

The Billboard

SIXTY-SECOND YEAR

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NOVEMBER 17, 1956 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Seeburg to Sell For \$10 Million

Fort Pitt to Buy Family-Owned Mfr.; Move Not to Affect Personnel, Policy

PITTSBURGH—The J. P. Seeburg Corporation, a wholly-owned family corporation since its founding 55 years ago, will become a new division of Fort Pitt Industries in the largest financial transaction in the history of the juke box industry.

Fort Pitt's president, Michael Berardino, announced Friday (9) that his firm is preparing to acquire Seeburg for an amount reported to be in "excess of \$10 million." Under terms of the transaction, the Seeburg family will retain "a substantial financial interest in Fort Pitt Industries," Berardino stated.

Seeburg's annual net earnings have averaged about \$2.6 million before federal income taxes for the five-year period from 1952 thru the close of the firm's fiscal year on September 30, 1956.

2 for these articles:
Why Tells What Seeburg Move Means.

capsule Diversification History of Fort Pitt.

- Who Runs Fort Pitt?
- What Fort Pitt Divisions Do.

Seeburg, which does an annual sales volume of over \$30 million, is expected to attain over that figure in sales with earnings comparable to its five-year average during the current year, Berardino announced.

Combined annual sales of Fort Pitt and Seeburg total about \$60 million since sales of Fort Pitt are currently hitting an annual rate of \$30 million.

Seeburg's management and policies will remain unchanged by the move, Berardino declared that "No changes will be made in the per-

sonne in the plants or offices or in the distributorships across the nation."

The Fort Pitt president said Seeburg was becoming a part of his firm to "assure its continued growth" and that under the new divisional entity, Seeburg will be able to expand "its research and development in various fields."

Total current sales volume of Seeburg includes its juke box line and related accessories, background music equipment, electronics equipment for the Air Force, Army and Navy, and telefax equipment for Western Union.

"Fort Pitt Industries has a substantial loss carry forward which presently enables all of the Fort Pitt divisions to retain 100 per cent of their pre-tax earnings," Berardino said. Other Fort Pitt divisions include the Jacob Siegel Overcoat Company and the Windsor Overcoat Company, both of Philadelphia, and Fort Pitt Brewing, of Pittsburgh.

Altho details of the transaction could not be learned at press time, the purchase price of over \$10 million was reported to include \$7 million in cash and \$3 million in debentures in addition to a block of Fort Pitt Industries stock. The transaction is expected to be completed before the end of the year.

Financing for the acquisition was arranged thru one of the General Tire & Rubber Company's pension funds, the First National Bank of

(Continued on Page 72)

SHOW ISSUES AT STATUS QUO WITH ELECTION

WASHINGTON—Amusement industries on the whole can look for no drastic changes affecting their interests on Capitol Hill, as between the coming session and the last. Farring any highly speculative switch of Senate control to the GOP in January, the same Democratic faces will preside over hearings on excise taxes, broadcast probes, copyright amendment and general fiscal policies affecting amusement industries.

Voters returned most of the industry's champions in the admissions tax-fighting field, including Rep. Frank Thompson, foe of cabaret tax and all performing-arts admissions taxes. Rep. John Byrnes, who felt last year's 90-cent base for tax-exemption in admissions did not go far enough, was re-elected. Incumbent Sen. William Langer still has until 1959 to work on his bill to sweep all amusement excise out the window.

The biggest loss to the performing arts field was the retirement of Sen. Herbert Lehman. Lehman teamed with Representative Thompson and others, last session, in bills to give American music and all performing arts official federal representation, plus a music center in the proposed Washington Civic Auditorium, and a permanent niche in the State Department's Cultural Exchange Program.

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TV to Cull Material From 'True Story' Type of Magazine

Two Shows Planned on Amateur Writers' Real Life Experiences

By LEON MORSE

NEW YORK—A new vein of story riches for TV audiences is near to being tapped. It is material written by the readers of four magazines published by McFadden Publications. Called the "behavior group," these magazines are "True Story," "True Romance," "True Love" and "True Experience."

The stories in these magazines are based on the factual experiences of their readers. They are submitted to the magazines as entries in two contests which pay big prizes. So far this year 23,000 entries have already been received in these contests.

Mirrors Trends

The unusual aspect of this material is that it mirrors the experiences of the writers who are all non-professional. It is actuality material, in contrast to the created stories submitted by professional writers. And it reflects, as professional stories do not, the problems, hopes and dreams of its neophyte writers.

The readers of these magazines are 95 per cent women and 5 per cent men. They earn an average of \$5,700 a year, according to research studies. And the stories are submitted from every section of the country.

The published stories furnish

fruitful material for studies by sociologists, since they indicate so accurately the problems beleaguering society at present. And each year, as the problems of society change, the stories change and emphasize the current problems. In this way the material does not date.

Money Problems

For example, the current crop of stories concentrates on the problems facing people who are earning more money than they have in the past, a reflection of the state of prosperity prevalent in the country today. Among the problems are differences between husbands and wives over how to spend the money, the temptations that go with increased affluence and the husband-trading practiced now that things have gotten to the cocktail level.

The writing in the series indicates that illiteracy is decreasing, because now less than 10 per cent of the material is illiterate, in contrast to a higher percentage several years ago.

Fem Independence

Women are also showing a lessening dependence on men. They have found jobs, and these jobs not only take them away from the home but furnish them with enough money so that they can meet other males. Women generally have become more social minded, more preoccupied with mental health and finding a rational solution to their problems. Retarded children who once were hidden away by many mothers are now accepted without the same sense of shame.

Soldiers who have been drafted and have returned home, after being exposed to many new ideas, want higher standards of living and more satisfactory lives for themselves and their families. They are more tolerant of homosexuality. In marriage, religious and national ties are being broken. And the problem of segregation has also been touched on in many of the stories, especially in those submitted from Middle Western cities where miscegenation seems to have created heartbreak for both parties.

All this material is to be used in a new daytime TV show called "True Story," which is to be produced by Wilbur Stark and Jerry Layton. It will be a half hour in length and presented five days a week and already has aroused a great deal of sponsor interest. Also in the works is a nighttime show based on the same stories.

The McFadden magazines are published by Albert Manheimer.

NEWS OF THE WEEK

Kraft Protection Plan by NBC-TV May Be Blueprint for Others . . .

NBC-TV outlines new plan for Kraft protecting the sponsor's products from rivals' advertising on shows adjacent to it which may be a blueprint for other giant sponsors with numerous products to market. . . . Page 2

Ratings on Syndicated TV Shows In N. Y. Down From Spring . . .

Syndicated film shows opened the new season in New York with their ratings generally down from last April. WRCA-TV's 7-7:30 p.m. strip declined every night. Most of the shows carried over by WPIX and WABD were also down. . . . Page 8

Goody Eyes Cut-Rate Disk Houses on Worldwide Basis . . .

"Diskounter" Sam Goody, who has been eyeing and opening cut-rate record outlets in various parts of the country, now is contemplating similar set-ups thruout the world. Present plans call for stocking foreign depots

with disks pressed in the U.S.A. Goody representative leaves for Europe. . . . Page 16

BMI's D.C. Submissions Refute Monopolistic, Boycott Claims . . .

Broadcast Music, Inc., last week in Washington, D. C., submitted figures refuting monopolistic and boycott claims made against them during the recent Celler Committee anti-trust hearings investigating alleged monopolistic practices of the radio-TV networks. . . . Page 17

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Seeburg 1902 Start: Pianos

CHICAGO—The J. P. Seeburg Corporation, since its founding in 1902 as the J. P. Seeburg Piano Company, has produced a wide variety of musical and other instruments—from pianos to parking meters.

Originally selling pianos and automatic musical instruments, Seeburg soon expanded into manufacturing automatic pianos, orchestrons for silent movies, electrified pipe organs for churches, mortuaries and theaters, and pianos for home use.

In 1929 the firm entered the automatic phonograph field. It also built remote-control equipment, parking meters, home record changers, recorders and other similar items.

\$1,900,000 DAY BUY

NBC, Kraft Settle Complex Products Protection Plan

NEW YORK — A trail-blazing plan representing one of the first efforts to cope with the growing complexity of product protection needed for sponsors in daytime TV has been blueprinted by NBC. It has just set a deal with Kraft Foods for \$1,900,000 worth of day time and programs, and which also offers the advertiser a maximum of vertical protection for 12 of its products in exchange for giving up horizontal protection rights.

