. Do you make location loans? (Yes 47.1%, No 48.3%, Unanswered 4.6%); 2. If you do make loans, are you making more now than ever before? (Yes 38.0%, No 60.0%, Unanswered 1.1%); 3. Are you fully repaid on the majority of location loans which you make? (Yes 65.0%, No 35.0%)

lections. On large loans, security of some kind must be obtained."

Know Your Customer . . .

IOWA OPERATOR (who asked not to use his name): "A note or a mortgage for the loan should always be received by an operator granting a location a loan. The loan should always be kept at the absolute minimum amount. Finally, an operator should know his customer before even considering making him a loan."

TENNESSEE OPERATOR (who asked not to use his name): "An operator should always place his own value on a location, his gross collections from machines and the location's honesty with operators in general. If a loan will cinch a location for more than 12 months without the operator's worrying about record and machine changes, it's all right. In 34 years we haven't lost more than \$34 on location loans."

Loans Bad . . .

HARVEY D. STEGS, Koin King, Ridgewood, N. J.: "Location loans are bad for the operating business. It is almost better to give up a location rather than advance it a loan. After an operator does make a loan to a location, the location owner hates the operator because it must be repaid, and the owner has nothing but contempt for the operator because of it."

TONY TRUCANO, Black Hills Novelty Company, Deadwood, S. D.: "We have not made a loan to a location for over a year. All our experience on location loans have been bad. The type of location that needs a loan and asks an operator for it are those that cannot get credit from a bank or loan company. Therefore, they must necessarily be shaky business-wise."

HAL M. HALLER, Haller Amusement Company, Miami: "Location loans are a cut-throat, unethical, unprofitable way of gaining and holding locations. Once a location is obtained in this way the operator is in a position to give poorer equipment and service, and the music machine industry as a whole suffers."

All or None . . .

E. D. REBORI, Automatic Amusement Company, Springfield, Mo.: "If an operator is opposed to making loans, he should explain that he is to his location requesting one. If one location is to receive a loan, all locations should automatically be entitled to the same service."

JACK GUTSHALL, Corona, Calif.: "I loan money only to locations which we have had a long time and whose proved business success we are familiar with. In the case of new locations, I would recommend granting a loan providing they signed a contract with us for the length of their lease."

LITTLE AMUSEMENT COMPANY, Sioux City, Ia.: "Most loans made by an operator to a location would cinch the spot for him until the loan was paid. Usually the location's share of machine collections goes toward loan payments. However, there have been cases where takes would drop and the loan would be much longer to be paid. I think that a certain amount of money each week would be a better way of having the location repay the loan."

OHIO OPERATOR (who asked not to use his name): "If an operator asked me for advice on how to handle location loan, I would tell him to refuse the loan and tell the location to contact us. Explanation: This would be one more location getting turned down on a loan. (If we refused the loan it would make two refusals; if we granted the loan we would get the location under present conditions.) What I wish would happen would be this: That the location could not get a loan anywhere else if he were refused by the operator he originally contacted. To do this would require that operators would be organized."

VIRGINIA OPERATOR (who asked not to use his name): "I make no loans to locations since they appear to be in better shape than I am. As long as I can still operate on a 50-50 basis with locations, I will not ask anyone for loans. I see no reason for locations to ask me."

New Seeburg On Display To L. A. Ops

LOS ANGELES—Showing of the new Seeburg 200 VL Selectomatic by Minthorne Music is being done to small groups of operators here with displays being made in outlying regions by Hank Tronick, manager of the distributing firm, and Roy Provencher, salesman.

The first of a series of shows was held Tuesday night (9) at the Antlers Hotel in San Bernardino. Approximately 45 operators were present.

A showing in Bakersfield on Thursday (11) was reported to have also pulled a large group of operators.

No deadline has been placed on the displays in the local showrooms. From time to time, small groups of operators are being invited to see the new phonograph.

SYRACUSE—Paul LeCuyer has been promoted to the newly created post of credit manager by the Davis Distributing Corporation here, New York State Seeburg distributor.

LeCuyer joined the firm in 1949 after being graduated from Sienna College. He was recently with the Davis office in Albany, N. Y.

Vincent A. Meli, proprietor of the Meltone Music Company, is planning a controlled expansion of units in his mixed music and cigarette machine route, commenting that additional units will serve to give a better spread to the overhead costs.

Advertisement for The Oldest ONE-STOP Record Service, All Labels, All Hits, listing prices for 45 DPM, 78 RPM, and Single EP's, and contact info for The Musical Sales Co.

Large advertisement for Rock-Ola "200" featuring a lion logo and the text "Just Wait... 'til you see the Rock-Ola '200' at all Rock-Ola distributors soon!"

COIN MARKET PLACE CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. case.

RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

Help Wanted

WANTED—PHONOGRAPH AND PIN GAME Mechanic, including route work. Good salary. No drinkers or floaters. Phone K-3148, Fort Wayne, Ind.

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-oc27

Routes for Sale

FOR SALE

Route established 20 years, no competition. Southeast Florida; late equipment; fast developing area. Phonos (dime play), Bingos, Pools, Shuffle Alleys, Gun Games, Cigarette Machines. Reason for selling, other business interests.

BOX M-178

c/o Billboard Cincinnati 22, Ohio

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES. \$25 and up. Other vending machines, \$3 up. Established over 20 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Illinois. oc27

CIGARETTE—CANDY—COFFEE—CIGAROMAT —FACTORY DISTRIBUTORS—

U-Select-It Candy & Coffee Royal "17" and Mercury Cigarette Machines, Watling Scales, Whites Latex and Comb Vendor, Superior 5¢ Gum Machines. Write for information and prices.

TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1068 Amarillo, Texas

CIGARETTE MACHINES — DU GRENIER. Uneda, Rowe, quarter or 30 cent, and candy machines. All machines \$20 each. Harris, 2717 N. Park Ave., Philadelphia, Pa.

FOR SALE—GOOD USED BINGOS, TROPICS, \$30; Tahiti, \$30; Surf Club, \$35, also used Console Super Bell, \$100; Super Bell Double Head, \$125; Spot Bell, \$125. All types of used Cigarette Vendors. Send ½ deposit. Frank Guerrini, 1211 West Fourth St., Lewistown, Pa. oc20

FOR SALE—SPECIAL BUILT SHUFFLE-board resurfacing machine and supplies. Write: Michael Salayda, 115 Wall, Auburn, New York.

MAGNECORD TAPE RECORDERS, LIKE new, ready for wired telephone operation. \$425. Stapleton Music Co., 300 E. Walnut St., Springfield, Mo.

USED 1¢ VENDING MACHINES LOADED with plug-in Beads and Gum, \$13.50; 2 for \$25 f.o.b. Returns \$13.50 when empty. Others at \$14. Graeff Co., 3121 Stratmoor Ave., Toledo 14, Ohio. oc20

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hersheys, 320 or 520 ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Advance, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. oc27

10 DU GRENIER TAB GUM VENDORS, 10 Challenger 5¢ Hot Nut Vendors, 10 25¢ Advance 2 column Cigarette Machines, 1 Advance Wrigley's Gum Vendor, 1 Advance 10¢ Kotex Machine, 10 ABT Ten Shot Challenger Guns, 10 5¢ hanging wall type Candy Bar Machines; any of these, \$15 each. Al Hoff, 1920 Rose, Baltimore 13, Md.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. oc27

GAME ROUTE, ABOUT 40 PCS. IN CALIFORNIA between Frisco and San Diego. Box M-179, The Billboard, Cincinnati 22, O.

USED VENDING MACHINES WANTED—49's, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Hake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-tn

WANTED—1¢ NORTHWESTERN TAB GUM machine. Tripp Vending Service, 2010 Reaves Dr., Raleigh, N. C.

Detroit Buying Set to Labor Situation: UMO

DETROIT — Operator purchases of new music and games equipment this fall depends on the fortunes of the workingmen, according to Roy Small, conciliator of the United Music Operators of Michigan.

"Actual buying will depend upon what develops in the labor situation here this fall. Unless it picks up, operators will not buy," Small stated.

"Price is a deciding factor—as the machine becomes higher priced, it takes longer to pay for it, unless the take is increased." Small primarily referred to nickel versus dime play.

His report is that operators here will not buy new 200-selection juke boxes for nickel operation "because there is no profit in them this way."

Currently, he said, few new machines are on order among local coinmen because of overloaded conditions of distributors' warehouses.

Detroit operators would prefer to make cash payments if they could, Small said, but, since most are unable to do so, they prefer terms of 20 to 25 per cent down, spread over 18 to 24 months.

Tavern Assn. Dir. Lauds Dime Play

NEW YORK—Speaking in the official publication of the State Restaurant Liquor Dealers' Association, Anthony Visciglio, SRLDA director, called dime juke box play "a boon to tavern keepers in the Empire State."

Visciglio, who owns the New Enrico's Restaurant, Syracuse, said that on his location the weekly gross jumped from \$40-\$60 on nickel play to \$90-\$100 on dime play.

He pointed out that for the first time in 15 years tavern owners and juke box operators are getting a fair return on phonograph play.

Mexico Doubles

Continued from page 72

mission given the location varies from 35 to 50 per cent.

A good indication of the future potential of juke boxes here is the fact that of all the recordings sold in Mexico, 60 per cent are purchased for juke boxes. The top record buys are surveyed by Selecciones Musicales, which provides the information for the Mexican Hit Parade, sponsored on radio by General Electric, and soon to be televised.

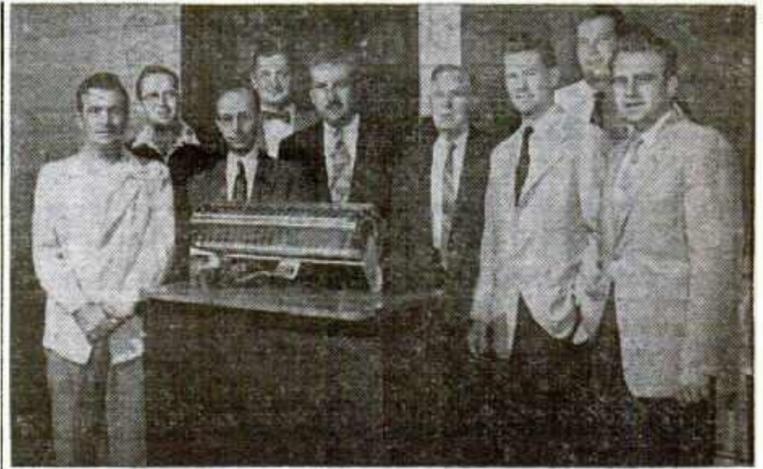
Tunes on the hit parade are Mexican favorites, for the most part, with a few American hits scattered in from time to time. Pressings are made in Mexico.

UMO's Small

Continued from page 72

ment an average operator has in his business, Small figures that location owners gross approximately 60 per cent in commissions on a standard 50-50 split. The operator, he points out, has an expenditure of roughly \$6 a week for record and service costs alone; the location owner has only the cost of electricity, which is about \$2 a week.

The key to renewed economic security and sound music operating lies in a revamping of current commission practices, he said.



ROCK-OLA ENGINEERING STAFF which is currently conducting three-week school on the firm's new 200-selection music machine. Left to right: Frank Schulz, sales engineer; Howard Sifferle; Hans Schweigert, chief mechanical engineer; Harry Mastney, chief engineer; Jack Barabach, sales engineer; John Toolin, Donald Rockola, Edwin Ohman, and Ralph Petri, chief electronic engineer. See story in this section.



RALPH PETRI, Rock-Ola's chief electronic engineer, lectures executives and supervisors on the firm's new 200-selection juke box.

Turnpike for Op Expansion

Continued from page 72

tell me that they receive compliments from their customers on the selectivity provided and the sound. Cohen used 200-selection equipment with 13 wall boxes and four recessed speakers at each location. They all operate at a dime, three-for-quarter play. Says Cohen: "Since people from all walks of life patronize the turnpike, we have a wide selection of records, including country & western, rhythm and blues, pop, semi-classical, polkas, standards—and you name it. We really try to please everyone and it seems to be paying off very well." Cohen's four locations are leased to the A.B.C. Berlo Company.

Highway construction planned for the next 15 years is staggering. A major step toward a national road system came with the passage by the House of Representatives in April of a \$51,860,000,000 highway construction bill.

The main feature of the plan—a 40,000-mile interstate system—will join 42 State capitals and 90 per cent of all cities with populations of over 50,000. Obviously, in the next 15 years operators in all sections of the country will have an opportunity to benefit from the program. Construction of the 40,000 interstate system alone will cost \$27 billion over a period of 13 years.

Turnpikes are either just completed or scheduled to be completed this year in Indiana (completed), Massachusetts, Kentucky, Texas and New York.

Service plazas on toll roads in operation—or scheduled to go into operation this year—include (besides the 16 on the 241-mile Ohio Turnpike) 26 on a 360-mile stretch in Pennsylvania, 10 in New Jersey, 3 in West Virginia, and 10 in Indiana. They are spaced between 23 to 30 miles apart on all these toll roads.

According to figures supplied by the National Highway Users' Conference, 14 States have operating turnpikes, 13 with new ones under construction. Almost 4,000 additional miles have been authorized, 1,400 proposed for study. If all

these roads are completed, there will be some 8,500 miles of turnpikes in more than half the States. Roughly 1,200 miles of turnpikes stretch across New York, New Jersey, Pennsylvania and Ohio.

(Editor's Note: See pictures of the service plaza and other facts on the 40,000-mile highway system in next week's issue).

LP's Hypo French

Continued from page 72

—\$225 per year—against the expansion of the cafe juke box.

LP's Build Sales

Both the juke box and record trades here are bolstered by the advent of the long-playing disk. The 78 r.p.m. record was a secondary article, but the LP has created a new industry which gives employment to thousands of chemists, engineers, artists, workmen, printers and dealers and is, in fact, the real reason for the immense success of the ultra modern hi-fi phonograph in the French cafes.

About 15,000,000 disks were sold in France in 1953, while in 1955 more than the same number were sold in LP's alone. The 78 r.p.m. record totaled about 5,000,000 in last year's sales, which brought in the franc equivalent of \$26,000,000. But the 78 r.p.m. disk, it is predicted, will be dead here in four years.

In France, the tendency is toward perfection, and the cheap disk serve only to stimulate this trend. A French company, Rondeau-Bourdeau, Paris, has patented a means of converting the Seeburg 78 r.p.m. juke into a 45 r.p.m. machine.

The hundreds of record retailers in Paris a great many thumb over endlessly their 100-page catalogs in perplexity as to what to offer the customer. Some of them are accidentally in the business, having taken it up chiefly because of the growing demand for LP records. By contrast, the hi-fi juke boxes play the sure-fire popular disks carefully selected by experts.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes for Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy

- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular
 - Display

- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

- Next 6 issues
- Next 4 issues
- Next 3 issues
- Next issue only

\$_____ Payment enclosed

Name _____

Address _____

City _____ Zone _____ State _____



ONLY THE BILLBOARD —

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AUDIT BUREAU OF CIRCULATIONS.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaning when used with mean average listing.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

MOST ACTIVE LIST. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

MOST ACTIVE EQUIPMENT

For four-week period ending with issue
October 20, 1956

ARCAD E EQUIPMENT	HIGH	LOW	MEAN AVG.
1. WILLIAMS—			
Sidewalk Engineer	\$195.00	\$125.00	\$165.00
2. GENCO—Sky Rocket ... 295.00 295.00 295.00			
3. TELECOIN—Telequiz .. 99.50 95.00 95.00			
MUSIC MACHINES			
1. WURLITZER—1500 .. \$395.00 \$225.00 \$245.00			
2. AMI—Model D-80 325.00 195.00 299.50			
SHUFFLE GAMES			
1. UNITED—Chief \$125.00 \$ 65.00 \$100.00			
2. CHICAGO COIN—			
Tenth Frame Bowling	65.00	50.00	60.00
3. BALLY—Magic 275.00 195.00 225.00			
VENDING MACHINES			
1. National M-9A \$125.00 \$110.00 \$115.00			
2. DuGrenier 115.00 65.00 65.00			
2. Stoner Candy 165.00 110.00 110.00			
PINBALL MACHINES			
BALLY			
1. Gayety \$150.00 \$ 75.00			
2. Variety 150.00 100.00			
3. Miami Beach 275.00 185.00			
GOTTLIEB			
1. Wishing Well \$195.00 \$185.00			
2. Queen of Hearts 175.00 75.00			
3. Pin Wheel 115.00 95.00			
3. Stage Coach 195.00 165.00			
3. Chinatown 85.00 55.00			
UNITED			
1. Pixie \$295.00 \$215.00			
2. Cabana 75.00 45.00			
3. Leader 115.00 50.00			
WILLIAMS			
1. Army & Navy \$ 95.00 \$ 49.00			
1. Dealer 85.00 49.50			
1. Deluxe Baseball 145.00 50.00			
1. Grand Champion 195.00 64.50			
1. Peter Pan 175.00 135.00			

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)	\$ 75.00	\$ 49.50	\$ 75.00
Beach Beauty (1/55)	385.00	325.00	360.00
Beach Club (2/53)	105.00	45.00	65.00
Beauty (11/52)	80.00	49.50	50.00
Big Time (1/55)	275.00	195.00	225.00
Bright Lights (5/51)	75.00	60.00	65.00
Bright Spot (11/51)	75.00	60.00	65.00
Broadway (12/55)	450.00	345.00	350.00
Coney Island (9/52)	65.00	24.50	35.00
Dude Ranch (9/51)	85.00	49.50	69.00
Frolic (10/52)	85.00	40.00	50.00
Gayety (3/55)	150.00	75.00	110.00
Gaytime (6/55)	275.00	110.00	195.00
Hi-Fi (6/54)	95.00	60.00	60.00
Ice Frolics (1/54)	95.00	24.50	50.00
Miami Beach (9/55)	275.00	185.00	235.00
Nite Club (3/56)	525.00	445.00	475.00
Palm Beach (7/52)	75.00	39.50	75.00
Palm Springs (11/52)	90.00	49.50	69.00
Surf Club (3/54)	95.00	50.00	90.00
Variety (9/54)	150.00	100.00	135.00
Yacht Club (6/53)	75.00	45.00	75.00
GOTTLIEB			
Chinatown (10/52)	\$ 85.00	\$ 55.00	\$ 60.00
Daisy Mae (7/54)	175.00	145.00	145.00
Derby Day (4/56)	265.00	175.00	215.00
Dragonette (6/54)	225.00	215.00	225.00
Duette (3/55)	235.00	200.00	225.00
Flying High (2/53)	85.00	45.00	65.00
Four Belles (10/54)	165.00	160.00	160.00
Gold Star (8/54)	150.00	135.00	150.00
Grand Slam (4/53)	100.00	55.00	100.00
Green Pastures (1/54)	135.00	75.00	135.00
Guys & Dolls (5/53)	95.00	75.00	95.00
Gypsy Queen (2/55)	185.00	175.00	185.00
Happy Days (7/52)	95.00	65.00	95.00
Harbor Lites (2/56)	250.00	225.00	225.00

	High	Low	Mean Avg.
Hawaiian Beauty (5/54)	\$160.00	\$ 75.00	\$160.00
Lovely Lucy (2/54)	125.00	69.00	115.00
Pin Wheel (10/53)	115.00	95.00	110.00
Poker Face (8/53)	110.00	85.00	110.00
Queen of Hearts (12/52)	175.00	75.00	90.00
Score-Board (3/56)	345.00	295.00	325.00
Shindig (9/53)	125.00	110.00	110.00
Sluggin' Champ (4/55)	195.00	175.00	175.00
Southern Belle (6/55)	205.00	185.00	185.00
Stage Coach (11/54)	195.00	165.00	175.00
Tournament (8/55)	275.00	265.00	275.00
Twin Bill (1/55)	195.00	125.00	195.00
Wishing Well (9/55)	195.00	185.00	195.00

UNITED

Cabana (3/53)	\$ 75.00	\$ 45.00	\$ 45.00
Havana (2/54)	95.00	75.00	75.00
Leader (10/51)	115.00	50.00	95.00
Manhattan (4/55)	135.00	125.00	125.00
Pixie (9/55)	295.00	215.00	235.00
Starlet (11/55)	295.00	225.00	250.00
Triple Play (8/55)	225.00	150.00	150.00
Tropics (7/53)	59.00	45.00	45.00

WILLIAMS

Army & Navy (10/55)	\$ 95.00	\$ 49.00	\$ 60.00
Big Ben (9/54)	145.00	89.00	145.00
Dealer '21' (2/54)	85.00	49.50	65.00
Deluxe Baseball	145.00	50.00	50.00
Grand Champion (8/53)	195.00	64.50	125.00
Hayburner (6/51)	95.00	50.00	75.00
Jalopy (8/51)	95.00	95.00	95.00
Jolly Joker (10/55)	95.00	95.00	95.00
Nine Sisters (1/54)	125.00	49.00	85.00
Peter Pan (4/55)	175.00	135.00	150.00
Sea Jockeys (11/51)	75.00	50.00	75.00
Sky Way (9/54)	145.00	89.00	115.00

ARCAD E EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watling.