The food sponsor, having now obtained vertical product protection, has bought the second quarter hour of "Tic Tac Dough," the first and second positions on "Matinee Theater," a quarter hour of "Modern Romances" and the first quarter hour of "Comedy Time," all on Thursdays.

The nub of the difficulty—product protection—is one that has been plaguing the TV industry for some time, particularly since costs have risen to a point that many large sponsors are sharing time periods.

Not only has this brought up knotty problems as to which sponsors could share a program without conflicting on products, but it has also complicated further the problem of adjacencies. No sponsor wishes to have a rival product being advertised either directly before or directly after his program. Therefore, it has been up to the networks to juggle matters to see that the sponsors get this so-called vertical protection.

Across the Board

Likewise, no sponsor wants a time period that he occupies one day a week used on other days by his rivals. This type of protection, horizontal protection, has also caused the networks grief.

When a large corporation has many products it wishes to rotate on its show or shows, negotiations can be long and painstaking. Kraft has cheeses, salad dressing, mayonnaise, sandwich spread, French dressing, margarine, a malted milk, caramels, all-purpose oil, cheese spreads, Cheez Whiz, Kraft Dinner—12 different products in all—and quite naturally wanted as much protection as possible, so that all products could be used in the four programs.

From Kraft's point of view these purchases may provide it with more flexibility than, say, one additional nighttime buy. They have different types of programs and

(Continued on page 5)

Olds' Revues First For ABC-TV Team

NEW YORK—First result of the furious activity of ABC-TV's new executive team to strengthen its programming will be a half-hour series of musical revues sponsored by Oldsmobile dealers. Last week's "Rocket Revue" one-shot turned out to be a showcase audition for stars and format. Bill Hayes is expected to be the singing host and Greta Gray in charge of commercials, as in last week's special.

In anticipation of acquiring more basic affiliates thru imminent action by the Federal Communica-

tions Commission, a fact first revealed by ABC officials last week, the web programmers have made a two-pronged attack. On the one hand, they are shaping up over a dozen new live shows and screening film pilots. Simultaneously, Leonard Goldenson, ABC president, and Ollie Treyz, web chief, have been visiting top ad agencies to whip up enthusiasm for the new look which will gradually be added in 1957, heading toward a stronger, fresher evening schedule.

(Continued on page 5)

Education TV Can Get High Ratings, Pay for Sponsors

COLUMBIA, Mo. — Educational shows can pay off for advertisers via high ratings, according to Ed Lambert, general manager of KOMU-TV here. American Research Bureau figures for the past two months give KOMU shows "Not in Our Stars," "Missouri Forum" and "Showcase" an average 19.6 against 13.6 for their network competition. "See It Now," Red Skelton and "You Are There."

The three educational shows are kinescoped and played on eight other stations in Missouri, with local sponsorship, and likewise top network opposition in two-station and three-station markets. Dr. Lambert maintains the success story of KOMU's ed-shows and a similar operation in Ames, Ia., point the way to increased sponsorship of what used to be considered strictly sustaining public service programming.

Series Offered On Civil War

NEW YORK—The three networks will be offered next week a half-hour dramatic series hinged on the Civil War, to be produced by Bruce Catton, Pulitzer Prize winner for a Civil War history, "A Stillness at Appomattox." Catton, whose latest book, "This Hallowed Ground," also dealing with the Civil War, is considered a leading authority on the period.

Dramatized incidents which took place against the war backdrop will provide the show's episodes, most of which Catton will script himself. Another Civil War series, "Battleflag," scripted by Everett Meade, is currently being prepared by Young & Rubicam.

CBS Auditions 'Truth' Show

NEW YORK—CBS is cutting an audition kine on a new Goodson-Todman panel show titled "Nothing But the Truth." Considered for emcee are Vincent Price and Don Ameche. The format has a four-member panel confronted with three guests, one of whom identifies himself truthfully, while the other two falsely claim to be the same person.

The panel has to figure out which one of the three is telling nothing but the truth.

Davis Resigns K & E for VP Post at Grey

NEW YORK—Hal Davis has resigned from his post of vice-president and board member at Kenyon & Eckhardt, effective December 1. In mid-January he will join the Grey Agency as vice-president for radio and television, reporting to Al Hollander, vice-president in charge of radio-TV at Grey.

Before moving to his new post, Davis will make a six-week tour of the Orient as manager of the Benny Goodman unit, which will make the trip for the American National Theater and Academy under auspices of the U. S. State Department. Prior to joining K&E some 11 years ago, Davis handled the Goodman band.

No replacement has been set for Davis at K&E as yet, but Steve Dietz, chairman of the agency's marketing plans board, will likely become pro tem head of the promotion department.

Plan Drastic Format Change For 'Tonight'

NEW YORK — "Tonight" is working on a blueprint for a drastic change of format which would be ready to go within the next several months. The new format would adhere more closely to original concept of "Tonight" which was to parallel "Today," and show what is taking place across the country during the late night.

Three top-flight columnists will probably be employed in three of the nation's key cities—New York, Chicago and Los Angeles. They will narrate and participate in much of the action taking in their cities and in nearby areas. Much of the emphasis will be on new talent. The show will originate from the Exhibition Hall of the RCA building.

Paint Firms Move Heavily Into Day TV

NEW YORK—Paint companies are going into daytime TV more heavily, as seen by new buys this week. Sherwin-Williams purchased a quarter hour of Arthur Godfrey's morning show, Wednesday, 10:30-10:45 a.m., over CBS-TV. Pittsburgh Paints bought an alternate quarter hour of Garry Moore's 10-10:30 strip.

Another Moore buyer was Hoover, which will have an alternate quarter hour, Tuesdays, 10-10:15 a.m., for its vacuums, thru Leo Burnett.

Hot News Perks Newscast Ratings

NEW YORK — When world news gets hot, so do the ratings of newscasts. The NBC-TV 7:45-8 p.m. strip, in its new format with Chet Huntley and David Brinkley, scored a 17.2 Trendex rating for November 1, the day the UN went into emergency session over the Middle East crisis and the Hungarian revolt.

The newscast drubbed its opposition, "Lone Ranger" and "Sgt. Preston of the Yukon," according to Trendex.

ADMEN SAY

Situation Comedy Crop Lays an Egg

NEW YORK—The new crop of situation comedies have, in general, laid the fattest eggs so far this season, according to informed opinion in advertising circles. Among the shows considered to have let their backers down are "Stanley," "The Brothers," "Noah's Ark" and "Hiram Holliday." On two others, "Oh, Susannah" and "Jeanie," opinion is not as definitely negative, with the hope they will improve their viewer acceptance during the rest of the season.

"Stanley," Mondays 8:30-9 on NBC-TV, started off with fairly

decent ratings, but since has lost ground considerably. Its most recent Trendex was about a 10 with a 20 share of audience. "The Brothers" and "Noah's Ark" both aren't doing too well, with the former, a CBS-TV property, topping the other show. Its latest share of audience was about a 30. "Noah's Ark" began with a 27 Trendex share and was down to about a 20 share.

"Hiram Holliday" has also been having its troubles finding viewers. Its latest Trendex gives it a

(Continued on page 3)

'Can Do', New Quiz Show, Built on Contestant Stunts

NEW YORK—NBC-TV has selected "Can Do," the new stunt giveaway show produced by Joe Cates, as its fall entry to do battle with "I Love Lucy," Mondays 9-9:30, tentatively beginning November 26. The show will replace "The Most Beautiful Girl in the World" which has been postponed twice because of production problems, and which may yet be presented this season if those problems can be licked. Revlon will probably sponsor "Can Do."

The program has a novel format. Contestants must decide whether or not a participant can do a stunt. Prizes begin at \$1,500

and go upward to \$50,000. When contestants reach a certain plateau, they stop and are invited back next week. The stunts are performed by lesser names in the beginning of the show, then by professionals as a contestant keeps winning and finally by top names as the big money prizes are reached.

For example, the kine of the show featured Jackie Gleason playing billiards. "Can Do" combines variety with human interest and giveaway and is felt to have great possibilities by the network. Robert Alda will emcee.



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Vol. 68

No. 46

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BLACK LIGHT TEST COMING

NEW YORK—Engineering brass will be closely watching the debut of "black light" on TV November 21 as a possible revolutionary in video lighting. The ultra-violet ray technique, which can black out people and objects and suddenly reveal them before viewers' eyes, makes its TV debut Thanksgiving Eve on ABC-TV during the Bamberger parade in Newark, N. J. If it works as well on-camera as it does in person, ABC predicts, new effects will appear in all types of shows.

'Tune' Raps 'Cheyenne'

NEW YORK — ABC-TV's "Cheyenne" was toppled from its dominance of the Tuesday 7:30-8 p.m. period for the first time on November 6, according to the latest Trendex figures. It scored a 17.7, as against 19.5 in the last Trendex report, while "Name That Tune" climbed to a record high of 19.8 for CBS-TV. NBC-TV trailed with an average 8.0 for Jonathan Winters and Chet Huntley's newscast.

The second half of "Cheyenne" yielded to CBS' Phil Silvers show, 18.9 to 23.7, with NBC's "Big Surprise" scoring 12.5 in the 8-8:30 p.m. slot.

WJAR Scores With Movies

PROVIDENCE — WJAR-TV scored a triumph last month in the opening of its Saturday night movie, for which it bumped "Your Hit Parade" out of the 10:30-11 p.m. slot. In that first half hour "The Charge of the Light Brigade" hit about a level with "Hit Parade," according to the October Telepulse. Where the Warner Bros. movie really paid off was after 11 p.m. The station's rating used to fall precipitously after 11 p.m., but it held quite steady on the feature film right thru to midnight.

"Charge" got an average 25.3 during the first half hour, 23.0 during the second and 20.3 during the third, for an over-all average of 22.9, the highest rating the station has ever pulled on a feature film.

Spier to Ziv-TV As Producer-Dir.

NEW YORK — William Spier joined Ziv-TV last week as producer-director, to work on a new property still undisclosed.

Spier's past TV credits include "Suspense" and "Omnibus." He was also with the March of Time for seven years, and in radio worked on "Sam Spade" and "Philip Morris Playhouse."

Situation Comedy

Continued from page 2

9.3 rating and a 17.1 share against the rough competition of "Disneyland" and Arthur Godfrey. The two Saturday shows, "Oh, Susannah" and "Jeanie," which occupy the 9-10 hour on CBS, have in contrast improved their ratings since their start. The October 6 Nielsen share for "Susannah" was a respectable 35.1, and "Jeanie" received a 25 Trendex share on its last rating. But most shows this season have been hampered by the five-minute politicals which, in many cases, lost audiences.

'Hit Parade' For Emerson Drug, Hudnut

NEW YORK — Emerson Drug and Richard Hudnut, divisions of Warner-Lambert, will share a half-sponsorship of "Your Hit Parade" Saturdays, 10:30-11 p.m., over NBC-TV. American Tobacco, which owns the property, continues as co-sponsor.

Emerson will bow out of "Masquerade Party" December 22, leaving Lenthic as alternate week sponsor of the Saturday 10-10:30 p.m. ABC-TV show. "Hit Parade" until now had Hudnut sharing the full half sponsorship with American Tobacco. The deal was made thru Lennen & Newell, Inc., which last week also bought a quarter hour of "Playhouse 90" over CBS-TV for another client, American Gas Company.

LOWER TV-FILM COSTS?

Receptiveness of Agencies To Techniques the Answer

HOLLYWOOD—Can anything be done to cut TV film production costs, or will they remain at the present level and eventually begin to climb again? The answer seems to be that costs can be cut, if agencies and sponsors are willing to accept certain techniques which so far have been regarded querulously by the industry.

Perhaps the best demonstration of how corners can be cut is presently being put on by Albert McCleery, NBC executive producer of "Matinee Theater," now in the process of filming 13 hour-long color shows on a budget of \$30,000 apiece (actually, the films are com-

ing in slightly higher, at about \$32,500).

The most expensive item in production, as McCleery points out, is time. The production sked has been speeded up, therefore, to the point where an hour-long matinee is completed in one week—three days of rehearsal, and two of actual shooting (most half-hour telefilms are before the cameras from two to three days).

The tight shooting sked is made possible thru complete rehearsal beforehand, so that on camera the director is concerned only with technical details (instead of having to direct actors while the crew stands by).

McCleery is using basically the same principles in filming "Matinee" as in the live productions. The entire show is done in the cameo technique, i.e., using simple objects and sets to convey a locale, but shooting against a black background.

The directors are part of the "Matinee" megging crew, and are therefore familiar with speeded-up production. Some technical personnel haven't been able to adapt themselves to the fast pace, McCleery admits, but, in general, once they caught on, the crews have fitted right into the pattern. Sets are all lighted ahead. De-

(Continued on page 5)

YANKEE DIVISION RKO TELERADIO PICTURES, INC.

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FRANK LUTHER

(whose 3,000 records have sold 65,000,000 copies)

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for

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at

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BOSTON

On November 21, on the full CBS-TV network, the Theatre Guild will present its first original TV musical, an adaptation of the immortal "Tom Sawyer" with book and lyrics by Frank Luther. All of Frank's new associates at WNAC and WNAC-TV warmly congratulate him for this creative achievement.

This One



SKA4-176-UJX2

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Look at these results:

POPEYE

QUADRUPLES RATINGS ON KTLA!

LEW ARNOLD IS
GENERAL MANAGER

KTLA
Paramount Television Productions, Inc.

5300 SUNSET BLVD.



HOLLYWOOD 28, CALIF.

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

November 6, 1956

Dear Bob:

That Sailor Man of yours certainly has the kind of muscle-power it takes to beat the competition in the Los Angeles area. Our ratings quadrupled when POPEYE took over.

Our ARB average for 7 to 7:30 pm, Monday-Friday, last month, before POPEYE took over, was 1.8. In October, thanks to POPEYE, the ARB average rocketed to 8.4 -- more than four and one-half times as high! On Wednesday, for instance, POPEYE drew a rating of 11.2, topping all six competing Channels, and beating "Back-ground to Danger", "Carveth Wells", "Kit Carson", "Man Called X", "Public Defender", and "Vagabond".

And check this -- POPEYE'S non-duplicated cumulative rating for the week is 20.5 -- the highest of all programs (both national and local) in "competition-tough" Southern California, from sign on to 7:30 pm, Monday through Friday...and equally important, POPEYE reaches the whole family -- nearly 40% ADULTS!

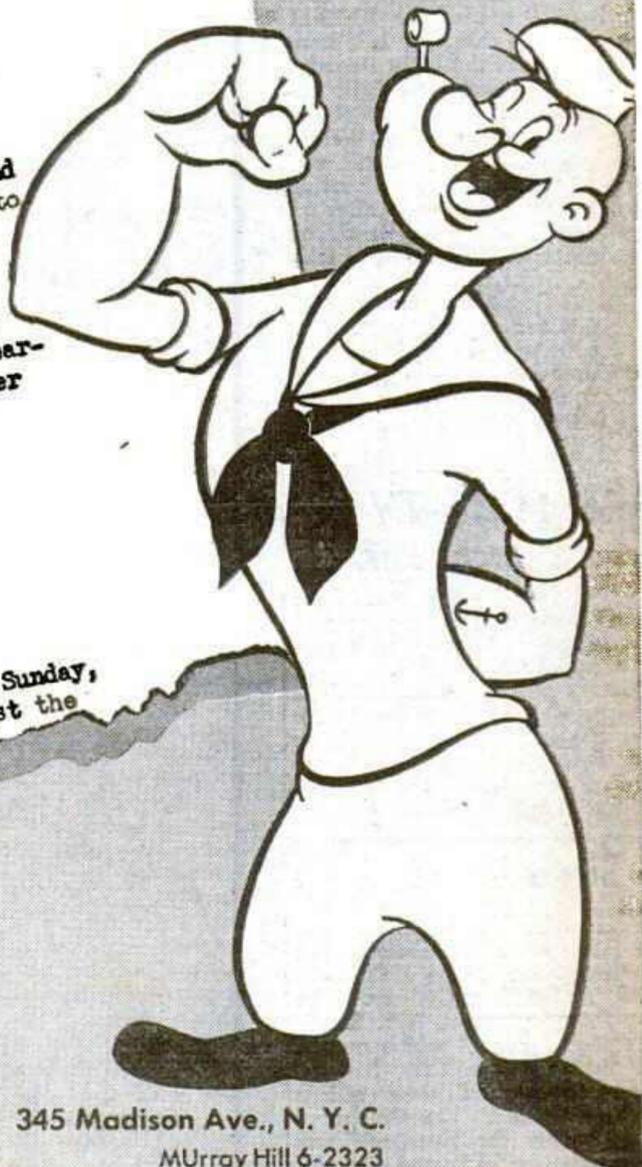
We're so jubilant over these ratings that we wanted to pass the happy word on to you. And needless to say, our sponsors are wearing big grins, too. They include: Gold Seal, American Character Dolls and Farmer John.