ABT Challenger (5/46)	\$ 30.00	\$ 25.00	\$ 25.00
Bat-A-Score (Ev) (8/48)	145.00	105.00	145.00
Big Inning (B) (47)	100.00	85.00	85.00
Big Top (G) (6/54)	425.00	325.00	335.00
Champion Baseball (G)	295.00	275.00	295.00
Coon Hunt (S) (2/54)	150.00	125.00	150.00
Dale Gun (Ex)	95.00	55.00	50.00
Derby, 4 Player (CC) (3/52)	175.00	125.00	125.00
500-Shooting Gallery (Ex) (3/55)	245.00	125.00	125.00
Flash Hockey (Coinex) (9/46)	195.00	99.50	99.50
Football (M)	275.00	75.00	75.00
Midget Movies (CC)	135.00	125.00	125.00
Moon Rides (B) (5/54)	295.00	235.00	275.00
Photomatic (M) (1/50)	350.00	295.00	350.00
Pop Up	20.00	14.50	20.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	200.00	150.00	185.00
Royal Mustang Horse (Munves) (6/52)	95.00	80.00	90.00
Shoe Brush Up	150.00	95.00	95.00
Sidewalk Engineer (W) (5/55)	195.00	125.00	165.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	295.00	295.00	295.00
Sportland (Ex) (11/51)	225.00	175.00	175.00
Submarine (K) (1/42)	125.00	95.00	125.00
Super Home Run (CC) (3/54)	175.00	175.00	175.00
Telequiz (T) (1/49)	99.50	95.00	95.00
Voice-O-Graph (M) (4/46)	395.00	275.00	375.00

MUSIC MACHINES

AMI			
Model A (46) 40 sel, 78 RPM	\$125.00	\$ 59.50	\$ 99.50
Model C-40	245.00	109.50	175.00

	High	Low	Avg. Mean	Price My
Model D-80 (51) 40 sel., 78 RPM	\$325.00	\$195.00	\$299.50	
Model E-120 (53) 120 sel., 45 RPM	495.00	425.00	445.00	

SEEBURG

M-100-B (51) 100 sel., 45 RPM	425.00	395.00	\$425.00
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WURLITZER

1250 (50) 48 sel., 45 or 78 RPM	175.00	129.50	\$175.00
1400 (51) 48 sel., 45 or 78 RPM	225.00	189.50	210.00
1500 (52) 104 sel., 45-78 RPM Mix	395.00	225.00	245.00
1650 (53) 48 sel., 45 RPM	395.00	325.00	345.00
1800 (W) (2/55)	795.00	650.00	725.00

SHUFFLE GAMES

Ace Bowler (CC) (9/50)	\$175.00	\$145.00	\$175.00
Advance Bowler (CC) (5/53)	135.00	95.00	95.00
American Bank (American Shuffleboard) (5/52)	225.00	195.00	225.00
Bikini (K) (6/54)	150.00	125.00	150.00
Bonus Bowler (K) (3/54)	125.00	75.00	75.00
Carnival (K) (5/53)	85.00	65.00	85.00
Cascade (U) (2/53)	90.00	59.00	70.00
Century (K) (6/54)	195.00	175.00	195.00
Chief (U) (11/53)	125.00	65.00	100.00
Classic (U) (6/53)	85.00	75.00	80.00
Clover Shuffle (U) (1/53)	115.00	65.00	65.00
Comet Targette (U) (1/54)	165.00	145.00	149.00
Criss-Cross (CC) (11/53)	150.00	99.50	135.00
Criss-Cross Targette Regular (CC) (1/55)	165.00	99.50	125.00
Diamond (K) (5/53)	175.00	160.00	160.00
Gold Cup (CC) (7/53)	115.00	110.00	110.00
Gold Medal (B) (3/55)	300.00	275.00	300.00
Hollywood (CC) (5/55)	275.00	265.00	275.00
Imperial (U) (9/53)	175.00	95.00	100.00
Jet Bowler (B) (8/54)	195.00	175.00	175.00
Leader Shuffle Alley (U) (11/53)	125.00	115.00	125.00
League Bowler (U) (1/54)	125.00	95.00	115.00
League Bowler Deluxe (U) (4/54)	125.00	110.00	115.00
Lightning (U) (2/55)	275.00	245.00	275.00
Magic (B) (12/54)	275.00	195.00	225.00
Mars (U) (1/55)	215.00	135.00	195.00
Mars Deluxe (U)	215.00	185.00	195.00
Match Pool (Ge) (2/54)	80.00	75.00	80.00
Mystic Bowler (B) (12/54)	245.00	175.00	195.00
Olympic (U) (8/54)	75.00	49.50	70.00
Pacemaker (K) (9/53)	95.00	50.00	50.00
Playtime Bowler (CC) (10/54)	275.00	175.00	195.00
Rainbow Shuffle Alley (U) (8/54)	175.00	99.50	100.00
Royal (U) (8/54)	114.00	75.00	94.00
Speedy (U) (8/54)	175.00	165.00	165.00
Starlite (CC) (5/54)	225.00	165.00	165.00
Super Frame (CC) (5/54)	155.00	95.00	155.00
Team Bowler (U) (1/54)	275.00	75.00	115.00
Team Bowler (K) (10/52)	125.00	120.00	120.00
Tenth Frame (K)	70.00	55.00	70.00
Tenth Frame Bowler (CC)	65.00	50.00	60.00
Thunderbolt (CC)	275.00	265.00	275.00
Triple Score Bowler (CC) (6/53)	85.00	75.00	75.00
Victory Bowler (B) (5/54)	150.00	145.00	150.00
Venus Bowler	225.00	225.00	150.00

VENDING MACHINES

DuGrenier (11 Col.)	\$115.00	\$ 65.00	\$ 65.00
National M-9A (9 Col.)	12		

FTC Hits L&M Cig Vending Allowances

Commission Charges Tobacco Firm Illegally Discriminates in Fees

NEW YORK — The Federal Trade Commission has scheduled hearings here for December 4 in its case against the Liggett & Myers Tobacco Company. The firm was charged this week with illegally discriminating among its customers in payments for promoting sales of its cigarettes.

Vending machines figure heavily in the charges. L&M pays subsidies to operators—called advertising and promotional allowances—both directly and thru the Harrough Corporation, headed by Matthew Forbes.

According to the FTC, Liggett & Myers paid more than \$1,000,000 last year to favored customers, while not giving such promotional allowances to competing customers. L&M sales last year were more than \$500,000,000.

Equal Terms

The law requires that if a company gives promotional allowances, it must make them available to all competing customers on proportionately equal terms.

L&M has 30 days to file an answer to the complaint. After that, the hearing is scheduled here, where the company has headquarters, for December 4.

While Matthew Forbes of the Harrough Corporation could not be reached for comment, it was learned that most East Coast operators get their L&M subsidies thru Harrough. The firm also handles subsidies on a national basis.

\$20.50 a Unit

The contract provides that the operator gets an aggregate of \$20.50 per machine per year for *(Continued on page 79)*

NBBB Cites Alco for False Advertising

MIAMI BEACH — Alco Sales Corporation and a subsidiary, Alco Film Distributors, have been cited by the National Better Business Bureau, Inc., for misleading advertising.

NBBB claims that the firms' advertising does not disclose that the proposition involves the purchase of vending machines and does not meet the minimum standards for vending machine advertising recommended by NBBB and the National Automatic Merchandising Association.

The Anco Division of General *(Continued on page 85)*

Lily-Tulip Sets Ad Drive on Vending Cups

NEW YORK — Vending machine operators will be a prime target of the Lily-Tulip Cup Corporation in its drive to promote the China-Cote line of business papers.

Gray Advertising Agency will handle the firm's first effort to boost vending cups in publications other than trade papers. The campaign broke last week in I.S. News and World Report, Business Week, Nation's Business and the Wall Street Journal.

First advertisement in the series features Joseph Martinson, president of Martinson's Coffee, in a testimonial. Future advertisements will use the testimonial techniques, with tea, soup and coffee executives appearing.

Two Illinois Firms Deny FTC Charges

WASHINGTON — In answer to a Federal Trade Commission complaint of false advertising, Illinois Continental Machine Corporation and Copperite, Inc., have denied charges that they made false promises concerning the income possibilities to prospective purchasers of their candy and chewing gum vending machines.

The companies told FTC last week (8) that they did not make *(Continued on page 89)*

New Dist. Sales Reps Named By Glascock

MUNCIE, Ind. — Glascock Bros. Manufacturing Company, here, last week announced appointments of two new district sales representatives for its vending machine and dispenser lines.

Joseph J. Csiszar will cover the States of Ohio and West Virginia, and the western parts of Pennsylvania and Maryland, and the northern part of New York State.

John K. Dean will cover the States of Virginia, North Carolina, South Carolina and the eastern part of Kentucky and Tennessee.

Csiszar attended Indiana University prior to spending three years in the Navy. Following the war, he operated his own food distributing business in the South Bend, Ind., area, using vending machines in industrial plants.

Dean is a graduate of the University of Rhode Island. Following military service, he gained valuable experience in the merchandise training program of Filenes Department Store in Boston. More recently, Dean has sold and serviced office equipment and supplies in the New England area.

The Glasco pre-mix equipment line includes electric and remote counter dispensers and portable dispensers, as well as automatic vending machines.

Production Begins On Hot-Dog Vender

Kasser Buys McCann's Rights; Redesigns Machine; 100-a-Week Output Scheduled

PHILADELPHIA — The United States Vending Machine Corporation here has gone into production on a hot-dog machine, with initial deliveries set for early December.

USVMC recently purchased patents, tools and dies from McCann's Engineering Manufacturing Company, Glendale, Calif. McCann's had been producing a frankfurt vender for two years.

However, Norman J. Kasser, USVMC president, said the McCann unit had been redesigned, and the price has been reduced from \$1,095 to a tentative \$895 plus coin changer.

Capacity Up

Improvements he cited are increased capacity (former capacity was 150), a speed-up of the delivery process to 15 seconds, a hotter frankfurt and new electrical contacts.

Kasser said that initial production—250 machines—would go to his own operation, Norman Automatic Vending. Kasser has been operating in industrial and transient locations in the Philadelphia area for 10 years.

Right now Kasser has 40 machines on test locations. He said that full production is scheduled at the rate of 100 machines a week. Manufacturing will be under contract by a Philadelphia firm.

Refrigerated

The unit, called the Vend-a-Frank, has a capacity of 120 dogs in vending position and another 105 in storage. Both compartments are under refrigeration.

Distribution will be thru 38 sales representatives, on the company payroll, who will cover the United States.

Kasser said that arrangements have been made with local meat packers to provide operators with packaged franks, ready to vend and complete with electrodes, for 11 cents each. Normal vending price is 20 cents on industrial stops and 25 cents on transient locations.

Basic operating principle is the same as the predecessor machine. *(Continued on page 79)*

Walter Reade to Install Full-Line Vending on Garden State Parkway

Theater Chain to Use Machines as 3rd Shift on 4 NJ Toll Highway Restaurants

OAKHURST, N. J. — Walter Reade Theatres, Inc., is steadily becoming a factor in the automatic merchandising industry. One of the largest independent motion picture theater circuits and food catering organizations in the East, Walter Reade has been awarded the license to operate four restaurants on the Garden State Parkway, starting November 1.

The Howard Johnson chain had been operating all seven restaurants on the Parkway since it opened in

1954. However, the New Jersey Highway Authority, builder of the 164-mile toll road from Paramus to Cape May, has awarded contracts for the restaurants at Manasquan, Forked River, Absecon and Seaville to Walter Reade. These restaurants grossed more than \$1,000,000 for the year ended August 31.

Al Florsheimer, of the Walter Reade concessions department, said that the four restaurants, which are currently on two shifts, will offer

24-hour service with the installation of vending equipment.

Full Line

Florsheimer said that the firm is considering the purchase of Lunch-O-Mats, common-front units with sandwiches, pastry, soups and hot and cold drinks, and an Apco popcorn machine.

Right now the only coin-operated equipment on the locations are in the washrooms, cigarettes and music. According to Florsheimer, the Parkway doesn't carry enough traffic in the wee hours to warrant a third shift on the restaurants, but it probably would support a profitable vending operation. Each restaurant represents a \$1,500,000 investment by the Highway Authority, with the smallest having seating space for 120 persons and the largest for 180 persons.

Florsheimer said the vending in- *(Continued on page 81)*

WHITE COLLAR SPECIAL

Snack-O-Mat Combines Venders, Cafe Service

By HAL REVES

DETROIT — Something new in commercial food vending is being offered downtown Detroiters.

Basically, the new scheme is a combination of food vending machines and personal service at an office building lunchroom. It's the Snack-O-Mat Automatic Cafeteria, which opened a few months ago in the David Stott Building here.

The location is in the central office and shopping district on a floor relatively close to the building's lobby, and accessible by six elevators. It occupies a room of about 20 by 25 feet and does a high volume of business in the small space.

A display window is on one side of the room, permitting people in the hall to look in. A counter about 40 inches high is placed down the center, double-faced, with some seven stools provided. Customers sit or stand here in crowded periods to eat their lunch.

Upright two-faced bulletin boards holding an entire sheet of the daily paper, regularly changed, are mounted down the center of the counter, giving customers the convenience of catching up on the news while they lunch. Machines are spaced along the walls. Area for customer traffic is in the shape of a U, cut of at the far top end by the personal service table.

Here pie, doughnuts and sandwiches are dispensed by Mr. and Mrs. Charles Wilson, who operate the Snack-O-Mat concession. Wilson is usually personally on the job. Sandwiches are made to order according to the customer's taste. Coffee is also served here, in addition to coffee from two machines, providing additional peak load capacity and a chance to vary coffee servings to suit individual tastes.

The machines are operated by the General Automatic Company, *(Continued on page 81)*

NAMA to Meet On Military Vender Code

CHICAGO — Three meetings have been scheduled by the National Automatic Merchandising Association to set up the machinery for planning the sanitation regulations governing the installation of vending machines on military reservations.

The first—a meeting of the NAMA board of directors—is expected to be held next week. The board will consider the present plan of organizing a committee called the Sanitation Standards Committee (The Billboard, October 13).

The second, scheduled for sometime late this month or early No- *(Continued on page 81)*

Interstate-N. Y. Gets Franchise On Coffee Unit

NEW YORK — The Interstate-United Coffee Corporation, Chicago manufacturer of a self-brew coffee machine, has granted an exclusive franchise, covering the metropolitan New York area, to the Interstate-New York Coffee Corporation.

The parent organization sets up operators on exclusive bases. The New York operation will cover the five boroughs, Long Island, Northern New Jersey and Southern Connecticut.

Interstate-New York is headed by Walter B. Coleman, formerly vice-president of Manhattan Canteen Service and East Coast representative of the Canteen Company of America.

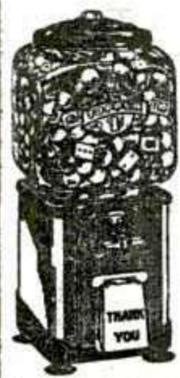
Universal Match To Hike '56 Net

ST. LOUIS — Universal Match Corporation, which acquired an unspecified interest in National Rejectors, Inc., coin changer and slug rejector manufacturer, expects a 1956 net income of \$1,300,000, according to Leonard V. Finder, vice-president and secretary.

This net would about equal \$2.60 on each of the 491,422 shares outstanding, Finder reported. Last year's net income of \$1,155,565 was equal to \$2.35 a share on the present shares.

Finder stated that "should certain negotiations now being conducted result in further acquisitions, including the remainder of National Rejectors, Inc., the 1956 figures would be further increased." Finder said his firm now has a working control of Rejectors.

Earnings in 1957, he said, "will be increased \$1 a share or more, based on present shares outstanding. This could be increased materially if other acquisitions are made."

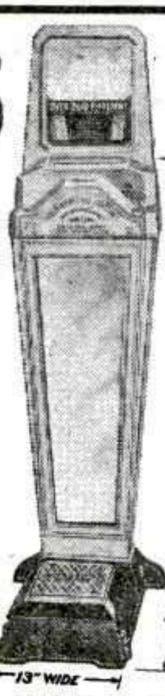


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Canteen Names Wilson Gen'l Mgr.

CHICAGO — Automatic Canteen Company of America has named Robert P. Wilson general manager. He succeeds Wilbur N. Ischie, who died last June. With his promotion, Wilson was also elected a vice-president of Canteen. Formerly assistant general manager of Canteen, Wilson has been with the firm 21 years. He started in 1935 as a serviceman for the Boston operation.

Christmas Tree ORNAMENT CHARMS

\$15.00 • 2 COLOR MIRROR FINISH
per thous.

• MIX THEM WITH POP BEADS SO KIDS CAN STRING THEM ON TREES!
• LABELS AVAILABLE at your distributor or

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CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 8-COLUMN CANDY, 160 capacity, prewar model ... \$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model ... 80.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model .. 165.00
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DUGRENIER CHAMPION CIGARETTE, 11-column, king size 65.00
DUGRENIER MODEL 5 7-Column, king size 45.00
UNEEDA 6-COLUMN CIGARETTE, king size 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
TRiangle 5-1857

FTC Hits L&M Cig Allowances

Continued from page 78

stocking Chesterfield regulars and kings and L&M filters.

On filters, the requirement is that if the machine carries any at all, one brand must be L&M. The L&M portion of the subsidy is \$12.50 per machine per year.

If the operator uses only Chesterfield regulars and kings, the subsidy is \$8 per machine per year. He is required to use one column of each, and he must carry L&M filters (and, of course, get the additional \$12.50 subsidy) if he carries any filters at all.

Year Pact

In order to qualify for the subsidy, the operator must sign a one-year contract, with an option for a year's extension. The operator must purchase matches with the L&M imprint at regular trade prices and he must provide the Harrough Corporation with a list of locations. Payments to the operator are made quarterly.

Other L&M vending subsidies are made to manufacturers—Rowe and Continental. Rowe receives an allowance on its showcase, while Continental carries an L&M sign.

Several East Coast operators said they were approached directly by L&M representatives on a subsidy deal. One operator was asked if he dealt thru the Harrough Corporation. He was told that L&M has an arrangement whereby the operator gets matches free if he deals directly with the company.

Operators, however, cannot make deals both with Harrough and L&M.

One operator admitted that the reason he stocked certain brands was because of the subsidies. He added that if the subsidies were dropped and were passed on to the operator in the form of lower wholesale prices, he would probably pass up those brands.

His reasoning is that the subsidy repays him for the space taken up by the slow movers. However, a greater profit margin will not compensate him for the space if the brands don't sell.

What effect the hearings will have on the cigarette vending subsidy picture is difficult to predict. It could very well cause the cigarette manufacturers to re-examine their subsidy programs tho.



Keeney's 3 VENDERS
SOUP
COFFEE
SNACKS

BRING 3-WAY PROFITS!

Write for FREE CIRCULARS TODAY!
J. H. Keeney & CO. INC.
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Macke to Install In-Plant Service In 2d G. E. Plant

WASHINGTON — The G. B. Macke Corporation, a major operating firm here, will install an automatic feeding service in the General Electric plant at Brockport, N. Y., within the next few weeks, it was announced this week.

Meyer Gelfand, Macke spokesman, announced the installation will be the firm's first north of its Washington headquarters and will serve more than 1,000 employees.

Macke already has an in-plant feeding service in the General Electric plant in Waynesboro, Va., where approximately 800 are employed.

Hot Dog Vender

Continued from page 78

After insertion of the coin, the frank is cooked electronically by electrodes which pierce the box. A sealed portion of mustard is in the container.

Refrigeration is provided by a 1/6-horsepower Tecumseh unit. Slug rejector and changemaker are National. First public showing will be in December at the convention of the National Automatic Merchandising Association.



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Separate cash box.
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ROWE IMPERIALS, ROYALS, NATIONAL 930, 950
PRESIDENTS, CRUSADERS 750, 9A

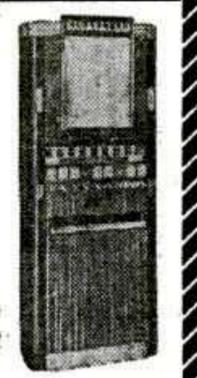
UNEEDA ALL MODELS
Also • **ROWE PRICE DIFFERENTIAL BARS**
Available: • **NEW CIGARETTE MAGAZINES (Containers)** for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.
TERMS ARRANGED—WRITE FOR INFORMATION.

CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
Rowe Crusader, 8 Cols., 340 Cap., 25¢ & 30¢ ..	135.00
National 950, 9 Cols., 370 Cap., 25¢ & 30¢ ..	115.00
Rowe Dip Cig. Vendor, 8 Cols., 340 Cap., 25¢ & 30¢	145.00
National 930, 9 Cols., 270 Cap., 25¢ & 30¢,	
King or Reg.	110.00
Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢,	
King & Reg.	130.00

All Equipment Unconditionally Guaranteed.
COMPLETELY RECONDITIONED AND REFINISHED
Trade Prices, 1/3 deposit, balance C.O.D.

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"The Nation's Leading Distributor of Vending Machines"
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DUGRENIER CHAMPION
11 Cols., 420 Cap.
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Only \$99.50

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Victor's New Super Mart Vendorama (Regd. U. S. Pat. Office) is the greatest bulk vendor ever devised! It's a Combination Vendor! It vends capsules filled with charms or other bulk merchandise and 210 gum! It operates with either pennies or nickels, and for every 6¢ played it vends (5) five balls of gum and (1) one capsule! Super Mart Vendorama will take in more money than your present vendors. It's guaranteed to satisfy you 100% or send it back and your money will be refunded. We will give you 30 days to test this great vendor and if you don't think it's the best super-salesman you ever had on location, please return it. Super Mart Vendorama is packed and sold two machines to the case; only \$24.95 per machine. Or ask for special deal of (1) one Super Mart Vendorama filled with 210 ball-gum and capsuled charms. Takes in \$15.50; pay location 25% or \$3.88; leaves you a net profit of \$11.57. Cost of Special Deal Complete, ready to set on location, only \$30.95. Try this deal today and be convinced. You will be back for more. Watch the pennies and nickels roll in! Only Super Mart Vendorama can do this for you! Full certified payment with all orders; no COD's; FOB Chicago.

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VENDING MACHINES
BRAND NEW—IMPORTED
 Will sell 25 different items and will take any number of different coins. Reasonable.
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VICTOR'S TOPPER



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\$13.25 each
\$12.75 100 or more
AMERICA'S FINEST BALL GUM VENDOR
VICTOR'S FIVE STAR BABY GRAND \$13.25 each

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THE ADVERTISING COLUMNS OF THE BILLBOARD!

COINMEN YOU KNOW

Miami

By R. OUL SHAPIRO

Bernie Koganofsky, of K&K Music Company, became the father of a boy last week. . . . Talking about babies, Joe Mangone, of Mangone & Mangone, was telling all and sundry about his first born. The young man scales 18 pounds and is only three and a half months old. . . . H. C. McClarty, of Key West Music Company, Key West, reports that he's feeling fine after that spell in the hospital. Oscar Garcia, of Key West, having a rough time of it these days with his arthritis.

Lenny Wolfe, of Broward Music Company, in town checking up on the record situation. Lenny reports things still quiet up Fort Lauderdale way, but should improve rapidly, what with many places re-opening for the season. Cy Wolfe, of Wolfe Distributing Company, in town prepping for the Seeburg Service School, which he and his group will conduct for the South Florida servicemen.

Ronny Shapiro, routeman for

J. SCHOENBACH

Distributor For
 oak Manufacturing Co., Inc.
 1645 BEDFORD AVE., BROOKLYN 25, N. Y.
 President 2-2900
 PHONE or WRITE FOR PRICES

Mangone & Mangone, flew to New York last weekend to attend a party. The kid is really living it up these days. Another lad who has been up North and sorely missed on the local scene is Harold Carson, of Juke Box Company. Buddy Cohen, of B&B Vending, still away on his vacation, the second one this year, but should be back on the job soon.

Washington

By DELORES NEWCOMB

Phil Mason, vice-president of Hirsh Machines, celebrated his 24th year in the business last month. Business is on the upgrade, he says, and the firm gets bigger every year. Mason believes that new equipment, Hi-Fi and better recordings have helped music op-

Soft Drink Distribs Hit \$166 Mil in '54

WASHINGTON — Soft drink distributors chalked up sales totaling \$166 million during 1954, approximately eight times the dollar volume of 1935, the only previous Business Census year in which the trade was classified separately, according to the Commerce Department.

There were 1,142 establishments in the U.S. primarily engaged in buying and selling soft drinks at wholesale at the end of 1954, compared with only 429 in 1935. All figures are preliminary and include firms bottling and distributing natural spring and mineral water, but do not include establishments bottling soft drinks.

States recording the largest dollar volume of sales in 1954 were New York, California, Missouri, Illinois and Massachusetts, in that order. Each had annual sales of \$11 million or more. Together, these five States reported sales totaling \$89 million, more than half the total for the country as a whole.

Confectionery Sales Up

WASHINGTON — Manufacturers' sales of confectionery and competitive chocolate products in August were estimated by Commerce Department at \$74,628 thousand, 36 per cent higher than July and 22 per cent above last year's August total. Sales of manufacturer-wholesalers at \$58,426 thousand were 34 per cent above July, 1956, and 20 per cent above August of last year. Manufacturer-retailers' estimated sales for August of this year were 16 per cent above July and 20 per cent above August, 1955. Poundage sales of bar goods for the first eight months of this year were up 14 per cent compared with the same period last year.

erators gain better public acceptance. Mason's current project . . . promoting better understanding among competitors.

Cigarette sales at Canteen Company are doing "exceptionally well," according to manager Jack Edgar. Washington's changeable weather, however, keeps beverage sales on an uneven keel. . . . Harry Leach, who operates photo and cigarette machines at Washington's zoo, says the season was a profitable one.

Detroit

By HAL REEVES

Joseph Hamway Jr. is establishing a small juke box operation on the East Side under the name of Hamway Music Company and may plan a modest expansion later. . . . Everett I. Watson, who has just taken over sole ownership of the Ray Music Company, was called east to New Jersey last week by a death in the family. Pearl Reed, in charge of the Ray Music office, has returned from a vacation in New York.

The M. & C. Vending Company is being formed by Lester Greenspan and William E. Maskeny as a new firm to operate hot and cold drink and soup vendors. Greenspan is a newcomer in vending, but is head of Nor-Les Sales, wholesale tobacco house, where the M. & C. headquarters are located. Maskeny has been in the business 17 years.

A new juke box operating firm, Standard Music Company, has been organized, with offices downtown. Principals are Benjamin F. Davis, who operates an insurance agency; Henry E. Anderson, a registered pharmacist, and William Fuller, who was formerly associated with the juke box business. Last named is active manager of the firm. . . . Joseph A. Konopka Jr. and Clara M. Konopka are establishing the J. & J. Vending on the East Side.

Ball and VENDING GUMS
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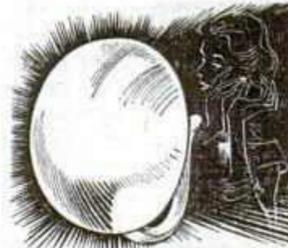
Bubble Ball Gum, 140-170 & 210 ct. . . . 37¢ lb.
 Chicle Ball Gum, 130 ct. . . . 33¢ lb.
 Chlor-Vend Ball Gum 40¢ lb.
 Chlor-Vend Chicks, 320 ct. . . . 40¢ lb.
 Chicle Chicks, 320 & 520 ct. . . 34¢ lb.
 Bubble Chicks, 320 & 520 ct. . . 27¢ lb.
 Tab (short sticks), 100 ct. . . . 38¢ box
 5-Stick Gum, 100 pack \$1.90

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PLUS 10,000 MIXTURE OF SNAP-ON BEADS and SNAP-ON ALPHABET BEADS
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TOTAL \$79.95 COST \$79.95

Cash with order or 1/2 dep., bal. c.o.d. TIME-PAYMENT PLAN ARRANGED.

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Solid Color 100M—2.75/M, less—3.00/M
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NEW!!! big fancy 15MM SNAP BEADS
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SNAP PEARL EARRINGS } 25M lots. . 12.00/M
MATCHING EAR CLIPS } less 14.00/M

STARDUST SNAP BEADS ★★ ★
 12MM . . . 100M—2.00/M, less—2.25/M
 10MM . . . 100M—1.75/M, less—2.00/M

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VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each

\$12.75 Each 100 or more

30 day money-back guarantee if not satisfied

1/2 deposit on all orders Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER As High As \$6.00 Per Machine On VICTOR TOPPERS Send Us Your List.

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2124 Market St., Philadelphia 3, Pa.
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NAMA to Meet

Continued from page 78

vember, will be for the purpose of selecting individuals from the NAMA group and the sanitary organizations involved to serve on the Sanitation Standards Committee. It will be between the NAMA group and representatives of the four major groups of sanitarians, including NAMA and the U. S. Public Health Service. At the meeting, the first four public health agencies to act as evaluators for the military sanitation code are to be named.

The third meeting, to be held during the NAMA convention December 2 thru 5, will be between NAMA representatives, sanitarians and representatives of the four health agencies that have accepted appointments as venter evaluators. Purpose of the meeting will be to familiarize the agencies and their representatives with the vending machines with which they will be working. They will also discuss the U. S. Public Health Service's sanitation code for vendors, which is scheduled to be ready for initial announcement and adoption in January.

Power House Bars To Get Sales Boost Thru TV Cartoons

CHICAGO—The Walter Johnson Company is inaugurating a new series of one-minute animated TV cartoon commercials to boost vending machine and counter sales of their Power House candy bar line.

The high-budget campaign has started in a series of test markets, coast to coast, and the campaign will extend thru the fall and early winter months.

Commercials will be based on a historical theme, with characters including a Roman emperor, Christopher Columbus and Paul Revere.

Nehi Winners Back From Nassau Trip

MIAMI — Five Nehi national cooler-vender sales contests winners and their wives returned here Tuesday (9) from a 10-day all-expense-paid vacation trip to Nassau.

The Nehi Corporation, parent franchise company for Royal Crown Cola, Nehi and Par-T-Pak beverages, awarded the trip to plants and company district representatives who sales forces had placed first in venter-cooler sales in five national contest divisions.

Making the trip were Mr. and Mrs. Bert Alcott Jr., Harlingen, Tex.; Mr. and Mrs. Blunt Martin, Tulsa; Mr. and Mrs. Mark D. Marshall, Lansing, Mich.; Mr. and Mrs. Jim Temple, Huntington Woods, Mich.; Mr. and Mrs. Harry McWilliam Jr., St. Louis.

Reade to Install

Continued from page 78

installations will probably be made in December or January.

Three-State Operation

The Reade organization, which entered the food field a decade ago, now conducts a multi-million-dollar annual catering business in New York, New Jersey and Connecticut.

Recently it entered the industrial vending business and has the Emerson Radio & Phonograph plant in Jersey City. Other vending installations include Fort Monmouth and the Earle Naval Ammunition Depot, both in New Jersey. The firm also operates vending equipment in food markets.

The Parkway contract awarded Reade covers 27 months.

Snack-O-Mat

Continued from page 78

owned by William I. Starkstein, an established vending company. Equipment used includes: Mills Coffee Bar, Apco Automatic Soda Shoppe, Dial-A-Drink (for coffee, tea, soup and chocolate), Juice Bar, Borden three-selection milk venter, Heinz six-selection hot food and soup unit, seven-selection candy venter, and an ice cream venter.

300 Daily Diners

Business has been very satisfactory in the Snack-O-Mat, according to Wilson. It tends to come in three heavy periods—at lunch time, and at the morning and afternoon coffee breaks. The spot averages 300 to 350 customers daily, many of them repeaters. There are about 100 steady customers. Average spending is from 20 to 25 cents a person.

Most trade naturally comes directly from the building itself, which is a large enough office building to justify the installation—38 stories (including a three-story penthouse area), with about 200 individual tenants. It is estimated that about 900 people work regularly in the building.

The Snack-O-Mat was introduced to its public thru an "open house" about three weeks after its regular opening. Announcements were made thru circulars sent to each office in the building when the center opened, followed up by distribution of large-size business cards also sent to each office. It is felt that promotion coverage over a wider area would not be justified.

Nov. 1 Production Set for Shake Unit

GARDNER, Mass.—Lovitt Enterprises, manufacturer of the Florence Shake-a-Mat, milkshake venter, expects to get in production by December 1.

Originally, the unit was to have been made at the plant of the Florence Stove Company here. However, the manufacturing site has been shifted to the Florence factory in Kankakee, Ill.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢\$12.00
N.W. DeLuxe 1¢ & 5¢ Comb. 12.00
N.W. #39 1¢ Perc. 7.95
N.W. #33 1¢ Perc. B.O. 6.50
Columbus #4 Bulk 6.50
Silver King 1¢ B.O. or Mds. 7.45
ABT Guns 30.00
Acorn, 1¢ or 5¢ 6.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen\$.80
Pistachio Nuts, Large Tulip77
Pistachio Nuts, Vendor's Mix57
Pistachio Nuts, Shell44
Cashew Whole44
Cashew Butts43
Peanuts Jumbo45
Spanish32
Mixed Nuts57
Tabby-Lets, 520 ct.30
Rainbow Peanuts32
Boston Baked Beans32
Jelly Beans38
Licorice Gems38
Leaflets (similar to M. & M.), 550 ct.40
Assorted Fruit Charms, 100 ct.42
Hershey-ets43

Rain Bio Ball Gum, 60 ct.\$.38
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.30
Rain Bio Ball Gum, 100 ct.32
200 lb. minimum, prepaid, on all Rain Bio Ball Gum.
Adams Gum, all flavors, 100 ct.45
Wrigley's Gum, all flavors, 100 ct.45
Beech-Nut, 100 ct.40
Hershey's Chocolate, 300 ct. 1.40
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.

1/3 Deposit, Balance C.O.D. STAMP FOLDERS, Lowest Prices... Write

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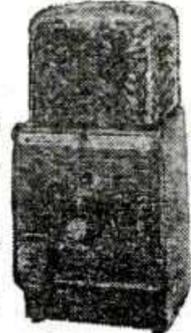
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49 NUT VENDER

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Displays merchandise to best advantage.

Also available in Hot Nut.



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Vacuum-Metalized in Gold, Silver, Red, Green, Blue and Pink.

Sixteen different CHARMS, all CHRISTMAS subjects — Santa, Xmas Tree, Snowman, Wreath, Three Wise Men, etc.