Yours for continued success with POPEYE!

Cordially,

Lew Arnold

P.S. Incidentally, our Warner Brothers Movie program on Sunday, 7:30-9:pm, drew a very exciting 11.3 average against the best the networks have to offer.



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A.R.B. NETWORK RATINGS for October

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

• Top 20 Network Shows

Rank	Show, Sponsor & Web	Avg. Rating
1	I Love Lucy, Procter & Gamble, Gen'l Foods (CBS)	54.4
2	\$.64,000 Question, Revlon (CBS)	42.6
3	Ed Sullivan, Lincoln-Mercury (CBS)	41.6
4	What's My Line? Montener, Remington Rand (CBS)	35.6
5	G. E. Theater, Gen'l. Electric (CBS)	35.4
6	You Bet Your Life, DeSoto (NBC)	35.4
7	Alfred Hitchcock, Bristol-Myers (CBS)	35.3
8	Red Skelton, S. C. Johnson, Pet Milk (CBS)	34.8
9	Jackie Gleason, P. Lorillard, Bulova (CBS)	34.3
10	\$.64,000 Challenge, Revlon, P. Lorillard (CBS)	33.8
11	Climax, Chrysler (CBS)	32.6
12	Perry Como, Sunbeam, Gold Seal, Celucotton, Noxzema, RCA, S&H Green Stamps (NBC)	32.4
14	Wyatt Earp, Parker, Gen'l. Mills (ABC)	32.2
15	Disneyland, Partic. (ABC)	32.1
16	Your Hit Parade, Amer. Tobacco, Hudnut (NBC)	31.1
17	Person to Person, Hamm-Amoco, Time-Life (CBS)	31.0
18	George Gobel, Pet Milk, Armour (NBC)	30.4
19	Phil Silvers, R. J. Reynolds, Colgate (CBS)	29.8
20	Lawrence Welk, Dodge (ABC)	29.4

• Top Net Shows Among Men

Rank	Show, Sponsor & Web	Men Per Set	Avg. Rating
1	Cavalcade of Sports, Gillette (NBC)	1.26	22.3
2	Red Barber's Corner, State Farm (NBC)	1.20	5.4
3	Wednesday Night Fights, Pabst, Mennen (ABC)	1.19	17.4
4	Omnibus, Aluminum, Union Carbide (ABC)	1.06	5.7
5	National Bowling, Gen'l. Cigars (NBC)	1.04	11.6
6	Ed Sullivan, Lincoln-Mercury (CBS)	1.02	41.6
7	Sunday News Special, Pharmaceuticals (CBS)	1.01	9.7
7	Caesar's Hour, Wesson, Knomark, Quaker, Babbitt (NBC)	1.01	24.2
7	Sunday News Special, Pharmaceutical (CBS)	1.01	9.7
10	Lawrence Welk, Dodge (ABC)	.99	29.4
10	Amateur Hour, Pharmaceuticals (ABC)	.99	10.2
12	Steve Allen, U.S. Time, Jergens, Brown and Williamson (NBC)	.98	24.4
12	Jackie Gleason, P. Lorillard, Bulova (CBS)	.98	33.8
14	Ozark Jubilee, American Chicle (ABC)	.96	7.0
14	Alfred Hitchcock, Bristol-Myers (CBS)	.96	35.3
14	You Asked for It, Skippy, Best Foods (ABC)	.96	11.5
14	Perry Como, Gold Seal, Celucotton, RCA, Kimberly-Clark, Noxzema, Sunbeam, S&H Green Stamps (NBC)	.96	32.4
18	Alcoa Hour, Alcoa (NBC)	.95	25.7
18	George Gobel, Pet Milk, Armour (NBC)	.95	30.4
18	\$.64,000 Challenge, P. Lorillard, Revlon (CBS)	.95	32.6
18	Playhouse 90, Ronson, Bristol-Myers, Singer (CBS)	.95	20.6

• Top Net Shows Among Women

Rank	Show, Sponsor & Web	Women Per Set	Avg. Rating
1	Perry Como, Celucotton, Gold Seal, RCA, Sunbeam, S&H Green Stamps, Noxzema, Kimberly-Clark (NBC)	1.28	32.4
2	Ed Sullivan, Lincoln-Mercury (CBS)	1.22	41.6
2	Alcoa Hour, Alcoa (NBC)	1.22	25.7
4	Famous Film Festival, Partic. (ABC)	1.21	4.6
4	What's My Line? Remington Rand, J. Montener (CBS)	1.21	35.6
6	Big Surprise, Purex, Speidel (NBC)	1.20	17.9
6	Arthur Godfrey, Bristol-Myers, Kellogg (CBS)	1.20	25.1
6	Lawrence Welk, Dodge (ABC)	1.20	29.4
9	\$.64,000 Challenge, Revlon, P. Lorillard (CBS)	1.19	32.6
10	This Is Your Life, P&G, Hazel Bishop (NBC)	1.17	28.6
10	Caesar's Hour, Wesson, Knomark, Quaker, Babbitt (NBC)	1.17	24.2
10	Steve Allen, U.S. Time, Jergens, Brown & Williamson (NBC)	1.17	24.4
10	Omnibus, Aluminum, Union Carbide (ABC)	1.17	5.7
14	Alfred Hitchcock, Bristol-Myers (CBS)	1.16	35.3
14	DuPont Cavalcade, duPont (ABC)	1.16	9.4
14	George Gobel, Pet Milk, Armour (NBC)	1.16	30.4
17	Meet the Press, Pan-American, Johns Manville (NBC)	1.14	9.7
17	Private Secretary, American Tobacco (CBS)	1.14	20.2
17	Loretta Young, P&G (NBC)	1.14	26.8
17	\$.64,000 Question, Revlon (CBS)	1.14	42.6
17	I've Got a Secret, R. J. Reynolds (CBS)	1.14	35.4
17	Ozark Jubilee, Amer. Chicle (ABC)	1.14	7.0
17	Person to Person, Hamm-Amoco, Time-Life (CBS)	1.14	31.0
17	Masquerade Party, Emerson, Lenthric (ABC)	1.14	11.4

• Top Net Shows Among Kids

Rank	Show, Sponsor & Web	Kids Per Set	Avg. Rating
1	Howdy Doody (Sat.), Sust. (NBC)	2.05	6.0
2	Mighty Mouse, Gen'l. Foods (CBS)	2.04	15.0
3	Mickey Mouse Club, Partic. (ABC)	2.00	14.1
4	Captain Kangaroo, (Sat.), Partic. (CBS)	1.85	8.9
5	Fury, Gen'l Foods, Borden (NBC)	1.84	13.8
6	Tale of the Texas Rangers, Curtiss, Gen'l Mills (CBS)	1.82	14.1
7	Uncle Johnny Coons, Swift (NBC)	1.72	4.4
8	Captain Kangaroo, Partic. (CBS)	1.67	8.1
9	Rin Tin Tin, National Biscuit (ABC)	1.60	18.6
10	Disneyland, Partic. (ABC)	1.59	32.1
11	Roy Rogers, Gen'l. Foods (NBC)	1.52	14.9
12	Lone Ranger, Amer. Dairy, Gen'l. Mills (ABC)	1.48	13.5
13	Circus Time, Hartz, Amer. Metal Toys, Remco (ABC)	1.45	6.8
14	Big Top, N'l. Dairy (CBS)	1.39	7.9
15	Circus Boy, Reynolds Metals (NBC)	1.38	18.2
16	Adventures of Jim Bowie, Amer. Chicle, Chesebrough-Ponds (ABC)	1.34	20.6
17	Robin Hood, Wildroot, J&J (CBS)	1.33	26.8
18	Lassie, Kellogg, Campbell (CBS)	1.32	24.3
19	Wild Bill Hickok, Kellogg (CBS)	1.25	8.1
19	My Friend Flicka, Colgate (CBS)	1.25	17.7
19	Cheyenne, L&M, Monsanto, Gen'l. Electric (ABC)	1.25	23.9

12 Co-Op Buys Made On Bishop Sheen TV

NEW YORK—Progresso Foods will sponsor Bishop Sheen over WABC-TV beginning December 3, in the 12th co-op buy since ABC-TV released the series to stations last month. Another buy this week was Grant department store for KROD-TV in El Paso, Tex.