IN 100,000 LOTS & UP... \$4.10
IN 25,000 LOTS & UP... 4.35
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All prices per 1,000
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SAMUEL EPPY & CO., INC.
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MODEL E-7 DU GRENIER
7 COLUMN ELECTRIC CIGARETTE VENDOR

23 1/2" wide. 68" high. Capacity—332 packs. 5¢, 10¢ & 25¢. New (in original crates).

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ELECTRIC MONEY MAKER!
Famous ACME ELECTRIC MACHINE

Sample\$24.35
2 to 11 19.50
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Bracket 1.00
Floor Stand.. 5.00

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Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will... Indicated by pointer on dial.

Also one of the best amusement devices. Uses only one dry battery usually good for 1500 to 3000 plays.

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SUCCESSFUL VENDING REQUIRES:

The availability of quality merchandise which most people buy at frequent intervals; inexpensive, trouble-free machines which can be economically and quickly serviced, and a fair margin of profit.

Northwestern Venders

are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the

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For full information on our complete line of profit-making venders write to—
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MONTHLY FEATURES
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Yes—Please sign me up for Vend for
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(Foreign rate, one year, \$8) 706

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PLUG-IN BEADS
Pearlite Colors

NEW 210 COUNT GUM SIZE BETTER? They vend 1 for a penny.

DIFFERENT? Many have an extra hole on the bottom so that figures, animals, etc., can be formed.

In 25 M lots, \$3.50 per M.
Less than 25 M, \$4.00 per M.

Send 35¢ for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER

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10 Coin Mfrs. Sign For NAAPPB Show

Game Field Shows Keen Interest; Expect Wider Variety of Displays

CHICAGO—The coin-operated amusement industry is expected to make an improved showing this year at the annual National Association of Amusement Parks, Pools & Beaches convention here November 25-28.

Ten coin game and Kiddie Ride manufacturers have already contracted for space, and more are expected to sign as convention time draws nearer. The NAAPPB Show has been the top annual exposition for the amusement games industry, altho it is devoted mainly to the outdoor field.

Both in number of coin machine exhibits and in the numbers of different types of equipment, the

1956 Show bids fair to top last year's meet, when a total of 16 coin amusement firms exhibited, and showed a limited number of new products.

Among the game and ride firms already signed are Capitol Projector Corporation, New York; Chicago Coin Machine Company, Chicago; Empire Coin Machine Exchange (distributors), Chicago; Exhibit Supply Company, Chicago; Genco Manufacturing & Sales Company, Chicago; International Mutoscope Corporation, Long Island City, N. Y.; J. F. Frantz Company, Chicago; King Amusements, Mount Clemens, Mich.; Mike Munves Corporation, New York; Standard Metal Typer, Inc., Chicago, and Williams Manufacturing Company, Chicago.

Paul H. Huedepohl, NAAPPB executive secretary, reported last week that a total of 79 firms have already signed to exhibit at 157 booths. He said that space restrictions may hold down the potential number of exhibitors, but stated that price asked for booths will remain the same despite rising costs. A total of 6,000 individuals at-
(Continued on page 92)

Williams Ships Fun House Pin, 4-Player Game

CHICAGO—Fun House, a new four-player five-ball pin game, was shipped to distributors last week by Williams Manufacturing Company.

Special feature is three "trap doors" near top center of the playfield, which score bonus points and "mystery specials" for players landing balls in them.

A fan-type arrangement of 11 roll-over buttons is located just below the "trap doors," and between the "trap doors" and roll-overs is a "special when lighted" score button. Ball bumpers and switches cover bottom and top of playfield and flank the playfield borders. Button-operated flipper buttons at the bottom shoot balls back up playfield.

A multi-tilt feature permits player to continue playing in turn if one player tilts the game. Scoring reels on the backglass record separate scores for up to four contestants.

The game is adjustable to offer 3, 4 or 5-ball play. It is equipped with plated cigarette holders, chrome cabinet guards and a National slug rejector. Twin coin chutes are available at slight extra cost. Playfield and backglass are decorated with carnival fun house scenes, including clowns, park rides and pretty girls.

Williams Names New Distrib for Western Europe

CHICAGO — Williams Manufacturing Company, currently expanding its distributor organization abroad, last week appointed Belgian Amusement Company, Ltd., Antwerp, Belgium, as distributor in Belgium, the Netherlands and Luxembourg.

Belgian Amusement is headed by Sal Groentman and Al Polak. Sam Stern, Williams executive vice-president, made the appointment following his recent trip to Europe and Scandinavia.

Earlier, Stern announced appointments of three other new distributors to cover Italy, Switzerland and the Scandinavian countries. All the new Williams games and parts are now being shipped to the new distributors.

VIEW-DOO

Colors do Tricks on Exhibit Gun

CHICAGO—A bit of video voodoo is an integral part of Exhibit Supply's new gun game, Jungle Hunt.

The target area has a realistic jungle background, consisting of a four-color photograph of a jungle scene. Animal targets—elephants, tigers, monkeys and birds, also appear in four colors.

Here's the trick: The multi-colored animal targets actually penetrate the four-color jungle background, appearing perfectly clear for a few seconds, enabling the player to quickly take aim and fire. Then, they disappear as fast as they appeared. Animals appear one at a time.

The new game appeals to the ear as well as to the eye of the player. Each animal lets out an appropriate animal noise when hit. A small amplifier behind the target background provides the sound.

The "full color thru full color" scheme is a patented feature. The game is available with either a .22 rifle or .45 caliber pistol attachment. Target unit is connected to a separate gun-mounted coin box thru streamlined wrought-iron tubular lets. List price on Jungle Hunt is \$595.

Fall Coin Game Crop: Old Ideas, New Look

CHICAGO—New play features, rather than new types of games, are the earmarks of fall amusement machine manufacturing industry.

The nation's game operators, while most in need of some brand-new amusement game pieces, at least are getting their pick of several good variations of the standard equipment models.

Manufacturers of shuffles, gun games, pool games and pinballs have come up with new play innovations which should at least fill the gap until an entirely different type of location game makes its appearance. And there is still indication that manufacturers are striving to come up with such a creation before season's end.

Such a game does not pop up overnight. It must be designed, tested, and in most cases, redesigned and retested. Meanwhile the industry must depend on its standard models to "keep the ball rolling."

New Shuffle Model

Newest idea in the shuffle game line is incorporated into Chicago Coin's Miami Shuffle. Using an entirely different type of scoring system, the shuffle-target game is played with aluminum pucks which remain on the playfield thruout the game, rather than dropping thru

target holes. Pucks landed in holes drop in only to playfield level, permitting other pucks to pass over them.

In the gun game field, Exhibit Supply's Jungle Hunt has added a new approach to the standard rifle unit. It features animal targets that make appropriate sounds when hit and which appear in four-color view over a jungle backdrop, also in four-color style. Targets flash on the jungle backdrop, only to vanish from view in a few seconds, requiring quick shooting by the player. Either rifle or pistol attachments are available.

United's latest pinball, Brazil, features a different in-line scoring system. Arrows flash on the back-
(Continued on page 88)

Fed. Pin Rule May Help Ops In Ore. Ballot

PORTLAND, Ore. — The recent U. S. Court of Appeals decision that pinballs are not subject to \$250 tax on gaming machines under current law, is expected to help operators here to have their machines legalized and licensed.

Portland voters will vote on the pinball question in November. The new referendum was made possible by operators who got up petitions for the referendum.

Referring to the federal decision, Stan Terry, operator spokesman here, said: "The court's decision should clarify for Portland voters the fact that Congress placed pinballs in a category with amusement devices and not with gaming devices, such as slot machines."

The decision, handed down September 28 by the U. S. Court of Appeals in Chicago (Seventh Circuit), reversed a Federal District Court decision and ruled that pinballs are not gaming devices as defined by Congress in the Internal Revenue Code (The Billboard, October 6).

Oregon allows pinballs if free games are not redeemable in cash, but Portland has outlawed the games with or without payoffs. The State Supreme Court has upheld the city's right to do so.

Portland voters will cast ballots on the pinball question November 6.

Canada Pinball Trade Hit by Supreme Court

TORONTO—A Montreal pinball operator lost his appeal to the Supreme Court of Canada against a conviction of operating a pinball machine illegally, thereby giving strength to Canada's new Criminal Code.

Under one section of the law a pinball may be declared a "slot machine" within the meaning of the code.

The appeal to the highest court in the land was made by Archie Isseman, who took his case thru the courts of the Province of Quebec to the top court in the country.

Isseman was charged with keeping a gaming house. Prior to the Isseman case the crown lost three cases in the Supreme Court of Canada, involving pinball gaming charges based on the Criminal Code before its revision.

COIN MACHINE CARAVAN

Arcade Operator Moves 53 Units 8,000 Miles in 22-Week Season

TRENTON, N. J.—The average game operator generally complains when he has to shift equipment from one stop to another. However, Pat Razzano, Brooklyn operator, moves 53 pieces of equipment 22 times a year on a route which covers about 8,000 miles. Razzano isn't complaining one bit, however.

The Brooklyn game man is one of that rare species, a combination carnival man and coin machine operator. With his wife, his two employees and, of course, his 53 games, Razzano makes the route with the World of Mirth Shows, setting up his coin games in every

still date and fair played by WOM.

Razzano has been a traveling Arcade operator since 1951, when he picked up a small unit and hit the road with the King Reid Shows. The original unit had 21 pieces.

\$25,000 Investment

Last year he joined the larger WOM and expanded the unit to the current 53 pieces. The equipment, including two semis and a living trailer, represents an investment of about \$25,000.

Razzano originally operated a balloon concession at Coney Island, N. Y., until the business went sour. In 1951 he got a good buy on 21 games from a Canadian operator.

The only catch was that he didn't have any place to put them.

So being an old show business hand, Razzano bought a truck, hooked up with the King Reid Shows and put his equipment on the road. It's been there ever since.

Fair Dates

On September 30 Razzano ended a seven-day run at the New Jersey State Fair here. He has headed South with the show to play fair dates at Greensboro, N. C.; Winston-Salem, N. C.; Anderson, S. C.; Columbia, S. C., and ending with Augusta, Ga., November 3.

Razzano's season began May 25 at Plainfield, N. J., followed by still dates at New Brunswick, N. J.; South River, N. J.; South Plainfield, N. J.; Elizabeth, N. J.; New Britain,
(Continued on page 89)

Congress to Get New Game Tax Bill in Jan.

WASHINGTON — Congress will take another look at federal taxes relating to coin-operated amusement devices in January, when a bill introduced last July by Rep. Aime J. Forand (D., R.I.), will be reviewed.

Currently under study by the House Ways and Means Committee, the bill was referred to the Committee after no action was taken on it in the last session.

Basically, the bill would revise the Internal Revenue Code of 1954, and would affect the sections (4461 and 4462) which define and assay federal taxes on coin-operated amusement and gaming devices.

The bill would amend sections of the Internal Revenue Code of 1954 which were the basis for the U. S. Court of Appeals (Seventh Circuit, Chicago) decision, September 28, that bingo pinballs in which payoffs are made are not gaming

devices (The Billboard, October 13).

The bill would place coin devices into three distinct tax categories of \$10, \$25 and \$250 per year per machine. As the Internal Revenue Code now stands, it provides for only two categories of tax—\$10 or \$250.

The new \$25 category would cover pinballs and other types of coin games which award or entitle awards of a merchandise prize not to exceed retail value of \$5, non-redeemable in cash.

The \$10 tax would cover music, game or vending machines which do not award prizes, or, in the case of vending machines, which dispense or entitle a person to receive no prize of retail value over 5 cents.

The \$250 tax would include so-called "slot machines," not including those falling into the \$10 or
(Continued on page 92)

Ride Op Reaches New Locations Thru Display Ad

ST. LOUIS—After much experimentation, Barney Frericks, owner of Arrow Novelty Company here, has settled upon yellow page telephone directory advertising as the most direct route to new Kiddie Ride prospects on the local level.

Unable to keep pace with many potential locations which are opening up thruout the St. Louis market in large numbers, Frericks uses a large display advertisement in the St. Louis telephone directory which emphasizes, "We Specialize in Kiddie Rides," with the phone number.

Since he began running the ad, Frericks has more than tripled his Kiddie Ride strings, with locations in supermarkets, large chain drug-stores, children's wear stores, theater lobbies and many similar locations.

COINMEN YOU KNOW

Milwaukee

By BENN OLLMAN

Dime play continues to take a strong hold for the Hilltop Coin Machine Company. According to Doug Opitz, the firm now has nearly 70 machines working at the dime price. Last week saw the Hilltop routemen add another six stops to the list of dime play locations.

Gordon Furman, operations manager for the Capitol Records branch office here, has moved his household into Milwaukee now after locating living quarters near the headquarters. He formerly commuted from Beacer Dam. . . . According to Mrs. Raymond Lax, of Ray's Amusement Company, business has slumped a bit in recent weeks. Holding up the music receipts, however, she adds, are a couple of new tunes, "The Green Door," by Jim Lowe, and "Crazy Arms," by Ray Price.

Vending machine operator John L. Cocking, of the Automatic Coffee Service, Inc., is passing out cigars again. His wife just presented him with their seventh child, a girl. Claims he has finally caught up with his competitor, Herb Geiger, who also has a fine family of seven youngsters. . . . Barney Kuehn's list of operators stopping in for new disks at his Music Mart counter last week, included Clarence Smith, Milwaukee Amusement Company; Vince Waters; Fred Braun, Oconomowoc Amusement Company.

Morrie Fuhrman, of General Novelty, reports conditions fair, considering the lack of new equipment available in the games department. He looks for a strong pick-up in fall cash box takes. . . . Winthrop McBride, field representative in the credit and auditing department for the Wurlitzer Company, spent several days here last week checking things on his regular visit at the United, Inc., office.

According to Woody Johnson, of United, Inc., the steady trek of operators to see the new Wurlitzer music machines is still bringing in lots of orders. Visitors last week included Harry Kososki, Niagara; John Tuska, South Milwaukee's J. T. Novelty Company; Leslie Reder, of L. & R. Distributing Company, Milwaukee; Lou Alfabonte, Kenosha; Art Klement, Fort Atkinson, and Ralph Klatt, Beaver Dam.

Johnny O'Brien, the Major Distributing Company's top man, continues to show improvements from his recent bout with ulcers. O'Brien's schedule now finds him spending more time calling on accounts with his Mercury Records

hits as well as additional hours at the office. . . . W. A. Miller, sales rep here for Campbell's Soup, reports keen interest among local vending machine people over the firm's new hot soup vender. . . . Calling on the vending trade last week was J. H. Blubaugh, institutional sales representative for Nestle's Chocolate Company. He made the rounds of area operators, working out of his headquarters in Minneapolis.

Twin Cities

By JACK WEINBERG

Lester York, operator at Mitchell, S. D., suffered a stroke September 28 and is hospitalized there. . . . Amos Heilicher, of Advance Music Company, Minneapolis, added new phonos to his route last week. . . . Dick Henderson, of Willmar, Minn., was in town shopping for records for his music machines.

Norton Lieberman, of Twin City Novelty Company, considers himself very lucky. On Friday, September 28, he pulled a brand-new phonograph, new cigarette machine and new pool table from the Westwood hills Golf Club house in Suburban St. Louis Park. Sunday the place burned to the ground. . . . Murray Kirschbaum, who reopened his record one-stop service several months ago, reportedly is doing pretty well considering he has been out of the business, which he originated, for several years. His service operates out of S. L. London & Company, Seeburg distributor in Minneapolis.

Lu Welch, of F. C. Hayer & Company, RCA-Victor distributors in this territory, reports that operators are buying heavily of the new Elvis Presley waxing, "Love Me Tender." Other good sellers for the juke boxes, she said, are Presley's "Don't Be Cruel," with the flip, "Hound Dog," as big a coin-catcher, and Hugo Winterhalter's "Canadian Sunset." . . . Shoppers here last week included Frank Phillips, of Winona, Minn.; Andy Benna, Ironwood, Mich.; Frank Mager, Grand Rapids, Minn., and Lyle Kesting, Bellingham, Minn.

Solly Rose, at Sandler Distributing Company, reports that operator interest in the Wurlitzer 200 continues strong, with orders constantly coming in. . . . At Lieberman Music Company, Harold Lieberman said AMI phonos are getting good attention from the coinmen.

Boston

By CAMERON DEWAR

Sid Redd, of Redd Distributors reports phenomenal success among

operators with the 50-cent slot on the new Wurlitzers and says many are playing up the idea of the half-dollar bargain. . . . Sales Manager Bob Jones, just back from a swing around the Western territory, found interest high in ABC and Bally shuffle games, with Bally's Big Show pinball doing the biggest earnings of any game at the moment. . . . Redd's finding difficulty in filling orders, with a new rush of export business booming.

Dick Mitchell, of Dick's Records, had a lively visit from Pat Boone and Patience and Prudence, performing locally and doing a little promoting on the side. Dick says business has picked up well, with LP's moving better than ever.

Jerry Flatto, of Boston Record Distributors, receiving congratulations from his many friends. Jerry was featured in a story in one of the Boston papers dealing with the music industry. Had himself a handsome two-column cut, too. . . . Lou Seibock, Decca's special sales representative, stopped in at all the one-stops, including Dick Mitchell's, Jerry Flatto's and Milton Isrealoff's of Beacon shops in Providence.

Many out-of-town operators visiting in the Hub with the weather turned to a pleasant Indian summer. Al Sharpe, of Portland, Me., and Al Dolins, of Hyannis, were shopping around for games and music. Coin Row also had a visit from Joe Crosby, operator and exporter in Lima, Peru. . . . Most operators in town report music is taking a big upsurge and they look to a healthy fall and winter business.

Denver

By ROBERT LATIMER

Lloyd Patterson, music operator, sustained severe leg injuries in an

Utah Distrib's Showroom Is Most Modern

SALT LAKE CITY—Probably the most striking phonograph distributor's showroom in the Rocky Mountain States, from an architectural standpoint, was completed here recently by A. L. Knowles, AMI distributor for Utah, Western Colorado, Wyoming and part of New Mexico.

The showroom, on Salt Lake City's busy State Street, features an all-glass front, terrazo tile floor, pastel walls and a sound-proof acoustical ceiling which extends all the way back to the shop at the rear. Sharing floor space in the showroom with the new AMI models is a comfortable modern lounge and a pair of matching chairs.

Paneling which separates the general office at the front as well as partitioning off the shop and executive offices, is of blond walnut hardwood, combined with a low divider wall around the general office, of wire-cut narrow brick. The top of the brick wall has been made into a planter with a colorful display of green foliage thus interspersed between the office and showroom.

The same blond hardwood was used thruout the building to separate various departments, including the shop in the rear. Completely air-conditioned, the building provides a comfortable lounge for customers, sound-proof demonstration rooms for AMI phonographs and one of the lightest, best-equipped shops in the Rocky Mountain phonograph industry.