Standard Into 'Queen'

NEW YORK—Standard Brands has bought a quarter hour of "Queen for a Day," Tuesdays, 4:15-4:30 p.m., over NBC-TV. The purchase gives the company continuity with its current quarter hour of the Tennessee Ernie show, Tuesdays, 2:45-3 p.m.

Comedians Eye Anthology Hr.

HOLLYWOOD—Jim and Marian Jordan (Fibber McGee and Molly), Sammy Davis Jr. and Jack Carson are mulling plans to head a line-up of top comedians for a comedy anthology hour, to be filmed by an unnamed producer-packer starting March 1. The Jordans would be bringing Fibber to TV for the first time, after many discarded plans.

Each of the three would emcee and perform in four stanzas, while the remaining 14 of 26 contemplated stanzas would be headed by 14 different stars. Bids for some of those films have gone to Jack Benny, Jack Carter, Jerry Lester, Mitzi Green, Alan Young, Jack Lemmon and Red Buttons.

Give Public the Blast! Says Rob't McFadyen

NEW ORLEANS — Blast the public! Bombs away, said Robert McFadyen, manager of sales and merchandising plans for NBC-TV, in an address before the Advertising Club of New Orleans, here, Tuesday (13). "The trouble with advertising," McFadyen told local advertisers, "is the public." And the only way to create impact on these "surfeited and sophisticated" people is to blast them with explosive advertising.

McFadyen outlined the developments of TV advertising leading up to the present major challenge of getting the public's attention. Underscoring the tremendous competition for that attention today, he noted that the average housewife was exposed to over 200 ads per day. And duplication of many

Lower Film Costs?

• Continued from page 3

spite the fact that flat lighting is used, because of the cameo technique there has been no difficulty with actors fading into the background, and problems of similar nature. As many as 75 different setups have been used in one program, or, on the basis of 20 hours shooting, one almost every 15 minutes.

16mm. Film Used

The programs are shot on 16mm. film, another considerable saving. If 35mm. footage were used, everything else remaining the same, price would go up approximately \$9,000 because of lab costs and other factors.

Again, McCleery contends that, using the cameo technique, no quality is sacrificed when shooting on 16mm. stock, because of the fact that no long shots, in which 16mm. tends to take on a fuzzy appearance, are taken.

The two most difficult problems are to find the right kind of script, and the cast. Script budget is \$2,500, and acting budget from \$4,300 to \$5,000. This is, of course, considerably below average, but fits in with the rest of the economy measures.

Every type of show possible is being done, including two Westerns (without horses). First of the films will be aired on "Matinee" December 1. At the end of the year all 13 will be placed in syndication by NBC Film.

So far sponsors have not exhibited any inclination to using similar techniques for nighttime programming. Whether they do so in the future may depend a great deal on the outcome of the 13 now in production, as well as on how tight the pocketbook begins to pinch.

HASTE SLOWLY

Robinson Says Time Is Essence of Success

NEW YORK—Time is the best guarantee that can be bought to insure the success of TV programs, according to Hubbell Robinson Jr. executive vice-president of the CBS-TV network. The web programming chief explained that by the judicious use of time spent in the preparation of video series for the working out of the story, casting and production problems, producers may better be able to solve the difficulties which are certain to crop up.

Robinson pointed out that CBS had done this in the case of "Playhouse 90," its smash success of this season, on which work began last

September. A large number of scripts was assembled by March of this year, and the network was better able to assess the risk it was taking in producing the series. He said that one of its more ambitious program projects for next season, "Seven Lively Arts," was being handled in a similar manner, with intensive pre-production work being done by Robert Herridge, its producer.

Real Winner?

Robinson called the 1956-'57 season so far "disappointing." He does believe, however, that the network may have a real winner with "Mr. Adams and Eve" which debuts late this year for Colgate and the R. J. Reynolds Tobacco Company in place of "The Crusader."

The web executive also stated that CBS had decided upon a policy of presenting only spectaculars when it felt they rated the term. This policy, he said, precluded their regular presentation on a monthly basis. "We want to go only when we have the great ones," he said. "Then we feel compelled to go, and we won't have any trouble selling them."

NBC-Kraft Plan

• Continued from page 2

different times of day to draw varying audiences.

Penetration

These factors will give Kraft a deeper penetration into the market. The three shows also give Kraft 12 minutes of advertising time, instead of perhaps six on a night-time show. This additional time is much needed when so many products are involved.

NBC's problem during negotiations was being able to protect so many different products. The resolution, however, has now been to give the sponsor its vertical protection of 15 minutes before and after each buy on Thursday for all of its 12 products. In return, Kraft has agreed not to use the star or host of any of these shows for its commercials, although such may be used for lead-ins to the commercial.

This arrangement is in lieu of horizontal protection and allows sponsors on other days to use the program personality for their commercials. This was a natural arrangement, since some of the products advertised on other days conflict with Kraft, and an announcer couldn't be expected to sell both.

Sweets Problem

The only problem left to resolve to give Kraft its vertical protection is the Sweets Company sponsorship of "Tic Tac Dough" and "Comedy Time" on Thursday. But it is thought that will be settled amicably now, with Sweets shifting to another day, since Kraft has no horizontal protection. Another problem being resolved is the position of General Foods immediately after "Tic Tac Dough" and "Matinee," but General Foods is dropping those buys.

News Into 'Zoo Parade'

NEW YORK — Mutual of Omaha, alternate week sponsor of "Zoo Parade," may cut the half-hour NBC-TV series back to 25 minutes, adding a five-minute news report by Bob Considine. Mutual would sponsor the news segment on a regular weekly basis.

riods for live daytime shows.

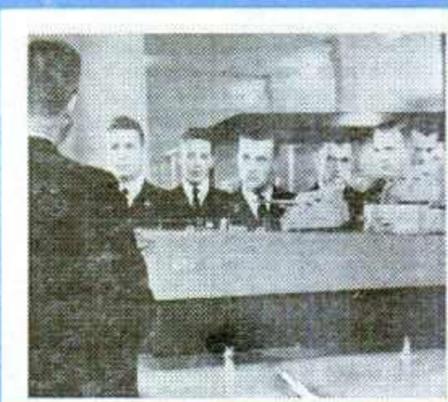
Cadillac, mulling a newscast buy, will sponsor the November 15 stanza of John Daly's 7:15-7:30 p.m. nightly commentary as a test run.

ZIV GIVES YOU AC

"MEN OF ANnapolis"

ZIV'S NEW STAR-SPANGLED RATING WINNER

STARRING THE U. S. MIDS
and topflight Hollywood talent.



Produced with the
full cooperation of
THE DEPARTMENT
OF DEFENSE AND
THE DEPARTMENT
OF THE NAVY.

**SPINE-TINGLING! SURGING WITH
EXCITEMENT, SENTIMENT and HEROISM!**

Nothing on tv can compare! Week after week your viewers thrill to stories ablaze with the adventures, loves, heartbreaks and triumphs of the U.S. Midshipmen.

**SEQUENCE AFTER SEQUENCE
FILMED AT ANNAPOLIS!**

BIG AND LAVISH... with Hollywood stars and thousands of U.S. Midshipmen, Navy planes, ships and equipment ... "Men of Annapolis" is a program people recommend.

STATION! FAST-MOVING, THRILLING TALES OF MEN AND ADVENTURE!

MEN OF ANNAPOLIS

ALREADY **SNAPPED UP** BY:

FULLER PAINT
IN 18 WESTERN MARKETS!

MEN OF ANNAPOLIS

ALREADY **SNAPPED UP** BY:

WGN-TV
CHICAGO

MEN OF ANNAPOLIS

ALREADY **SNAPPED UP** BY:

QUALITY BAKERS
OF AMERICA
IN 21 MARKETS!

MEN OF ANNAPOLIS

ALREADY **SNAPPED UP** BY:

WNAC-TV
BOSTON

MEN OF ANNAPOLIS

ALREADY **SNAPPED UP** BY:

KYW-TV
CLEVELAND
WTVJ
MIAMI

MEN OF ANNAPOLIS

ALREADY **SNAPPED UP** BY:

OHIO OIL CO.
IN 13 MIDWEST MARKETS!
SAFEWAY STORES
IN OKLAHOMA CITY!