Knowles is probably one of the Western States' most active travelers, constantly on the road thruout the States of his distributor territory, as well as Montana, Idaho and Nevada.

automobile accident near Denver September 30. . . . L. E. Nowacki, phonograph operator in the Globeville area, has purchased three new Chevrolet station wagons for route coverage.

Mrs. Nella King, a familiar figure in Denver coin machine circles since the early 1930's, confined to a local hospital for a time, is back at her desk at Midwest Music. . . . Doyle Wycaver, head of Midwest

Music, has returned with his family from a vacation in Montana. He made a busman's holiday out of the trip by visiting operators in Butte, Mont., and other cities. Eddie Hamm, veteran operator, met Doyle in Butte. . . . Johnny Bergonese, pinball operator, has purchased the scale route formerly owned by Buddy Danovitz in Englewood, Colo.

(Continued on page 84)

LOWEST PRICES IN THE INDUSTRY!

3/4" REPLACEMENT

SLATE TOPS

FOR REGULATION SIZE POOL TABLES

GIANT SIZE BUMPERS • LIVE RUBBER BUMPERS
BEST QUALITY RUBBER-BACKED BILLIARD CLOTH

DISTRIBUTORSHIPS STILL AVAILABLE

Write, Wire or Phone **GEORGE PONSER, Sales Manager**

EASTERN NOVELTY DISTRIBUTORS, INC.

123 West Runyon Street Bigelow 3-7422 Newark 5, New Jersey

TOP VALUE BUYS

Reconditioned, ready to operate, guaranteed

SHOOT THE BEAR
SOCK THE OCK
COON HUNT

SEEBURG \$95

CHICAGO COIN TWIN HOCKEY (floor sample) . . . \$275
BALLY FUTURITY 45
NATIONAL, Model 7M, Cigarette Machine 125
NATIONAL, Model 9M, Cigarette Machine 145

J. ROSENFELD Co.

4701 WASHINGTON • ST. LOUIS 8, MO.
FOrest 7-6730

In our 25th YEAR! Authorized ROCK-OLA CHICAGO COIN Distributors

RECONDITIONED EQUIPMENT

These may not be the latest games, but they certainly are some of the best games you've ever seen as far as condition and appearance are concerned. Every one has been completely reconditioned, rails scraped and lacquered, cleaned thoroughly inside and out and ready to be put on location the minute you get them. And please note the low prices.

WRITE, WIRE OR PHONE FOR PROMPT SHIPMENT

GAY TIME \$165.00	SURF CLUB \$65.00
GAYETY 75.00	ICE FROLICS 65.00
BIG TIME 200.00	PALM SPRINGS 65.00
VARIETY 115.00	YACHT CLUB 60.00
HI-FI 65.00	BEACH CLUB 60.00
GOTTLIEB MYSTIC MARVEL \$150.00	

H.M. BRANSON DISTRIBUTING COMPANY
811 EAST BROADWAY Phone: WAbash 1343 LOUISVILLE 4, KENTUCKY
EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$12 (a considerable saving over single copy rates). Foreign rate \$24.

Payment enclosed Bill me

Name _____ 709
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

Moore, Foreman Enter Finance, Export Fields

FREEPORT, L. I., N. Y.—The coin machine empire being built on Long Island by Sandy Moore and Gabe Foreman showed evidences of expansion last week.

Foreman announced that the firm has organized the Sak Investment Corporation for the purpose of making direct loans to operators for equipment purchases.

The operating end of the business, Suffolk-Nassau Amusements, is one of the largest juke box and game operations in the nation. The jobbing business, Suffolk-Nassau Sales, handles new equipment sales for New York distributors and also sells used machines on its own. The firm also has set up a brok-

erage business in the buying and selling of music and game routes on a national basis. Sak Investment, in addition to lending money on equipment purchases, will also finance route purchases.

Moore and Foreman also announced that they have become associated with Mickey Wishinsky, Hurleyville, N. Y., operator, and Jack Gershon, Monticello, N. Y., operator, in an export subsidiary. This division will ship used juke boxes and games to Europe and South America.

The foundation has been poured on the 3,000-foot addition to S-N's showrooms in Freeport. The addition will house the finance and route brokerage firms.

COINMEN YOU KNOW

Continued from page 83

New York

By AARON STERNFIELD
Claire Morano, of the Associated Amusement Machine

Operators of New York, announces that the organization will hold its annual dinner dance December 8 at the Starlight Room of the Waldorf-

WANT

AMI-120 Phonographs, Hideaways, Wall Boxes, Steppers. SEEBURG-100 Hideaways, 3W1 Wall Boxes. Late Five Balls-Bally Miami Beach, Beach Beauty and Broadway.

ST. THOMAS COIN SALES, LTD.

PHONE: 2648. ST. THOMAS, ONTARIO, CANADA.

KANSAS DISTRIBUTOR-WURLITZER

AMI E-120 Phonographs... \$395.00	Wurlitzer 1600 Phonographs \$300.00
Wurlitzer 1800 Phonographs 775.00	Seeburg Model "C" Phonographs 525.00
Wurlitzer 1700 Phonographs converted to dual file strips 595.00	AMI D-80 Phonographs..... 295.00
Wurlitzer 1650, 45 rpm Hi-Fi 325.00	AMI D-40 Phonographs..... 245.00

UNITED DISTRIBUTORS, INC.

902 W. SECOND WICHITA 12, KANSAS HO 4-6111
HO 4-3504



Aluminum De-Greased DISCS

METAL TYPERS

Vending Aluminum Identification Discs Are In Demand Because:

- ★ They Are Service Free
- ★ Bring In Dimes
- ★ Require No Electrical Outlet

Write for Information Today





STANDARD HARVARD METAL TYPER, Inc.

1318 N. WESTERN AVE.
CHICAGO 22, ILL. • EV 4-3120

Astoria. Tickets are \$17.50 each.

Edwards' Q-Ball, the game route of the late Jack Tashman, has been renamed the T. & F. Amusement Company. Partners in the route are Leroy Tashman, Jack's son, and Joe Ferber.

Jack Semel is hospitalized with a heart attack... Albert Arnold Empire Amusement, has been discharged from the hospital where he underwent minor surgery.

Bernie Boorstein, Leslie Distributors, is back from a week's vacation in Fallsview, N. Y. ... Teddy (Champ) Seidel has had an eventful week. First, he became a grandfather for the first time when his daughter, Mrs. Gail Chorny, gave birth to a son, Brian. Then his other daughter, Barbara, became engaged to George Gottheimer.

Hank Peteet, Wurlitzer field engineer, was in New York last week visiting Joe Young, Irv Holtzman and Abe Lipsky. ... Harry Pugliese, M.&M. Vending, Huntington, Long Island, visited Sandy Moore and Gabe Foreman at Suffolk - Nassau Sales last week.

Stoner's Maley Dies

CHICAGO—Charles E. Maley, sales representative for Stoner Manufacturing Corporation, died October 8 following a heart attack suffered while attending the Texas Merchandising Vending Association meeting in Dallas, in September. Maley, who joined Stoner in 1953, was stricken while on the exhibit floor at the TMVA convention. He covered Arkansas, Tennessee, Alabama and Mississippi for the Stoner line.

DOUBLE-U PRODUCE MARKET

Yes, We Have Some Bananas, But Don't Send Us Any More

BALTIMORE—Sam Weisman, Double-U Sales Corporation here, denied reports that he was leaving the coin machine business to open a fruit stand.

It all started when Sam called Marty Toohey, New York Billboard advertising salesman, on copy for a used equipment advertisement for the October 13 Billboard. He told the BB man that he was advertising the machines for "75 bananas each."

Toohey, having a rather literal mind, had the advertisement read: "We Got 'Em and We Want to Get Rid of 'Em (pool tables), 75 Bananas Each." Then the fun began.

Green or Ripe
The first inquiry asked Sam

whether he preferred the bananas green or ripe. The second was no inquiry—it was 75 bananas. Then came another shipment of bananas; then another. Right now, Double-U Sales looks more like a wholesale fruit market than one of the nation's largest coin machine distributors.

Of course, Double-U has not entered the fruit business. The "75 bananas" in the advertisement meant 75 simoleons, buckaroos, seven sawbucks and a fin, or outside the trade, \$75.

Sam has issued an appeal to operators to refrain from sending fruit. He is tired of bananas and sour cream, banana fritters, banana splits, and bananas in general.

FOLK TALENT AND TUNES

Continued from page 47

Eddy Bond and Smiley Burnette, played to nearly 12,000 paid as grandstand feature at the Mississippi-Alabama Fair and Dairy Show, Tupelo, Miss., Saturday night, September 29, according to Bob Neal, head of Stars, Inc., who set the date. Perkins has just settled his family in a new home in Jackson, Tenn. ... Newest additions to Lou Black's Top Talent stable, Springfield, Mo., are Tommy Sosebee, singer, and Rufe Davis, comic.

Wilma Lee, Stoney Cooper and the Clinch Mountain Clan, whose latest on the Hickory label is "Cheated, Too," are slated for a tour of New Brunswick and Nova Scotia beginning mid-November. Arrangements are being handled by R. J. (Bob) Staph, now in that area. ... Johnny Ragsdale and the Sundowners; the Stardusters, girl singing trio, and the Polka Dots, square dancers, have just signed with the Hovas Furniture Company, Houston, to do a half-hour weekly show over KTRK, that city, each Thursday at 7 p.m. Red Novak continues as manager of the Ragsdale combo.

As an expression of gratitude to "Ozark Jubilee" for attracting many thousands of new tourists to the area, the 465 member firms of the Lake of the Ozarks Resort Association hosted the show's entire cast and executive staff at an "Ozark Jubilee" Day at the Lake of the Ozarks Monday, October 8. Highlights included a smorgasboard, rainbow trout fishing, a cocktail session and a dinner.

With Sonny James, Hank Locklin and Charline Arthur still on tour, some of "Big D Jamboree's" lesser acts are gobbling up the applause, notably Sherry Davis, Nancy Castlebury and the Belew Twins. ... Benny Williams has left the Tennessee Cut-Ups, of "Old Dominion Barn Dance," Richmond, Va., to join the act of Flatt and Scruggs. ... Bill Boyd and His Cowboy Ramblers and the McCoy Kids will be featured in a new live show, 4:30-5:30 p.m. each Saturday over KSKY, Dallas, beginning October 20. Seg will be billed as "Texas Round-Up." ... Ralph Foster, president of Crossroads TV, Springfield, Mo., is back in harness after 10 days of hunting and fishing at Kenora, Ont.

and Texas, join up with Jim Reeves, Jimmy and Johnny, Red Hayes and Tommy and Kenny Hill at San Angelo, Tex., Thursday (18). The augmented unit follows with Lubbock, Tex., October 20; Borger, Tex., 21, and Trinidad, Colo., 22. All aforementioned dates were promoted by Tom Kelly. Following Trinidad, the group will work four days for A. V. Bamford en route to Nashville.

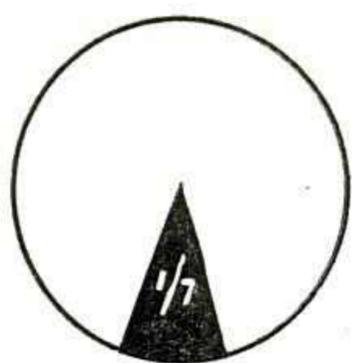
Routing on Hank Thompson and His Brazos Valley Boys for the remainder of October is as follows: Lawton, Okla., October 17; Kiowa, Kan., 18; Coffeyville, Kan., 19; Oklahoma City, 20; Seminole, Okla., 26; Tulsa, Okla., 27; Graham, Tex., 28; Robstown, Tex., 29; Houston, 30, and San Antonio, 31. ... The gospel-singing Blackwood Brothers' Quartet plays El Dorado, Ark., October 17 and follows with Gadsden, Ala., 18; Charlotte, N. C., 19; Atlanta, 20; Cairo, Ill., 23; Knoxville, 25, and Birmingham, 27. ... Thurston Moore folded the season on his Verona Lake Ranch, Verona, Ky., September 30, with a big free show highlighting Bill Monroe, Lattie Moore, the Verona Lake Ranch Boys, the Southerneers, Ray Pennington's band and King Williams' band.

The Maddox Brothers and Rose have split up temporarily, with Rose joining "Grand Ole Opry" as a single, while the lads remain on the West Coast to work one-nighters until November. They rejoin forces early in November to play a string of Southern one-nighters for promoter Bob Neal. The Maddox Brothers' new Columbia release is "The Death of Rock 'n' Roll." ... Rusty and Doug, now appearing on "World's Original Jamboree," Wheeling, W. Va., have as their newest on the Hickory label "Mister Love" c.w. "I'll Understand."

Larry Lee Memorial Night, held at the Newton, N. J., High School October 2 in memory of e.&w. entertainer Larry Lee, who lost his life last May while rescuing two small boys from a sinking rowboat, netted \$1,330. The money will go toward educating Larry's twins, now a year old. Those who participated in the five-hour show were Curly Gilbson and the Sunshine Playboys, Willis Meyers, Johnny Swindell, Lee and Earl, Ted Paugh and the Jersey Mountain Boys, Ted Dennis and the Kittatinny Country Boys; the late Larry Lee's own combo, the Echo Valley Kinfolk; Craig Brown, and WNNJ announcers John Bennett, Bob Farrington and Benny Hick-

(Continued on page 87)

You're Right.. 1/7 isn't much!



Yet, a 6-month analysis of actual Distributor advertising lineage in all magazines serving the Coin Machine Field shows this overwhelming 7/1 proportion:

163,080.....The Billboard
23,978.....All Other Publications

This convincing evidence of Distributor preference for one magazine clearly establishes The Billboard as the leading advertising vehicle in the Coin Machine Field. Why not let The Billboard's full market coverage work for you? Begin a consistent schedule now, at the start of the fall buying season!

The Billboard

Your Billboard representative will be glad to give you further information. Contact nearest office listed below.

CHICAGO 1, ILL. 188 W. Randolph St. Central 6-8761 Jack Sloan Dick Wilson Dick Ford	CINCINNATI 22, OHIO 2160 Patterson St. DUnbar 1-6450 Lou Schochet	NEW YORK 36, N. Y. 1564 Broadway PLaza 7-2800 Martin Toohey	ST. LOUIS 1, MO. 390 Arcade Building CHestnut 1-0443 Frank Joerling	HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. HOLLYWOOD 9-5831 George Kelley
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Hawshaw Hawkins, Jean Shepard, Cowboy Copas, the Louvin Brothers, Marvin Rainwater and Mimi Roman, who Wednesday (17) conclude an eight-day trek thru Oklahoma

Williams to Mail New Parts Catalog

CHICAGO — A new comprehensive parts catalog and price list on amusement game parts and supplies has arrived at Williams Manufacturing Company, Art Weinand, sales manager, announced last week.

Weinand said the new catalog, which covers most of the mechanical and electrical parts used on late model Williams pinballs, gun games, pool games and Arcade machines, will be mailed out to distributors and operators requesting copies.

BASEBALL BLUES

Gotham Collections Dip During Series

NEW YORK — Most Gotham coin machine and juke box operators termed the past week one of the worst fall collection periods in recent years. Business here generally begins its upswing after Labor Day and runs strong during the crisp fall days.

But last week was almost as dead as mid-summer, and no one seemed to have a logical explanation.

Most frequent reason offered was the World Series and the fact that the city was interested in baseball, not music, while the October classic was being played at Ebbets Field and Yankee Stadium here.

City Series

The fact that it was an all-New York series hurt both the bar and coin machine business. If the National League representative had been Milwaukee or Cincinnati, a Midwestern invasion would have taken place and a lot of out-of-town money would have found its

Ed Ravreby, of Associated Amusements, getting set for a big showing of the new Rock-Ola. Ed had a good summer in his Playtime Arcade in Gloucester. He notes that banks in the area are tightening up on financing and feels that this is the time for operators to make a special effort to meet payments on time to enhance the name of the game and music industry with the credit people. . . . Ed just got in from a trip to Canada.

way into the coin boxes of Gotham operators.

Visiting firemen are usually big spenders here, and tavern locations do well when they are here in numbers.

The number of persons attending the seven games hurt daytime takes in taverns. In many cases, those who were able to wrangle the afternoons off to watch the Series were the same people who were able to spend their afternoons in taverns and feed the juke boxes.

Of course, while the games were being played, juke boxes were silent and shuffle alleys were idle. In the evenings, post mortems on the afternoon action took the place of friendly shuffle alley matches, and the arguments were loud enough to make the playing of juke boxes unfeasible.

NBBB Cites Alco

Continued from page 78

Aniline and Film Corporation has informed NBBB that it has also notified Alco of a complaint: "Alco has no right to offer, even by implication, distributorships for Anco film, nor to hold out to the public that the enterprise is connected with or sponsored by Anco."

Eastman Kodak Company has also informed NBBB that Alco has no authorization to use the Kodak name.

NBBB stated that Asco Vending Machine Corporation and Alexander S. Cohen (president of Alco Sales Corporation) were the subject of an FTC cease and desist order issued in March, 1951. By terms of that order, respondents were prohibited from making false statements in connection with the advertising and sales of vending machines.

TRY - BUY - RELY ON WORLD WIDE

BINGO GAMES

UNITED		BALLY	
STARLET	\$225	MIAMI BEACH	\$225
PIXIE	215	GAYTIME	185
TRIPLE PLAY	175	GAYETY	110
MANHATTAN	110	BIG TIME	210
CABANA	55	VARIETY	145
RIO	75	SURF CLUB	95
STATES	45	ICE FROLICS	85
LEADER	35	PALM SPRINGS	85
		PALM BEACH	\$45
		YACHT CLUB	65
		HI FI	95
		DUDE RANCH	85
		CONEY ISLAND	80
		BRIGHT SPOT	75
		ATLANTIC CITY	55
		FROLICS	75

WILLIAMS POOL GAMES

JUNIOR	
BANK POOL	\$55
DLX BANK POOL	65
4 ROYAL POOL	94
SENIOR	
4 ROYAL POOL	\$114
DLX BANK POOL	79

NEW GAMES

United HANDICAP BOWLER
United PIRATE GUN
United BRAZIL
Bally BIG SHOW
Bally CONGRESS BOWLER
Gottlieb AUTO RACE

5-BALL GAMES

WILLIAMS		GOTTLIB	
CARAVAN	\$ 75	SCOREBOARD, 4-PL.	\$315
DEALER	75	MARATHON, 2-PL.	315
'B' BALL	50	DERBY DAY	240
LAZY Q	75	LOVELY LUCY	125
THREE DEUCES	225	JOCKEY CLUB	115
PETER PAN	150	QUEEN OF HEARTS	75
SCREAMO	110	FOUR HORSEMEN	80

FLOOR SAMPLES

WILLIAMS CRANES WRITE

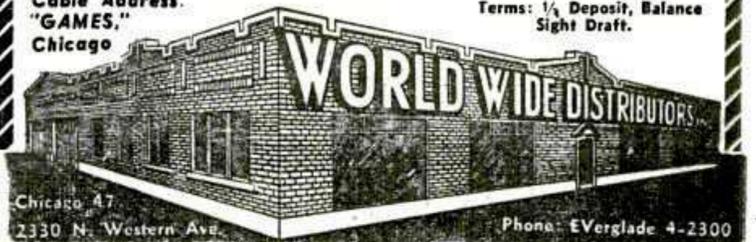
Don't Delay—Order Now! Immediate Delivery

ARCADE

Lane MERRY-GO-ROUND	\$325
ROCKET PATROL KIDDIE RIDE	195
United DLX CARNIVAL GUN	210
Seeburg COON HUNT	125
Exhibit GUN PATROL	85
Exhibit SIX SHOOTER	85
Exhibit JET GUN	85

Cable Address: "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



EXCLUSIVE FACTORY DISTRIBUTORS AMI-CHICAGO COIN-GENCO-EXHIBIT

BOWLERS

Bowling Teams	\$275.00
Bonus Score	275.00
Triple Strike	235.00
Fireball	195.00
Playtime	175.00
Feature Frame	125.00
Super Frame	100.00
Criss Cross Bowler	135.00
Advance	95.00
Flash Bowler	145.00
King Bowler	95.00
Criss Cross Target	150.00
Triple Score (Lge. Pins)	75.00
Mystic Bowler	245.00
Rocket Bowler	150.00
Royal	75.00

1/3 deposit with order, balance C.O.D. or sight draft

MUSIC

Seeburg Model R	\$795.00
Wurlitzer 1700	575.00
AMI F-120	495.00
AMI D-40	210.00
AMI A-40	99.50
Seeburg M100A	225.00
Wurlitzer 1500	195.00
Wurlitzer	185.00
5-BALLS	
Gottlieb Quartette	\$ 75.00
Chinatown	60.00
Pin Wheel	95.00
Stage Coach	175.00
Four Bells	165.00
Shindig	99.50
Poker Face	90.00
Skill Pool	55.00
Williams Three Deuces	210.00
Tim Buc Tu	225.00
Dealer	65.00
Gun Club	75.00
Spitfire	100.00

MONROE

COIN MACHINE EXCHANGE INC

2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

BINGO SPECIALS!

CLEAN GAMES READY FOR LOCATION

GAYETY	\$75.00	BALLY BEAUTY	\$50.00
HI-FI	60.00	ICE FROLICS	50.00
SURF CLUB	50.00	BEACH CLUB	45.00
PALM SPRINGS	50.00	FROLIC	40.00
CONEY ISLAND	\$35.00		

Immediate delivery

1/3 DEPOSIT

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

WURLITZER

1015	\$ 65
1100	95
1250	145
1400	210
1500	225
1500A	395
1600	300
1650	395
1700	575
1800	695

SEEBURG

100A	\$265
B	395
BL	425
C	520
G	675
W	695
R	725
I	800
ROCK-OLA	
1434 Rocket	\$285
1436 Fireball 120	295
1438 Comet	485
1446 Hi Fi	645

AMI

200 RECORD G	
WRITE—WIRE—CALL	
B	\$ 95
C	95
D40	195
E40	225
D80	325
E80	445
E120	445
F80	545
F120	650

SHUFFLE ALLEYS

BALLY JET	\$195
BALLY MYSTIC	175
KEENEY SPECIAL DELUXE LANE	210
KEENEY NATIONAL	250
UNITED SUPER BONUS	375
UNITED BONUS	350
UNITED CLIPPER	315
UNITED LIGHTNING	275
UNITED TARGETTE	175
UNITED TEAM BOWLER	115
UNITED LEADER	95

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MIDGET MOVIES (with Film)	\$135
PENNY SCALES	75
JUMBO POOL	125
MIAMI BEACH	235
LANE FIRE ENGINE	485

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Coin Chutes, Double Dime, Ea.	7.75
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FOLK TALENT AND TUNES

Continued from page 84

man. The performances introduced c.&w. shows to the Newton area and it is planned to make the memorial annual event on Larry's birthday, October 2.

Jack Stapp, WSM program director, in charge of arrangements for the annual WSM-sponsored deejay convention to be held in Nashville November 9-10, is mapping an interesting business-session program to be conducted on Friday morning of the convention. Stapp is scheduling educational and informative talks by leaders in the industry, limited to 10 minutes, with questions from the floor following each point of discussion. Awards to deejays and c.&w. artists by trade publications and music firms will be limited. If present plans jell, presentations will be made at a dinner this year instead of at the regular business meeting.

Pee Wee White Wing, former steel man with the Hank Thompson band, is currently being featured with the Western All-Stars, holding forth each Saturday night at Napradack Hall, San Jose, Calif. . . . Georgie Riddle is working out of Marion, Ind., the next four weeks along with Betty Lee and Walter Riddle and the Tennessee Valley Boys, of WMRI, Knoxville. On Saturday nights Georgie will appear on WLBC-TV, Muncie, Ind. He returns to his Knoxville headquarters in mid-November. . . . John Stephenson has a new release on the Cowtown label, "Baby, Stay Away From My Door," b/w "The Image of the Girl in My Dreams," both published by Star Sales Company, Inc. Deejay copies are available by writing to Stephenson at Avery, Tex.

Texas Bill Strength took a few days off from his platter spinning at KEVE, Minneapolis, last week for a bit of bear hunting in Montana. Johnny T. and Verne Sheppard spelled him during his absence. . . . Warren Smith guests with "Big D Jamboree," Dallas, Saturday (20), with Lefty Frizzell occupying that niche the following Saturday (27). . . . "Big D's" Sherry Davis was added to the Elvis Presley package which played the State Fair of Texas, Dallas, last Thursday (11), and followed with San Antonio and Houston over the weekend.

Lonnie Barron last week inaugurated a new show on WDOG, Marine City, Mich., which will keep him occupied six days a week, beginning at 11 a.m. Lonnie's newest on the Sage & Sand label, released October 10, is "Please, Blue Heart," a country item penned by Mrs. Bob Sykes, of Nashville, and a rock 'n' roller, "My Teen-Age Queen." Deejays may obtain a copy by writing to him at the above station. Last weekend, Barron guested on WWVA's "World's Original Jamboree," Wheeling, W. Va.

Lawrence Thacker has returned to his duties at "Big D Jamboree," Dallas, after handling a Canadian tour for A. V. Bamford. . . . Capitol's Jerry Reed, who calls Atlanta home, hopped into Minneapolis recently to guest on all KEVE deejay shows with Verne Sheppard, Johnny T. and Texas Bill Strength. . . . Bob Belyeu, up-and-coming tunesmith, with 14 songs already recorded and four more set for release next month, will attend the deejay festival in Nashville November 9-10 accompanied by his manager, Charles Wright. Belyeu's

ditties have been released on the Aladdin, Columbia, Mercury and Republic labels.

Texas Tony Merrill and his unit, with Miss Bo Kannon, rhythm blues singer, played to a crowd of 6,000 at a showing of the new Ford in North Carolina last week, with the appearance heralded by full-page ads in the local daily. Success of the venture netted him a Christmas show for the same Ford distributor. Merrill reports that his ailing legs are mended and that he can again navigate in normal fashion, which means he'll start promoting personals again soon. . . . Johnny Cash and Faron Young are set for Tallahassee, Fla., October 17; Miami, 18; Orlando, 19, and Tampa, 20.

Charley Holmes, Mutual network personality, is featured on the web's new record show, "Lots of Music," heard Monday thru Friday 2:30-5 p.m. The new stanza spotlights a cross-section of favorite tunes in all fields, with a slight accent on c.&w. Jim Morehead, producer and songwriter, is programming the tunes on the show. "Lots of Music" is done in complete half-hour segments, permitting Mutual affiliates to carry such portions as desired.

With the Jockeys

Eddie Briggs, who recently completed a four-year hitch with the Navy, has returned to the mike at KCHJ, Delano, Calif., where he spins the wax from 2-4 p.m. each Saturday. . . . Gordon Shaw, KFRB, Fairbanks, Alaska, types: "We here in Alaska have really appreciated the c.&w. artists that have appeared here in the past few months, including such folks as Leon Payne, Charline Arthur, Bobby Lord, Wanda Jackson and Tabby

West. Hope some of the kinks can be ironed out and that more artists will make the trip up here." . . . Grey Martin, heard three and a half hours each day over WPRS, Paris, Ill., with his "Round the Horn" show, is making personal appearances in the area with his Ranch House Boys. Martin advises that he'll complete the requirements for a master's degree this winter.

Eddie Skelton, who is broadcasting three hours of the country stuff daily over WMCH, Church Hill, Tenn., infos that he has some new song material which he'll send to any artist upon request. . . . Judge Art Barrett, after doing church work in Virginia, the Carolinas and Florida during the summer, has returned to WCMS, Norfolk, where he has resumed with his sacred song shows. Barrett has added a new sacred seg to his schedule, broadcast each day from 2:30-2:55 p.m.

Johnnie Bailes, on the air six hours a day with the country platters over WJAT, Swainsboro, Ga., reports that Johnny Elgin, who recently joined WJAT's "Peach State Jamboree," is going well with the (Continued on page 88)

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ROTATION BALLS

Set of 10—5 white with large red numbers 1-2-3-4-5, 5 red with large white numbers 1-2-3-4-5. Operators' price \$22.50 and worth it.

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AMI	WALL BOX
MODEL "C" ... \$109.50	3W1 (SEEBURG 100) CHROME \$69.50
W-120 WALLBOX... 45.00	3W1 (SEEBURG 100) PAINTED. 59.50

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Big Time 225	Palm Springs 75
Pixies 225	Dude Ranch 75
Gay Time 195	Beach Club 75
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Variety 145	Yacht Club 75
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	Bright Spot 75
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Shindig 125.00	Happy Days 95.00	WILLIAMS SUPER SCORE	Big Ben \$145.00
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4 Stars 75.00	Pinwheel 115.00	Jolly Joker 95.00	Race the Clock 275.00
Gold Star 150.00	Mystic Marvel 175.00	9 Sisters 125.00	Peter Pan 175.00
Hawaiian Beauty 160.00	Stage Coach 195.00	Spitfire 135.00	Skyway 145.00
Daisy Mae 175.00	Gypsy Queen 185.00	Can Can 275.00	Jalopy 95.00
		Timbuctu 195.00	

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Late Shuffles
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Undersea Raider 275.00	Set Shot Basketball 99.50
Flying Saucer 125.00	DeLuxe Baseball 175.00
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COMPLETE STOCK OF USED POOLS, \$75 Each

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Complete With Stand

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Made in Germany. Deluxe construction throughout. Guaranteed tamper-proof cash box. Write for descriptive literature.

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Guaranteed to be the finest top made

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Utah Credit View Sound; Trade-In Trend Grows

SALT LAKE CITY — Credit plans as they affect the purchase of amusement games and phonographs are not expected to change appreciably thru the 1956-1957 winter season, according to a survey of the Mormon capitol's operators.

Most distributors in this area have standardized on 10 per cent down with 24 months to pay, and as yet there has been no evidence

that phonograph operators want anything different. There has been, however, a marked trend toward bigger trade-ins, fostered by the fact that many Mountain States operators are trading in relatively new hundred-play machines on two-hundreds.

Where pin games are concerned, the usual credit structure calls for one-third down and six months to pay. Here again no signal changes

in buying methods are expected because of the fact that the commanding percentage of operators prefer to pay cash or a high percentage of cash for these games. In many instances amusement game buyers are paying anywhere from 50 to 75 per cent down and clearing up the remainder of the obligation in the following two to three months.

Despite the fact that sales volume in both games and juke boxes was down sharply thru 1956, the actual number of repossessions made by distributors, hit "a new low," according to the four largest distributors here.

Contributing to this picture was the fact that in Salt Lake City, with a heavy population boost this year and general prosperity in all directions, individual operators were showing a worthwhile profit on dime play.

In fact, several distributors indicate the switch to dime play has probably been the major factor in eliminating credit headaches.

Fall Game Crop

Continued from page 82

glass to light up rows of numbers, rather than simply individual numbers. This gives players a choice of three spot numbers in lighted-up rows for a better in-line score opportunity.

While few new pool models have appeared on the fall scene, quite a number of replacement table tops, many with new play features are in production. One such table top, Champion's Obstacle Pool, has four playfield holes, two of which are obstacle holes. Players are penalized for landing in obstacle holes, but score on regular holes.

Latest new pool game to hit the market is Fischer's Six Pocket. This game, the same size as bumper pool tables, is played with 15 balls. The six pockets permit players to play any regular game of pool, such as rotation or Kelly, on coin operation.

The first new Kiddie Ride of the fall season is in the making at Bally Manufacturing Company. It is a two-seater motorcycle like those used by traffic cops. It has similar motion to the firm's Model T ride, produced earlier.

One of the few new Arcade-type machines now on the market is International Mutoscope's Lord's Prayer vender. Operating on combination dime-penny play, the machine gives the illusion that the Lord's Prayer is actually engraved on the penny inserted.

**BRAND NEW
POOL TABLES
SPECIAL PRICE
\$125.00**

2 or 3-hole play, Jumbo Light-Up Bumpers and Non-Warp Play Fields.

NEW GAMES

- Genco State Fair
- Bally Big Show
- United Brazil
- Gottlieb Auto Race
- United Handicap
- Bally Congress

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GOTTLIEB SCOREBOARD 4 PLAYER \$295.00

BINGOS

Miami Beach ..\$225.00
Big Time .. 225.00
Gay Time ..\$190.00
Variety .. 135.00

SUPPLIES

Plastic Cups, red or white, Ea. . . . \$.50
Coin Chutes, Ea. 10.80
Set of 10 2 1/2" Pool Balls .. 12.00

Playfield Cloth ..\$ 9.50
Set of 8 Pucks .. 12.00
Shuffle Game Wax, 3.50
Shuffle Board Score Pads, 1,000 .. 7.50



USED POOL TABLES

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All models in excellent condition.

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the highest rated 5-Ball today

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Williams FUN HOUSE 4-PLAYER

NOVELTY or REPLAY

- ★ Bonus Scoring ★ High Scores
- ★ Multi-Tilt Feature permits player to continue playing in turn if one player tilts game!

New Trap Door Feature scores "BONUS" and "Mystery Special"

The "Forward Look" in Cabinets

new smooth-as-silk Ball Shooter!

new SCORE CARD HOLDER!
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1 to 4 can play

Twin Chutes at slight extra cost

Plated Cigarette Holders on siderails!

Chrome Cabinet Guards Around Flipper Buttons!

*** ADJUSTABLE to 3-4- or 5 ball play!**

Another FIRST

FEATURE by Williams

National Slug Rejector is standard equipment ON ALL WILLIAMS 5-BALL GAMES!



Write Dept. B FOR NEW PARTS CATALOG

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

FOLK TALENT AND TUNES

Continued from page 87

fans, as is Jerry Foster and His Drifters. Guesting with "Jamboree" last Saturday (13) was Grandpa Jones, with Jimmy and Johnny due in October 27. . . . Bill Boyd has kicked off a new series of "Western Round-Up" over KSKY, Dallas. Show is heard 11-11:45 a.m., Monday thru Friday, and from 2-2:45 p.m. on Saturdays. Boyd invites recording artists and record companies to send him deejay copies.

The Westmers, new c.&w. band, bowed recently over KSTB, Breckenridge, Tex. Deejay Jay Thompson and Gene Funderburg head up the group. . . . Jim Kennington, KVOU, Uvalde, Tex., letters: "I have moved from KCFH, Cuero, Tex., to KVOU, which is located in the beautiful hill country of Southwest Texas. Am holding forth with two telephone request shows per day, one in the late afternoon and another from 8-9 p.m. each day. Music service is fair here. Am especially in need of Martha Lynn's RCA Victor releases, as the folks in this area are not familiar with her recordings. Also, any diskeries with sacred music in the c.&w. style will get spins if they will send me their material. Still looking to The Billboard for the best coverage of news from the music field."

Warning! Warning!

- These buys will move fast
Phone or wire now!
- Bally ABC Bowler\$445.00
 - United Venus Targette... 199.50
 - United Fifth Inning..... 225.00
 - United Targette 135.00
 - Chico Super Framo Alley. 100.00
 - Ex. Shooting Gallery 100.00
 - Ex. Dale Gun 30.00
 - Mufo. Rock 'N' Roll 80.00
 - Wm.'s Army Navy..... 39.50
 - Wm.'s Spitfire 89.50
 - Wm.'s Silver Skates..... 54.50
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 - Wurlitzer 1100 75.00
 - Seeburg Model C..... 500.00
 - Seeburg M100A 200.00
 - Wurlitzer 1400, 45 rpm... 190.00
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- Genco Lovely Lucy 89.00
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- Genco Mystic Marvel 139.00
- Williams Niagara 39.00
- Williams Nine Sisters 59.00
- Williams Paratrooper 29.00
- Williams Peter Pan 149.00

PIN GAMES

- Williams 2-Player Piccadilly ...\$299.00
- Genco Quartette 69.00
- Williams Red-White-Blue 149.00
- Williams Regatta 149.00
- Genco Rose Bowl 29.00
- Williams Screamo 99.00
- Genco Select-A-Card 29.00
- Williams Sky Way 119.00
- Williams Smoke Signal 159.00
- Williams Snafu 159.00
- Williams Spit-Fire 79.00
- Williams Star Pool 129.00
- Williams Star Series 29.00
- Chi Coin 6-Pl. Super Home Run, 159.00
- Williams Twenty Grand 39.00
- Williams Wonderland 159.00

BINGOS

- United A.B.C.\$ 45.00
- Bally Beach Club 65.00
- Bally Frolics 75.00
- United Havana 65.00
- Williams Long Beach 45.00
- Keeney Life-A-Line 45.00
- Bally Spot-Lite 45.00
- United Stars 50.00
- United Tahiti 70.00
- United Tropics 65.00
- Bally Yacht Club 75.00

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Arcade Op Moves 53 Units

Continued from page 82

Conn.; Worcester, Mass.; Portland, Me., and Augusta, Me.

The fair season started July 30 at Bangor, Me., and hit the following stops before arriving here: Presque Isle, Me.; Ottawa; Burlington, Vt.; Lewiston, Me.; Brockton, Mass., and Allentown, Pa.