MEN OF ANNAPOLIS

ALREADY **SNAPPED UP** BY:

KPRC-TV
HOUSTON
KLZ-TV
DENVER

MEN OF ANNAPOLIS

ALREADY **SNAPPED UP** BY:

CARNATION CO.
IN 20 PACIFIC COAST MARKETS!

MEN OF ANNAPOLIS

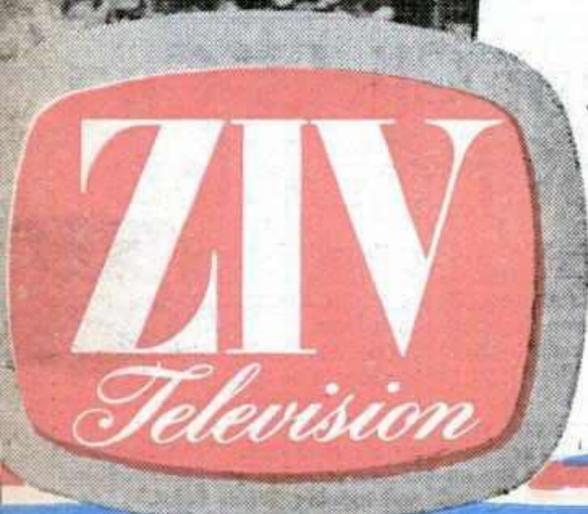
ALREADY **SNAPPED UP** BY:

WSM-TV
NASHVILLE
KATV
LITTLE ROCK

SYRACUSE SAVINGS BANK
IN SYRACUSE, N. Y.

MOVE FAST

before some other smart advertiser ties up your market. Wire or phone collect today for an audition presentation.



FALL RATINGS OFF

Syndicated Programming In N. Y. Down From Spring

NEW YORK—Syndicated programming started the new season in this big competitive market with ratings generally down from last spring.

The 7-7:30 p.m. strip on NBC flagship, WRCA-TV, which has long been a cornerstone of first-run syndication here, was down every night. Its Monday-Friday average in the October Telepulse was 7.8, compared with 11.2 in April. On Monday, "Highway Patrol" was down from 15.8 to 12.2. On Thursday, Guy Lombardo was down from 10.4 to 6.7. On Friday, "Science Fiction Theater" was down from 10.2 to 8.1.

The syndicated audiences were also generally down on WPIX and WABD, the two independent stations that carry the bulk of the syndicated shows in this market. Of the 33 adult shows that these two stations carried over from last season, 24 had declined from last April.

On WPIX, 24 adult shows were carried over from last spring. In the April Telepulse nine of these shows had ratings over 4.0, but in October only three of them exceeded that figure: "Highway Patrol," "Public Defender" and "Badge 714."

Powell Highest

Of the 36 shows the station carried in evening periods, there were altogether four that exceeded 4.0 Telepulse in October, the other one being "Dick Powell Theater

Desilu to Make 6; NTA to Sell

NEW YORK—Desilu Productions will make at least six new TV film shows for sale by National Telefilm Associates. Added to the shows NTA will get from TCF Television Productions (as the result of the former's recent deal with 20th Century-Fox), this will give NTA a total of 10 new properties for sale next spring.

NTA will undoubtedly use these new properties to lure sponsors to the NTA Film Network, tho they will not be restricted to these facilities. Some of the shows are expected to filter down to syndication.

The new Desilu-NTA deal is a pick-up of their option of last July, when production was started on "Sheriff of Cochise." NTA's down payment for the six new Desilu shows is said to be over \$500,000.

(Star Performance)," whose 6.8 was the highest of all 36.

Less than a third of the adult syndicated shows on WPIX are first run.

WPIX shows that improved their ratings from last spring—tho none more than a few decimal points—were "Susie," "Captured" and "Public Defender."

Less than a third of the adult syndicated shows on WPIX are first run. The station double books two evening shows.

WABD carried over nine shows from last spring, of which four improved by fractions: "Waterfront," "Count of Monte Cristo," "The Hunter" and the anthology, "Cavalcade of Stars." Of the 30 adult evening series on WABD in October, five were first run. Four shows are double booked.

7 Over 4.0

Of the total of 66 adult syndication bookings on the two indies, only seven received October ratings over 4.0, only 21 got over 3.0.

The reason for this general audience decline is hard to pin down at this moment. But two facts in-

dicating a possible cause. New York plays a tremendous amount of syndicated film, but the vast majority is rerun of one sort or another. And most of this product is right up against the two first-run repeated feature films on WOR-TV and WATV, whose combined share seems to be greater than ever.

Eddie Arnold For 49 M'kets

ATLANTA — SSS Tonic has bought "Eddy Arnold Time" for 49 markets thruout the South and will probably pick up a few more. The sponsor's spread extends from Texas to Washington, D. C. SSS's agency is Day, Harris, Hargrett & Weinstein here. The Arnold show is distributed by Walter Schwimmer Productions.

The show went on the air for SSS in a few of its markets last week.

FEATURES' LURE

Two Big Sponsors Made Movie Buys

NEW YORK—Two more important national advertisers have begun picking up sponsorship of the big new feature film programs in major markets. Bristol-Myers bought full sponsorship of the movies on WFIL-TV, Philadelphia, Saturday, 7:30-9 p.m. The station has bumped ABC-TV's "Famous Film Festival" out of that slot. It is programming top M-G-M and 20th Century-Fox pictures on the Bristol-Myers show.

Philip Morris is reported to have put in an order for half sponsorship of a movie show on KTTV, Los Angeles, Wednesday, 7 p.m. The show is expected to carry top M-G-M pictures that are not used on that station's Friday night "Colgate Theater."

The cigarette company, which has been using only announcements in the past year, is also reported to have ordered half sponsorship of the big new Saturday night movie on WJAR-TV, Providence, beginning next month. The station bumped "Your Hit Parade" in order to start this show, using

Warner Bros.' features, at 10:30 p.m.

It is understood that Philip Morris will share sponsorship of the Providence show with Lever Bros., which is also said to be planning to pick up top movies in a number of major markets, just as Colgate is.

Post-1948 Pix May Be on '57 TV Mart

HOLLYWOOD—Post-1948 pix will probably start flowing into the television market the first half of next year, despite the fact that the problems to be overcome are still as formidable as ever.

This appears evident from the fact that an exploratory meeting was held Friday (9) between the Motion Picture Producers' Association and the Screen Actors' Guild,

Bishop, C&C Talk on 200-Mart Spread

NEW YORK — Hazel Bishop thru the Raymond Spector Agency, is said to be negotiating with C&C Television, the Matty Fox feature film operation, for a 200-station spread on which to use spots. The deal is said to be similar to the one already signed by C&C with International Latex, which gave the sponsor 10 spots each day for five years on stations purchasing Fox's RKO library.

It is not known, however, what product Fox would furnish Spector on which to ride with spots. It is speculated, however, that Fox will turn over several millions in spot time to Bishop which is owed by stations to him as part of an early deal for other features distributed thru his Western TV subsidiary.

SG Sets Publicity Plugs on 'Father,' 'Bengal Lancers'

NEW YORK—Latest wrinkles in publicity at Screen Gems have the cast of "Father Knows Best" visiting here and a uniformed troop of "Bengal Lancers" riding on white stallions in the local Macy's Thanksgiving Day parade.

The "Father Knows Best" cast arrived Sunday (11) and will appear at the Hotel Exposition at New York's Coliseum, where sponsor Scott Paper is exhibiting. Besides interviews and radio-TV appearances, the "family" will have an "at home party Thursday (15). Robert Young will also go to Philadelphia to be guest-emcee at the Associated Press Dinner for Managing Editors there.

with another meeting set for November 20.

John L. Dales, executive secretary of SAG, said at the same time that the Guild plans to negotiate an agreement with producers that, henceforth, when an actor appears in a theatrical feature he will receive two contracts. One for the movie's theater showing, the other for its TV screening. The supposition being that a'l pix will eventually wind up in television.

From past experience this seems to indicate that both SAG and MPPA now feel that there is basis
(Continued on page 15)

Western Clicks Cue Rash of New Pilots

HOLLYWOOD — The continued success of the Western on television this year, following its initial impact last season, is resulting in the inevitable rush to make new pilots of the Western type of fare.

This follows after several years during which ad agencies regarded the Western as strictly for the under-12 trade. "Gunsmoke" and "Wyatt Earp" shot up that theory

MAYBE

Justice Dept. Eyes Station, Movie Deal

WASHINGTON—Big film programming deals involving a film company's buy of a percentage of station's ownership could come under Justice Department scrutiny. Altho the Anti-Trust division says it cannot make any definite statement as to whether it will or won't investigate, one spokesman said, "Anything is possible. There are anti-trust aspects every time you turn around in the television industry."

The Justice Department would not say whether any complaints had been filed on the M-G-M buy-in deals with KTTV, Los Angeles, and KTVR, Denver. One legalist indicated that it would probably take more than one instance to bring such a buy within the anti-trust scope. However, if even one or two film sales can be proved contingent on the station's handling over a percentage of its stock the Justice Department would be interested in the tie-in aspect.

If future business shows evidence that big film producers indulge in multiple sales of this type and buy into a number of stations, a question of restraint of trade could arise. Justice Department spokesmen also pointed out that this aspect of the TV industry is almost certain to fall into the path of the wide swath of investigation outlined by Victor R. Hansen, anti-trust chief, before the Celler House Anti-Trust Committee hearings in New York last September.

Interstate Back In TV Product'n

HOLLYWOOD—Interstate TV will enter on its first television production in four years this week with the filming of two pilots of the "Sabu" series. Maurice Fuke is producing the show, which will be available for national sale in January. During the past several years Interstate has confined itself to distribution activities.

Another pilot going before the cameras this week is "Molly," starring Joan Caulfield. The situation comedy is being produced by Frank Ross, Miss Caulfield's husband.

"The Real McCoys," starring Walter Brennan, has been set for December filming by Danny Thomas' Marterto Productions. Created by Irving Pincus, it stars Walter Brennan in a comedy set on a Western ranch.

CBS-TV has started preparations on a TV pilot taken from the long-time "Johnny Dollar" radio program, with E. Jack Newman writing the first script.

ZIV HAS THE HOT SHOWS!

"SCIENCE FICTION THEATRE"



228

IN 2 STATION BIRMINGHAM

beating Sid Caesar, Fireside Theatre, Medic, Danny Thomas & many others.

PULSE—Feb. '56

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

VARIETY

NOV. 7, 1956

'LUCY' BACK YOU-KNOW-WHERE

NATIONAL TV NIELSEN RATINGS First Report for October, 1956

1. I LOVE LUCY ... 48.7

- 2. Ed Sullivan Show ... 37.8
- 3. World Series-1956-Sat. 36.8
- 4. \$64,000 Question ... 35.0
- 5. GE Theatre ... 31.6
- 6. \$64,000 Challenge ... 31.6
- 7. I've Got a Secret ... 31.4
- 8. Lineup ... 31.0
- 9. Climax ... 30.6
- 10. Jackie Gleason Show ... 29.9

TOP TEN TRENDEX RATING

1. I LOVE LUCY ... 47.2

- 2. Ed Sullivan Show ... 30.3
- 3. Climax ... 29.6
- 4. The Red Skelton Show ... 29.2
- 5. The Lineup ... 28.0
- 6. The Jackie Gleason Show ... 27.8
- 7. Robert Montgomery Presents ... 27.8
- 8. \$64,000 Question ... 27.6
- 9. What's My Line? ... 27.2
- 10. GE Theatre ... 27.1

ARB For October, 1956

1. I LOVE LUCY ... 54.4

- 2. \$64,000 Question ... 42.6
- 3. Ed Sullivan ... 41.6
- 4. What's My Line? ... 35.6
- 5. GE Theatre ... 35.4
- 6. I've Got a Secret ... 35.4
- 7. Alfred Hitchcock ... 35.3
- 8. Red Skelton ... 34.8
- 9. You Bet Your Life ... 34.3
- 10. Jackie Gleason ... 33.8

6th Straight Year

Desilu Productions, Inc.

COMMERCIAL CUES

MADE FOR CANADA

Sponsors who market products in both the U. S. and Canada are shelling out extra dough to make adaptations possible, points out Earl Klein, president of Animation, Inc. Price variances and differences in government regulations of commercials make extra work necessary to make adaptations. Many proven blurbs in the U. S. must undergo change. Animation has just delivered two such proven U. S. ads for Campbell's V-8 Juice and Aero Shave, which have been altered for the Canadians. This, of course, is in addition to the placement of orders placed for double versions of the same spot, each specifically aimed at its market.

CLASSES FOR COMMERCIALS

Included in the American Theater Wing's schedule of radio-TV courses this semester, beginning November 19, are classes in radio and TV commercials. Instructors will be Lucille Mason, of the Compton Agency; Marge Kerr, Young & Rubicam; Chuck Kebbe, Ted Bates' Agency; Russell Armbruster, Clifford, Doherty, Steers & Shenfield, and Roger Brackett, Grey Agency.

ID'S

Ed Gershman, 42, official of Academy Productions, died recently of a heart attack. . . . Rainbow Pictures has added three key staffers in a new expansion move—Frank Brodock as general sales manager, Oscar Barber as chief editor and director, and Willard Jones to be in charge of production. . . . The National Audience Board is taking a survey of its members on the effectiveness and good taste of commercials. The survey will be taken from November 26 to December 2. . . . Commi-TV has completed three three-minute color spots for the National Association of Margarine Manufacturers. . . . Commercial gals at work: Joan Walker for Dash, Marie Worsham for Sealtest and an industrial film, Virginia Kelly to star in a series of blurbs Guild Films has been signed to do for Tintair.

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: I.A.—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No.	(Seconds)	Type (C-Color)	Commercial Producer
Gasoline, Lubricants, Other Fuels				
Esso Standard Oil, Esso Gasoline, McCann-Erickson (Golden Playhouse)....	1	(50)	IA, SA	American Film
Esso Standard Oil, Golden Esso Extra, McCann-Erickson (Golden Playhouse)....	2	(60)	LA	American Film
Lion Oil, Gasoline, Oil, Motor Oil, Ridgway....	1	(60)	FA	Fred A. Niles
	2	(60)	LA	Fred A. Niles
	2	(60)	FA, LA	Fred A. Niles
Gulf Oil, Gulf Oil, Young & Rubicam....	2	(60)	FA	Ray Patin
DRUGS AND TOILETRIES				
Toiletries and Toilet Goods				
Lava Soap, Leo Burnett.....	—	—	NA	Universal
Toni, Deep Magic, North Advg.....	1	(30)	FA	Ray Patin
Cartier Drugs, Arrid, Dancer, Fitzgerald & Sample.....	—	—	NA	Craven
Colgate-Palmolive, Rapid Shave, William Esty....	1	(60), 1 (20)	J, FA	Academy
American Razor, Gem Razor, McCann-Erickson....	1	(60), 1 (45)	FA	Hankinson
North American Phillips, Norelco Shaver (Project 20)....	1	(72), 1 (120), 1 (52)	NA	C. J. LaRoche
Clairol, Miss Clairol, Foot, Cone & Belding (Rosemary Clooney)....	4	(60), 1 (20), 1 (15)	SE, LA, M	Transfilm
Lever Bros., Canada, Shield, Needham, Louis & Brorby....	2	(60), 3 (20)	LA	Lilly & Patin
Carrier Products, Rise Lanolin Shaving Lotion SSC&B....	1	(15)	LA	Sound Masters
Coty, Lipsticks, Franklin Bruck....	1	(20), 1 (60)	LA	Animated
L'Almant Perfume, Franklin Bruck....	1	(10)	LA	Animated
Ronson, Electric Shaver, Norman, Craig & Kummel (Playhouse 90)....	1	(20)	SE	Animated
	1	(60), 1 (20)	LA	Bill Sturm
Colgate-Palmolive, Shave Cream, John W. Shaw....	1	(60)	FA	Fred A. Niles
Drugs and Remedies				
Chesebrough, Vaseline, McCann-Erickson....	3	(60), 1 (20)	FA	Hankinson
Anacin, Ted Bates.....	1	(20)	FA	Hankinson
Norwich Pharmacal, Pepto-Bismol, Benton & Bowles....	1	(20)	FA	Hankinson
SSS Tonic, Day, Harris, Hargrett, Weinstein (Eddy Arnold Time)....	3	(60), 2 (20)	LA	Fred A. Niles
HOME AND BUILDING				
Appliances, Household Equipment, Supplies				
Scott Paper, J. Walter Thompson.....	—	—	NA	Universal
General Electric, G. E. Bulbs, BBD&O (Cheyenne)....	2	(20), 3 (60)	LA	Sound Masters
Owens-Corning Fiberglass, Dust Filters, McCann-Erickson....	1	(60)	FA	Animated
Presto Industries, Appliances, Arthur Grossman....	1	(60)	LA	Fred A. Niles
Radios, TV Sets, Phonographs, etc.				
RCA, Kenyon & Eckhardt.....	—	—	NA	Universal
Columbia Records, McCann-Erickson....	1	(30)	FA	Hankinson
General Electric, G. E. Radios, Maxon (Warner Bros. Presents)....	2	(60)	LA, SA, SE, M	Transfilm
RCA, RCA Victor Records, Grey (Producer's Showcase)....	3	(60)	LA, M (C)	Transfilm
Household Cleaners				
Colgate-Palmolive, Fab, William Esty....	5	(70)	LA, SA	Transfilm
S. C. Johnson & Son, Stride, Needham, Louis Brorby....	1	(60)	SA	Chicago Film
	2	(60)	FA	and Ray Patin
S. C. Johnson & Son, Pride, Needham, Louis & Brorby....	1	(60)	LA	Hal Roach
Lever Bros., Hum Detergent, SSC&B....	1	(20), 1 (60)	LA	Sound Masters
Oakite Cleaner, Calkins & Holden....	3	(60)	LA	Lux-Brill
APPAREL				
Apparel, Footwear, Accessories				
Shwayder Bros., Samsonite Luggage, Grey....	11	(50)	LA	Transfilm