Arcade Staff

His permanent staff includes Razzano, who is electrician, mechanic, handyman and general manager; Mrs. Razzano, in charge of the change booth, and two employees who help in setting up, tearing down and operating.

In addition, two locals are generally hired to pitch in on the setting up and tearing down. If Razzano can get the two extras, the Arcade can be set up in five and a half hours and taken down in about half that time.

Equipment for the traveling Arcade must be chosen with care. It cannot be too bulky and it must be legal in all communities played by the show. On size, shuffle alleys are ruled out. Pins, which are not legal in some communities are not used either.

14 Dime Pieces

Of the 53 pieces, 14 are on 10-cent play and the remainder are straight 5 cents. There are no 1-cent or 2-cent games. The only game more than 10 cents is the Auto-Photo, four pictures for 50 cents.

Razzano feels that he can charge more than the stationary Arcade because of his travel expenses—about \$6,500 for the 22-week season—and because people at fairs and carnivals are in a spending mood.

Top earner is the Auto-Photo, and the 14 10-cent pieces outgross the 39 5-cent pieces. The Big Top (rifle) is the top dime earner, followed by Grandma, Crane Galleries, Bear Gun, Night Fighter, Coon Hunt and the picture machines.

Goalie is the top nickel earner, followed by the Drivemobile, Space Gun, Sky Fighter, Wild West and

Deny FTC Charges

Continued from page 78

the challenged claims, and deny that other claims are false. They deny advertising that prospects can earn \$100 a week, but maintain it possible that a prospect may "earn up to \$100 per week." (See The Billboard, October 6.)

Both firms contend that operators of the machines are not required to sell or canvass and that these operators are given financial assistance if they wish to expand. Respondents admit they do not operate a manufacturing plant but maintain that the machines sold by them are made for them according to their own design and under their own label. Under these circumstances, they claim, the machines are manufactured by them.

The firms further contend that newspaper and magazine ads are inserted by independent contractors over whom they have no control. The ads, according to the respondents, are "basically true."

A hearing has been set for November 14 in FTC's Chicago office.

Sky Pilot. As a rule, group games do better than singles.

Transportation is complicated, with one of the semis going piggy back on a flat car and the other hooked up to a tractor and going only 58 feet. In transit, 158 blankets are used to protect the games.

Playing in the United States and Canada also presents a problem. When playing the Canadian National Exhibition, Ottawa, Razzano removed the slug rejectors from his games so they would accept Canadian coins. However, they also will, and do, accept slugs.

\$1,000 Day

Nevertheless, Ottawa was the Arcade's best date, with one daily gross nearly hitting the \$1,000 mark. Collections this year are running about 15 per cent ahead of 1955.

Commissions are pretty much the same as on location. The carnival gets 50 per cent of the take and another 2 per cent is paid for tax. After commission, his anticipated income this year is \$24,000.

However, the carnival provides the power, and thus Razzano is able to sock away a fair amount of his end.

Few Switches

Unlike location operators, Razzano doesn't have to switch equipment because the customers get tired of playing the same old pieces. With a different location every week, the customers never get a chance to get tired.

Mechanical, coin-operated horses were tried last year, but they didn't work out. Often the mother would place her offspring on one horse and drop the dime in the coin chute of the adjoining nag. Then, too, the moppets treated the equines roughly.

Mothers, as a rule, are the biggest problem. They will complain when junior doesn't get a high score on a game, and they will often fail to follow the directions. Razzano maintains that when the toddlers are left to their own devices they are good sportsmen and will follow instructions intelligently.

Arcade Space

The Arcade itself covers an area 60 feet by 30 feet and the front may be set up in 45 minutes and torn down in 20 minutes.

Outside of the federal tax, local fees usually are no problem. Exceptions are in Vermont and South Carolina. The former has a flat \$50 Arcade fee, while the latter charges \$35 for each piece of equipment.

In Vermont the tax isn't high enough to hurt. In South Carolina, however, it comes to \$1,800 for two weeks' operation.

Long Vacation

One of the compensations of the operation is the long vacation—from November to May. Razzano takes all his equipment to his Brooklyn headquarters for recondition and repair. He formerly worked in a machine shop during the off-season, but now takes it easy.

The Razzanos have three children and spend much time with them seven months of the year. The other five months the children make weekend trips to visit their parents.

Sugar Deliveries High

WASHINGTON—Deliveries of sugar for U.S. consumption during August totaled 898,000 tons (preliminary), up 3.8 per cent from July and 2.2 per cent from August, 1955, according to the Agriculture Department. This was the highest monthly delivery since 1950. Confectionery and related products industry consumed 5.1 per cent more sugar during the second quarter of this year than in the second quarter of 1955. Ice cream and dairy products industry used 9.3 per cent more in the second quarter of this year than last, and beverage industry used 1.7 per cent more this second quarter than in the second quarter of 1955.

MONARCH Reconditioned Specials!

BALLY CHAMPION HORSE	3375
SPACE SHIP	225
GOTTLIEB HAPPY DAYS	65
WILLIAMS SKYWAY	115
WILLIAMS 9 SISTERS	85
WILLIAMS DEALER	65
WILLIAMS SEA JOCKEY	50
WILLIAMS HAYBURNER	80
WILLIAMS LUCKY INNING	48

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TOPS for All Tables
Brand-New Panels—
Brand-New Cloth (highest grade, rubber backed, hand sewn)—
Brand-New Cups (2)—
Ball Rack and Oversize Cue Ball.
\$35 Ea.
5 or More \$30 Ea.

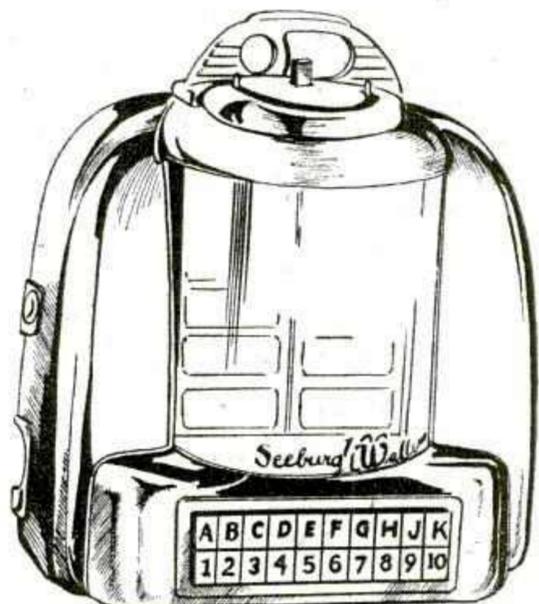
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\$64.00

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Reconditioned — Davis Guaranteed
New Selection Buttons — New Instruction Plates
Income can be doubled in many locations by adding
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The \$64 Answer for Greater Income
Pre-set for 10c play if requested

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This is a real opportunity with excellent salary and fine working conditions for a good man. Christmas bonus, sick pay, vacation, etc. Write

BOX #858

The Billboard

Chicago, Illinois





You SHOULD BE DOING BUSINESS WITH TRIMOUNT

America's foremost exporters of Reconditioned coin-operated equipment

- Trimount has New England's largest stock of used Phonographs, 5 Balls and Arcade Equipment
- All equipment is guaranteed mechanically and electrically perfect — all has been completely reconditioned
- Trimount has one of the country's largest parts departments with thousands of parts in stock for immediate delivery
- Trimount has a large Service Department completely staffed with highly trained technicians
- Export Shipping Department specially packs equipment to insure delivery in perfect condition

WRITE FOR NEW PARTS CATALOG, EXPORTS BROCHURE, CATALOG SHEET AND PRICE LIST

Exclusive Gottlieb, Williams, Seaburg, Genco and International Mutoscope Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS

Bellaire, O., Hikes Game License Fees

BELLAIRE, O.—A new coin game licensing code is being prepared by the city council ordinance committee here which is designed to boost license fees on all types of machines.

Councilman Harry Clifford, who plans to introduce the ordinance, has suggested a fee of \$50 per year on each machine that provides awards such as free games, while a fee of \$25 per year should be made for all other coin games that do not provide awards. He said that the present fee on coin games was "about half of what it should be."

The ordinance will be introduced at the next regular session of the council, October 20. Action may not be taken, necessarily, at this meeting, as the ordinance may be sent to subsequent meetings for second or third readings.

PRECISION PUCKS

Manufactured for Shuffleboard and All BOWLING GAMES

YES

We Do Make KING SIZE PUCKS

PRECISION PUCK & NOVELTY CO., INC.

7934 South Chicago Ave. Chicago 17, Ill. Phone: REgent 4-6101

GIVE TO DAMON RUNYON CANCER FUND

SAVE with these **S.A.M. SPECIALS!**

USED JR. POOL TABLES.....\$50 BRAND NEW TABLES AT BELOW COST!

PIXIE.....\$225 STARLET.....\$225
MANHATTAN.....125 STARDUST.....300

1/3 Deposit, Balance Sight Draft

GET OUR LIST! THOUSANDS OF VALUES! ALL TYPES MACHINES!

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

1535 Delaware Ave., Lexington, Ky.
735 S. Brook St., Louisville 3, Ky.

1000 Broadway, Cincinnati, Ohio
129 W. North St., Indianapolis, Ind.

NATIONAL—The Best in Games!

RECONDITIONED LIKE NEW!
Williams DIAMOND SCORE POOL....\$75

WANTED CASH OR TRADE

Gottlieb

4-Player SUPER JUMBO
4-Player JUBILEE

LATE 5-BALLS

DERBY DAY	\$248
HARBOR LIGHTS	225
EASY ACES	215
FRONTIERMAN	210
WISHING WELL	195
SOUTHERN BELLE	185
GYPSY QUEEN	185
SLUGGIN' CHAMP	175
SWEET ADD-A-LINE	175
4-BELLES	160
DAISY MAE	145
GOLD STAR	135
JOCKEY CLUB	115
LOVELY LUCY	115
PINWHEEL	110
SHINDIG	110
QUEEN OF HEARTS	90
4-PLAYER SCOREBOARD	320
3-PLAYER GLADIATOR	325
3-PLAYER MARATHON	325
3-PLAYER TOURNAMENT	325
3-PLAYER DUETS	225

ATTENTION, N. ILLINOIS and IOWA OPERATORS!
YOU'RE A WINNER WITH GOTTLIEB'S NEW SPEEDY ACTION THRILLER

AUTO RACE

IMMEDIATE DELIVERY—ORDER NOW!

NATIONAL COIN MACHINE EXCHANGE

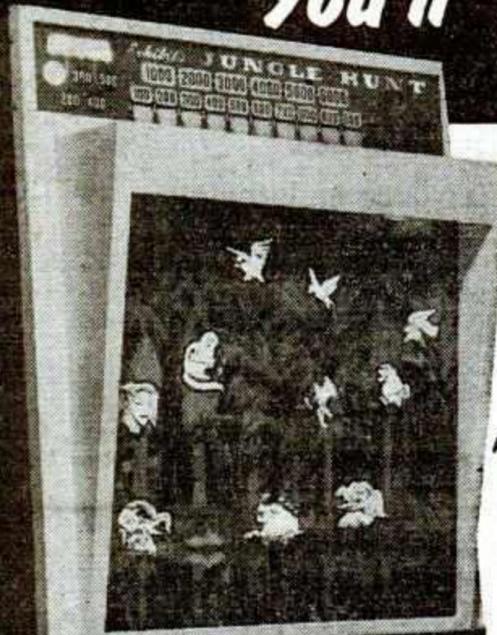
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when answering ads . . . Say You Saw It in The Billboard

ANOTHER GREAT MONEY MAKER by EXHIBIT

You'll "Bag" Unlimited Profits with the most Realistic Gun Game ever made!

JUNGLE HUNT



Available in Two Models
.22 Cal. Rifle Type Gun
and .45 Cal. Pistol Model.



Featuring

REALISM... ACTION... EXCITEMENT...

Life-like animal noises provide "jungle-sounds" as customer hits target. Progressive high scoring adds competitive excitement.

ATTENTION COMPELLING LIGHTING!

Dimensional lighted jungle scene attracts customers to the game.

- Durable, trouble-free mechanism.
- Free-Play button for high score.
- Overall dimensions: Pistol: 5½ ft. long, 30" wide, 75" high. Rifle: 7 ft. long, 30" wide, 75" high.

ULTRA-MODERN ATTRACTIVELY PAINTED CABINET
With Streamlined Wrought Iron Tubular Legs. Connecting DIMENSIONAL JUNGLE-FIELD to gun mounted coin box.

THE EXHIBIT SUPPLY COMPANY

Established 1901

4218 W. LAKE ST. CHICAGO 24, ILLINOIS Phone: VA 6-3100

GREATEST CLOSEOUTS EVER OFFERED
By
INTERNATIONAL SCOTT CROSSE
All Equipment Reconditioned • Clean Cabinets

PINBALLS

GOTTLIEB

All-Star Basketball	\$ 35.00
Arabian Nights	130.00
Chinatown	60.00
Cyclone	30.00
Flying High	70.00
Guys & Dolls	45.00
Happy Days	60.00
Hit & Run	60.00
Lovely Lucy	165.00
Spot Bowler	35.00

WILLIAMS

Army & Navy	\$ 45.00
Caravan	30.00
C.O.D.	50.00
Dealer	40.00
8-Ball	35.00
Freshy	30.00
Georgia	30.00
Grand Champion	50.00
Gun Club	40.00
Lucky Inning	25.00
Majorettes	40.00
Nifty	30.00
Olympic	65.00
Paratrooper	35.00
Pinky	30.00
Rag Mop	30.00
Silver Skates	40.00
Slug Pest	35.00
Struggle Buggys	40.00
Yanks	25.00

CHICAGO COIN

Big Hit	\$ 45.00
Pin Bowler	35.00
Whiz Kids	45.00

POOL TABLES

Bally Booster	\$ 75.00
Bally Magic	75.00

BALLY BINGOS

Atlantic City	\$ 50.00
Beach Club	75.00
Bright Spot	40.00
Coney Island	40.00
Frolie	75.00
Palm Beach	50.00
Spot Light	40.00
Yacht Club	50.00

MUSIC

Wurlitzer 1615	\$ 40.00
1160	75.00
1250	100.00
Rock-Ola 1426	75.00
1532 Wallbox—New	7.00
1536 Wallbox—New	7.00
Evans Jubilee	100.00

ALLEYS

Jeis	\$125.00
Rockets	125.00

We will pack for export • F.O.B. Philadelphia

Exclusive dist. for Bally in E. Pa. and Rock-Ola in E. Pa., S. Jersey and Del.

INTERNATIONAL SCOTT CROSSE COMPANY
SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
Rittenhouse 6-7712
Branch: 819-821 Lackawanna Ave., Scranton, Pa.

GIVE TO DAMON RUNYON CANCER FUND

William Goehle, Michigan Op, Dies

SAULT STE. MARIE, Mich.—William (Spike) Goehle, one of the largest coin machine operators in the Midwest, died October 9.

Goehle was general manager of Sault Coin Machine Company here. Bill Cleary heads the firm. Goehle had been in the coin machine business for about 20 years. He is survived by a widow and three children.

BEST IN THE MIDDLE WEST SPECIAL

2 DOUBLE HEADERS.....WRITE

GOTTLIEB PINS

2 SCOREBOARDS (4 Player). \$295.00

EASY ACES	250.00
HARBOR LITES	225.00
WISHING WELL	185.00
SLUGGING CHAMP	175.00
STAGE COACH	165.00
FOUR BELLES	150.00
QUEEN OF HEARTS	75.00
CHINA TOWN	60.00

1/3 deposit, balance C.O.D. or S/D

SAM SOLOMONS - HARRY STEWARD
UNIVERSITY Coin Machine Exchange
858 No. High St. Columbus 8, OHIO
Tel: AXminster 4-3529

QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN

SHUFFLE ALLEYS

C.C. 4-Pl. Derby	\$175.00
Ex. Twin Rotation	125.00
C.C. Advance	95.00
C.C. Criss Cross	150.00
C.C. Hi-Speed	85.00
C.C. 10th Fr. Triple	65.00
Keeney Team	75.00
Chief	95.00
Cascade	59.00
Clover	45.00
Classic	85.00
Deluxe	95.00
Derby Roll	175.00
League Bowler	120.00
Olympic	70.00
Rainbow	99.50
Royal	95.00
Speedy	145.00
Team Bowler	120.00
10th Frame	60.00
4 Pl. Original	30.00
Bally Victory	150.00
Bally Rocket	175.00
C.C. 10th Fr. Dbl.	50.00
Score	50.00
Genco 8 Pl.	50.00
Rebound	50.00
Genco Shuffle Pool	65.00
Build Up, new	Write
Select Play	Write

BINGOS

Evans Saddle & Turf	\$275.00
ABC	50.00
Brite Lites	60.00
Brite Spot	65.00
Cabana	45.00
Leader	50.00
Palm Springs	45.00
Palm Beach	45.00
Spot Lite	45.00
Stars	45.00
Singapore	75.00
Surf Club	95.00
Tropicana	65.00
Pixie	250.00
Caravan	375.00
Circus	50.00
Frolie	50.00
Spot Lites	50.00

ARCADE EQUIPMENT

Bally Big Inning	\$ 85.00
Bally Defender	125.00
Balloomat, new	395.00
Balloomat, F.S.	345.00
Coon Hunt	150.00
C.C. Hockey	75.00
Champion Hockey	125.00
Dale Gun	50.00
Evans Bat-A-Score	145.00
K.O. Flier, F.S.	350.00
Life A League	75.00
Midget Movies	125.00
Muto Card Vend.	50.00
Muto Photomat	350.00
Muto Lord's Prayer	395.00
Panoramas	275.00
Silver Bullet	125.00
Shoe Brush Up	95.00
Shoe Shine Machine	150.00
Twin Hockey, new	Write
Sidewalk Engineer	\$165.00
Telegiz	95.00
Quizzer	95.00
Harvard Metal Type	125.00
Boomerang	45.00
Vibrators, F.S.	150.00
Zodiac, new	395.00
Zingo	45.00
Chester Pollard Football	75.00
Ex. Love Meter	25.00
Keeney Air Raider	125.00
Keeney Submarine Liberator	75.00
Rapid Fire	110.00
Skill Jump	45.00
Muto Voice Recorder	375.00
Wms. Crane	Write
Genco Quarterback	285.00
Photomatics	350.00
Auto Photo	1,495.00
Zodiac Vendors	89.50
4-Player Derby	125.00
Flash Hockey	150.00
Atomic Bomber	125.00
Genco Champion Baseball	275.00
Pitch'm & Bat'm	135.00
C.C. Basketball	135.00
Silver G'ives	225.00
Atomic Bomber	140.00
Genco Rifle Gallery	225.00
Ex. Star Shooting Gallery	195.00
Wur. Skee Ball	200.00

THIS WEEK'S SPECIALS

10 Mercury 9-Col. Cigarette Vendors, like new—\$150.00 Ea.
10 Genco Hi-Fly, brand new—\$395.00.

KLOPP COIN CHANGERS

2 models, all denominations, new, \$89.50.

RIDES

Merry-Go-Round	\$350.00
T-V Ride	275.00
Ex. Big Bronco	350.00
Bally Champion	350.00
Bally Space Ship	395.00

COUNTER GAMES

Kicker & Catcher, New	\$42.50
Adv. Shocker, new	17.50
ABT Challenger	25.00
Three of a Kind	20.00
Pop Up	20.00
Champ. Basketball	20.00
Ship Wizard	20.00
Whiz	20.00

CIGARETTE MACHINES

LEHIGH 12-Col., NEW All Coin Combination \$235.00

Mercury, 9 col.	\$145.00
National 950, used	95.00
National 950	110.00
P.X. 8 Col.	85.00
Electro 8 Col.	95.00
Mills 5-Col. Candy	45.00
Keeney 9-Col. Electric	135.00

All used equipment shipped and refinished with 25¢ and king size.



WURLITZER DISTRIBUTORS

Cleveland Coin MACHINE EXCHANGE, INC.
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones Tower 1-6715
Terms: 1/3 deposit with all orders, balance C.O.D.

GOTTLIEB PRESENTS...

AUTO RACE

Featuring...

THE SPEED OF THE INDIANAPOLIS "500"
THE ACTION AND THRILLS OF THE FRENCH "LE MANS"



Up to Six Complete Races Per Game



3 Cars Compete for Winning Honors



Cars Finishing Race Light Holes for Specials



Pop Bumpers Light for Super High Score
When Cars Line-up After Race has Started



See AUTO RACE at Your Distributor NOW!

Subject to AMUSEMENT TAX Only!



D. Gottlieb & Co.
1140-50 N. KOSTNER AVE., CHICAGO 51, ILL.

...Products of Consistent Dependability

Amusement Pinballs
as American as Baseball and Hot Dogs!

BUY THE BEST...WE DO...

CLOSING OUT
BRAND NEW POOL GAMES
 REGULAR AND KING SIZE
AT BELOW COST!!
 (ANTI-WARP ADJUSTERS INCLUDED)

POOL SUPPLIES

Cue Sticks\$ 1.50
Chalk, Gross 3.50
Plastic Cups, red, white, yellow50
Plastic Bumpers, red or white50
Pool Balls, set of 10, 2 1/4"	10.00
Overhead Lights w/brkt.	10.00
Anti-Warp Adjusters, set of two	8.95
Billiard Rail Brush, doz.	6.00
Cue Repair Kit	4.95

Write for complete list of parts.

Put New Life Into Your Old Pool Games With ...
New ROTATION PLAYFIELDS
 (incl. triangle and oversize cue ball)
FITS ALL REGULATION SIZE TABLES!!!
 Write.
 Rotation Balls 1 to 10\$18.50 set

MARVEL MFG. CO. 2845 W. Fullerton Chicago 47, Ill. Tel.: Dickens 2-2424

Coin Mfrs. Sign
 • Continued from page 82

tended last year's show, and a record volume of business was transacted, estimated at over \$10,000,000, according to Huedepohl.

Most of the coin-operated machine exhibits will be located in a separate exhibit area at the Hotel Sherman convention site.

Awards will be given for the outstanding pieces of equipment exhibited, as well as the top booth Henry A. Guenther Award for "the most meritorious exhibit" dealing with game or Arcade equipment, and honorary awards in this field.

Congress to Get New Tax Bill
 • Continued from page 82

\$25 category which may deliver or entitle the player to receive cash or awards. It would also cover pinballs which award or entitle player to prizes of retail value over \$5 or any cash prize.

Sections 4461 and 4462, as they are revised in the Forand Bill follow:

Sec. 4461. IMPOSITION OF TAX.

"There shall be imposed a special tax to be paid by every person who maintains for use or permits the use of, on any place or premises occupied by him, a coin-operated amusement or gaming device at the following rates:

"(1) \$10 a year, in the case of a device defined in paragraph (1) of section 4462 (a);

"(2) \$25 a year, in the case of a device defined in paragraph (2) of section 4462 (a);

"(3) \$250 a year, in the case of a device defined in paragraph (3) of section 4462 (a); and

"(4) \$10, \$25, or \$250, as the case may be, for each additional device so maintained or the use of which is so permitted. If one such device is replaced by another, such other device shall not be considered an additional device.

"Sec. 4462. DEFINITION OF COIN - OPERATED AMUSEMENT OR GAMING DEVICE.

"(a) In General.—For purposes of this subchapter the term 'coin-operated amusement or gaming device' means—

"(1) any machine which is—

"(a) a music machine operated by means of the insertion of a coin, token, or similar object,

"(b) a vending machine operated by means of the insertion of a 1-cent coin, which, when it dispenses a prize, never dispenses a prize of a retail value of, or entitles a person to receive a prize of a retail value of, more than 5 cents, and if the only prize dispensed is merchandise and not cash or tokens,

"(c) an amusement machine operated by means of the insertion of a coin, token, or similar object, but not including any device defined in paragraph (2) or (3) of this subsection, or

"(D) a machine which is similar to machines described in subparagraph (A), (B) or (C), and is operated without the insertion of a coin, token, or similar object;

"(2) any machine which is—

"(A) a so-called 'pinball' machine operated by means of the insertion of a coin, token, or similar object which (1) entitles any person to receive a prize, or (2) if it entitles any person to receive a prize, it entitles him to receive only a merchandise prize of the retail value of less than \$5, which is non-redeemable in cash, or

"(B) a machine which is similar to machines described in subparagraph (A) and is operated without the insertion of a coin, token, or similar object; and

"(3) any machine which is—

"(A) a so-called 'slot' machine (not including any machine defined in paragraph (2) or in subparagraph (B) of this paragraph) which operates by means of insertion of a coin, token, or similar object and which, by application of the element of chance, may deliver, or entitle the person playing or operating the machine to receive, cash, premiums, merchandise, or tokens, or

"(B) a so-called 'pinball' machine operated by means of the insertion of a coin, token, or similar object, which entitles any person to receive a merchandise prize of the retail value of \$5 or more, or any cash prize, or any merchandise prize redeemable in cash.

"The term 'coin-operated amusement or gaming device' does not include bona fide vending machines in which are not incorporated gaming or amusement features. The term 'prize' does not include so-called 'free games' not redeemable in cash."

NOW!
 for the **"SMALL FRY"!**



GENCO'S EXCLUSIVE

"DAVY ROCKETT"
MOVING TARGET RIFLE GALLERY



• **FIRST TIME EVER...**

A Rifle Game designed ESPECIALLY for BOYS & GIRLS from 6 to 16!

• **FIRST TIME EVER...**

A Youngsters' Rifle Game with an AUTHENTIC .22 RIFLE!

• **FIRST TIME EVER...**

A Youngsters' Rifle Game with MOVING TARGETS and other Features of Full-Sized Rifle Games ... AND THE PRICE IS RIGHT!

SPECIAL "INTERMEDIATE" SIZE CABINET

NOT full size . . . NOT "kiddie" size
 — just right for the Teen-Age and Pre-Teen market!
 Only 26" x 42" x 65" high
ATTACHED PULL-OUT STEP FOR SMALLER CHILDREN

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GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

No. 1 Grade BUMPER POOL CUES, 48"
 \$36.00 Value.....SPECIAL PRICE.....\$28.50 per doz.
 Solid mahogany butts; white points with tips. You can't buy better cues.

No. 2 Grade BUMPER POOL CUES, 48"
 \$27.00 Value.....SPECIAL PRICE.....\$24.50 per doz.
 4-prong, walnut-stained butts. This is a real saving for top-quality cues. Don't foul yourself up with cheap cues...ours will last twice as long.

For a small investment you can have new pool tables. You'll increase your take tremendously, too.

RACK POOL PLAYFIELDS
 Immediate Delivery

NO. 1—REGULAR SIZE—32"x48". 2 hole, bumpers besides holes. Holes away from cushion for rebound play. Includes ball rack \$25.95
 NO. 2—BUMPERLESS PLAYFIELDS, 2 hole, away from cushion. Includes ball rack and 2 1/4" cue ball 25.95
 NO. 1 STYLE OR NO. 2 STYLE IN KING SIZE—32"x66" \$9.50
 (Holes close to cushion if specified)

REGULAR BUMPER POOL LINED 2 OR 3 HOLE PLAYFIELDS. \$22.95

GENUINE ROTATION POOL BALL SETS

REGULAR ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/4". Per set \$18.50
 ARAMITH ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/4". Per set \$19.75
 Rule cards and instruction sheets packed with each set

DELUXE CUE BALLS, 2 1/4" Each \$2.50
 REGULAR CUE BALLS, 2 1/4" Each \$1.95
 2 1/4" 10 BALL RACKS Each \$1.50
 KELLY POOL BOTTLES Each \$1.50
 TALLY BALL SETS (Peas), Nos. 1-10, Incl. Per set .65

For Top Quality Bumper Pool Supplies—Every Item You Need
 ... Write for Our Special Price List for Bumper Pool Supplies.

We are as near to you as your telephone or mail box
 TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

MARVEL BILLIARD SUPPLY CO.
 1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: Monroe 6-8855

New Castle, Pa., Ponders Pin Ban

NEW CASTLE, Pa. — New Castle City Council has been asked by Police Chief George Rigby to outlaw pinballs in public places because the police force is not big enough to prevent illegal use of the machines.

Rigby said an anti-pinball ordinance should not apply to private clubs because they are not open to the public.

The proposal of the police chief was taken under advisement.

Council ordered the finance department to determine how much revenue the city will lose if the ordinance is enacted. Currently the city collects a \$15-a-year tax on each pinball.

Mona Carol at Active

PHILADELPHIA — Joe and Larry Ash, Active Amusement Machines, were visited recently by Mona Carol, ABC-Paramount recording artist. Miss Carol, who was here on a personal appearance, was introduced to several Philadelphia operators at the Active showroom.

Exclusive Distributors for
 AMI-Chicago Coin-Exhibit-Genco-Gottlieb-Keeney-Williams

GOTTLIEB Auto Race	WILLIAMS Fun House
INT. MUTOSCOPE Lord's Prayer	CHICAGO COIN Miami Shuffle
GENCO	
State Fair Rifle Gallery	Davy Crockett Rifle or Pistol
EXHIBIT Jungle Hunt	KEENEY Hot Chocolate and Coffee Vendor Coffee Vendor Soup Vendor Snack Vendor
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**HIGH IN EXCITING
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Miami Shuffle

NEW

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- * Double Scoring
- * Double-Double Scoring

**NEW Attractive
 Colorful
 Anodized
 Pucks!**

**NEW Player
 "Participation"
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**NEW
 Simple
 Fool-Proof
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2 or 4
 Can Play ...
 20c Per
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FIRST
 Novelty Pin Game
 In Years!

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 MACHINE COMPANY

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Bally®

presents a really new scoring idea
with record topping earning-power



EXCITING NEW TRIPLE-DECK ADVANCING SCORES

Magic Squares
Spot Numbers
Corner Scores
Ballyhole
Extra Balls

Separate advancing-scores for each of 3 different color-lines—red, yellow, green—building up, up, up to really exciting man-size scores! AND PLAYER SCORES SEPARATELY IN EACH OF 3 COLORS! No wonder BIG SHOW is getting biggest cash-box applause in pinball history! Get your share! Get Bally BIG SHOW on location today!

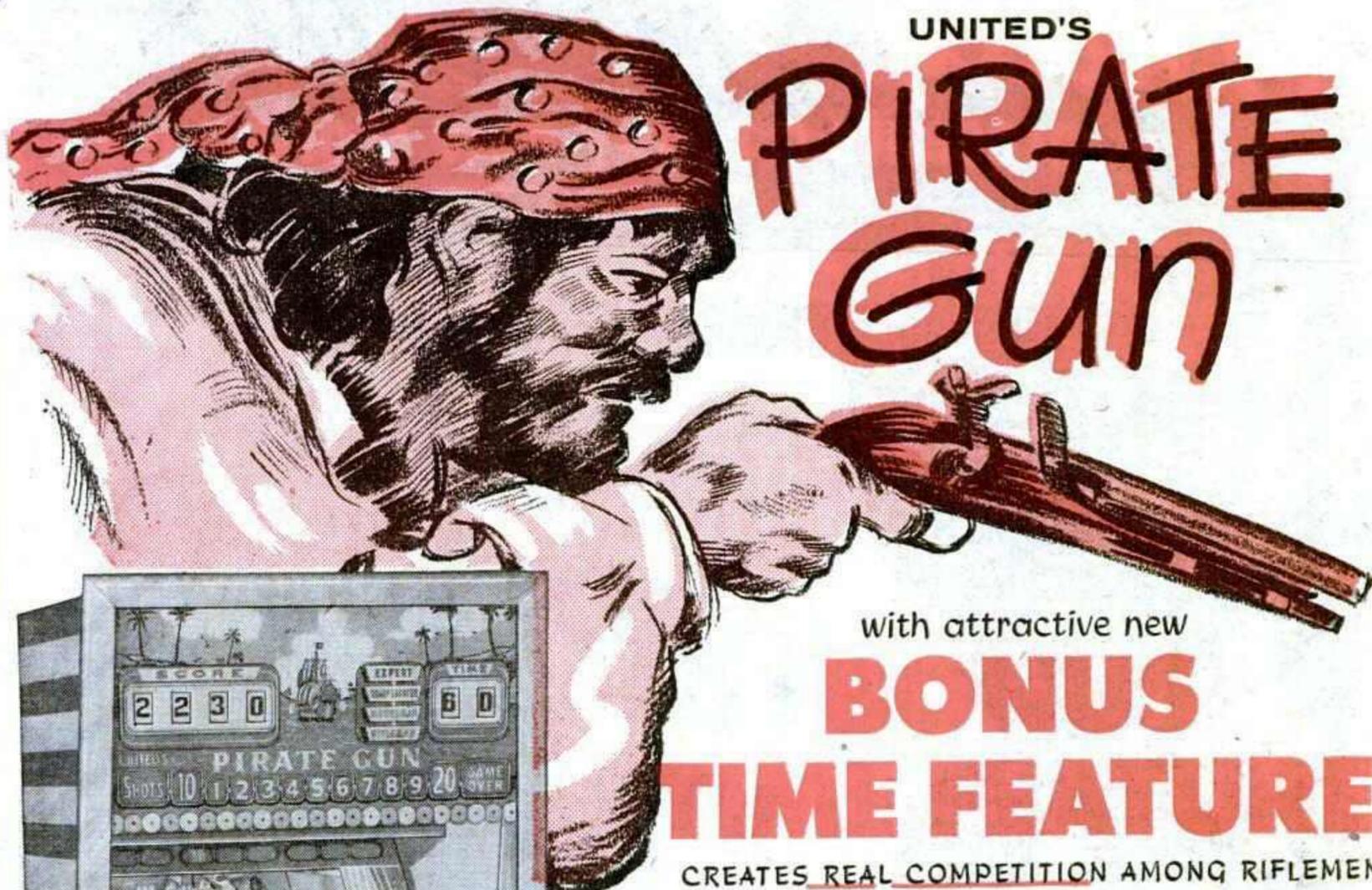
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DE LUXE CONGRESS BOWLER (Match) • PIN-POOL
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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Bally® BIG SHOW

PROFIT-PROVED IN-LINE PLAY...plus new Triple-Deck Scores

for best deals on biggest money-makers \$ \$ \$ \$ \$
\$ \$ \$ \$ \$ SEE YOUR *Bally* DISTRIBUTOR



UNITED'S
PIRATE GUN

with attractive new

BONUS TIME FEATURE

CREATES REAL COMPETITION AMONG RIFLEMEN!



FAST RAPID-FIRE REPEAT ACTION MEANS MORE COINS PER HOUR

FLASHY PIRATE BACKGROUND

MOVING AND STATIONARY TARGETS

STATIONARY TARGETS 9 PIRATES
2 LANTERNS

ALWAYS-MOVING PIRATE HEAD

MOVING BALLS

SHOOT AGAIN FEATURE

HIGH SCORES

REALISTIC
ACCURATE-SHOOTING
RIFLE

EQUIPPED WITH UNITED'S
FAMOUS SLUG-REJECTOR

EXTRA STURDY CABINET
6 FT. HIGH—30 IN. WIDE—38 IN. DEEP

EASY ACCESS CASH BOX

UNITED
OPERATORS
ARE
SUCCESSFUL
OPERATORS



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

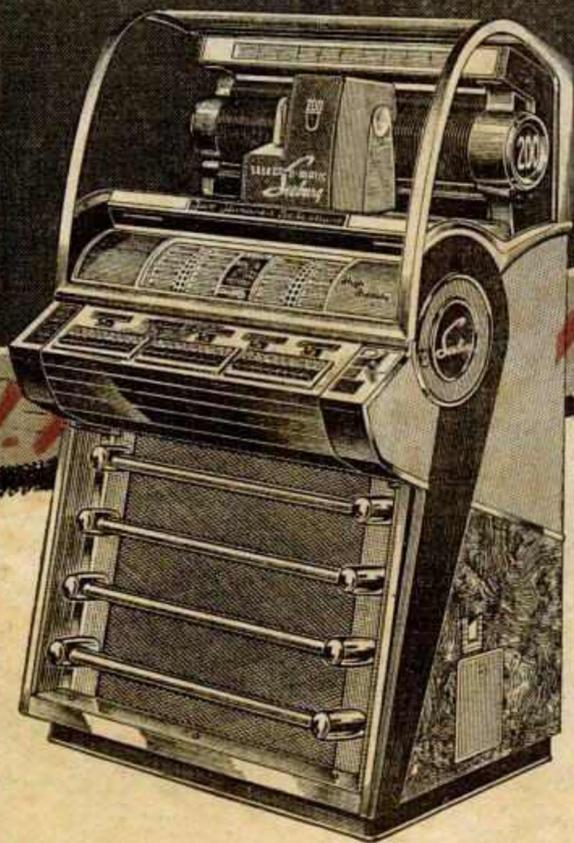
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6-Player Shuffle-Alley Bowlers • In-Line Games • Pool Games • Novelty Games

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1. Program "Music for Everyone"
2. Hit Tunes on Singles
3. Standards and Show Tunes on E. P.'s
4. Program both profitably on the Seeburg V-200...the music system with the Dual Credit Unit



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

America's finest and most complete music systems