(Continued next week)

CLOSER LOOK

SAG Getting Tougher on Residual \$\$

HOLLYWOOD — The Screen Actors' Guild is in the process of tightening its reins further on telefilm payment of residuals. At the same time, the entire concept of rerun pay seems headed for a showdown, as Henry B. Donovan, producer of "Cowboy G-Men," disclosed he would challenge the practice in Superior Court here.

Kenneth Thomson, SAC's TV administrator, said Friday (9) that he is arranging for all distributors to furnish the Guild complete quarterly statements giving the status of every episode in every series.

At the same time, SAG plans to require all new signatories to sign an assignment so that if a producer becomes delinquent in payments the distributor will pay directly to the Guild all of the producer's share of the receipts.

Thomson declared that this was necessary because of the problems encountered in collecting payments from marginal producers. This, of course, would not affect the present contract between SAG and Alliance of TV Film Producers, which has until 1960 to run.

Reaction among TV producers is that this will have little or no effect on such operations as Ziv-TV, but that it might well drive the small producer out of syndication altogether.

Donovan, who is being sued by SAG on the residuals, asserted thru his attorney, Murray G. Chotiner, that he is filing a demurrer to the suit. In this he claims that the residual formula constitutes "restraint of trade." According to Donovan, he has yet to recoup two-thirds of the \$700,000 capital that went into the series.

SAG, in the meantime, reported that it has collected \$1,413,821 in rerun payments during the past year, bringing the total since 1954 to \$2,155,455.

Danzigers to Start 'Safari'

NEW YORK—Edward J. and Harry Lee Danziger are starting production on "Safari," a new series of adult adventure dramas. They are also producers of "The Vise" and "Adventure Theater." "Safari" will have background shots from Spain, and most of the studio work will be at their new Elstree Studios in London. The Danzigers' partner in the series and in the studio ownership is Nicholas Duke Biddle.

NTA Doubles Sales Volume

NEW YORK—National Telefilm Associates more than doubled its sales volume during its fiscal year ending July 31 as compared with the previous year. The contracts it wrote in its 1956 fiscal year totaled \$5,793,975, according to NTA's annual report to its stockholders, released last week. It took in \$3,818,627 in film rental fees, leaving it a net income of \$441,877. In its previous fiscal year NTA lost \$293,008.

The report listed two bank loans outstanding: \$1,361,861 to the Chase Manhattan Bank and \$285,092 to Walter E. Heller & Company.

NTA's total assets were listed at \$13,092,934.

New TV Spot Campaigns—

Contracts Set in Every Region In Two Weeks Ending October 27

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

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

On Eastern Stations

Ad Detergent, Colgate-Palmolive thru Lennen & Newell (Ann.)
 Anabist thru Ted Bates (Ann., Part.)
 Aunt Jemima Corn Mix, Quaker Oats thru John W. Shaw (Ann., Part.)
 Big Top Peanut Butter, Procter & Gamble thru Compton (Ann.)
 Bowey's Egg Nog thru Sorensen (Part.)
 Brillo Soap Pads thru J. Walter Thompson (Ann.)
 Bromo Quinine, Grove Labs thru Benton & Bowles (Ann., Part.)
 Charles Antell's Super Lanolin thru Paul Venze (Part.)
 Chopettes, Worthington Foods thru Wheeler, Kight & Gainey (Ann., Part.)
 Chrysler Cars thru McCann-Erickson (Ann., ID)
 Citizens for Robert Wagner (Ann.)
 Clisquot Club Beverages thru Harold Cabot (Ann.)
 Clorets, American Chicle thru Dancer, Fitzgerald & Sample (Ann.)
 Comet Cleaner, Procter & Gamble thru Compton (Part.)
 Creomulsion thru Wayne Tucker (ID)
 Crisco, Procter & Gamble thru Compton (Ann.)
 De Soto Cars thru Barton, Durstine & Osborn (Ann., ID)
 Dr. Lyon's Tooth Powder, Sterling Drugs thru Thompson-Koch (Ann.)
 Domino Sugar, American Refining thru Ted Bates (Part.)
 Eastern Milk Producers, Dairy Products (Ann.)
 Esso Products, Standard Oil thru McCann-Erickson (Prog.)
 Father John's Medicine thru Hermon W. Stevens (Ann., Part.)
 Fluffo, Procter & Gamble thru Biow (Ann., Part.)
 4-Way Cold Tablets, Grove Labs thru Harry B. Cohen (Ann.)
 Foster Furcolo for Governor (Prog.)
 Grant Rocket thru Arthur Meyerhoff (Prog.)
 Grant Salad Mixer thru Arthur Meyerhoff (Prog.)
 Gro-Pop Dog Food, Kellogg thru Leo Burnett (Ann., Part.)
 Hit Parade Cigarettes, American Tobacco thru Barton, Durstine & Osborn (Ann., ID, Part.)
 Hunt Club Dog Food, Standard Brands thru Ted Bates (Part.)

On Southern Stations

American Tobacco thru Barton, Durstine & Osborn (Ann.)
 Burger Beer thru Byron Fischer (Prog.)
 Chrysler Cars thru McCann-Erickson (Ann.)
 Colonial Stores thru Fuller, Neal & Baxter (Prog.)
 Dermagene thru Product Services (Prog.)
 Lipton Tea thru Young & Rubicam (Ann.)
 National Beer thru W. B. Doner (ID)

On Midwestern Stations

Baker's Frozen Coconut, General Foods thru Young & Rubicam (Part.)
 Bavarian Old Style Beer thru Ruthrauff & Ryan (Ann., Part.)
 Black Label Beer, Carling Brewing thru Lang, Fisher & Stashower (Prog.)
 Bromo Quinine, Grove Labs thru Benton & Bowles (Part.)
 Burgess Cellulose Sponges thru Clinton E. Frank (Part.)
 Chevrolet Cars thru Campbell-Ewald (Ann.)
 Chrysler Cars thru McCann-Erickson (Ann.)
 Clark's Candies thru Sullivan, Stauffer, Colwell & Bayles (Part.)
 Colgate Dental Cream, Colgate-Palmolive thru Ted Bates (Ann.)
 Combs Bros. Shoes (Prog.)
 Dr. Hess & Clark thru Klau-Van Pieter-Dunlap (Ann.)
 Five-Day Deodorant Pads thru Grey (Part.)
 Ford Cars thru J. W. Thompson (Ann.)
 Gamberius Beer, August Wagner Breweries thru Byer & Bowman (Prog.)
 Gilmar Records thru Martin Gilbert (Ann., ID)
 Kellogg Products thru Leo Burnett (Prog.)
 L&M Cigarettes, Liggett & Myers thru Dancer, Fitzgerald & Sample (Ann.)
 Lipton Tea thru Young & Rubicam (Ann.)
 Mars Candy thru Leo Burnett (Part.)
 Michigan Republican State Committee thru Maxon (Ann., ID)
 Mirro Aluminum Ware thru Cramer-Krasselt (Part.)
 Myzon thru Arthur Meyerhoff (Prog.)

On Southwestern Stations

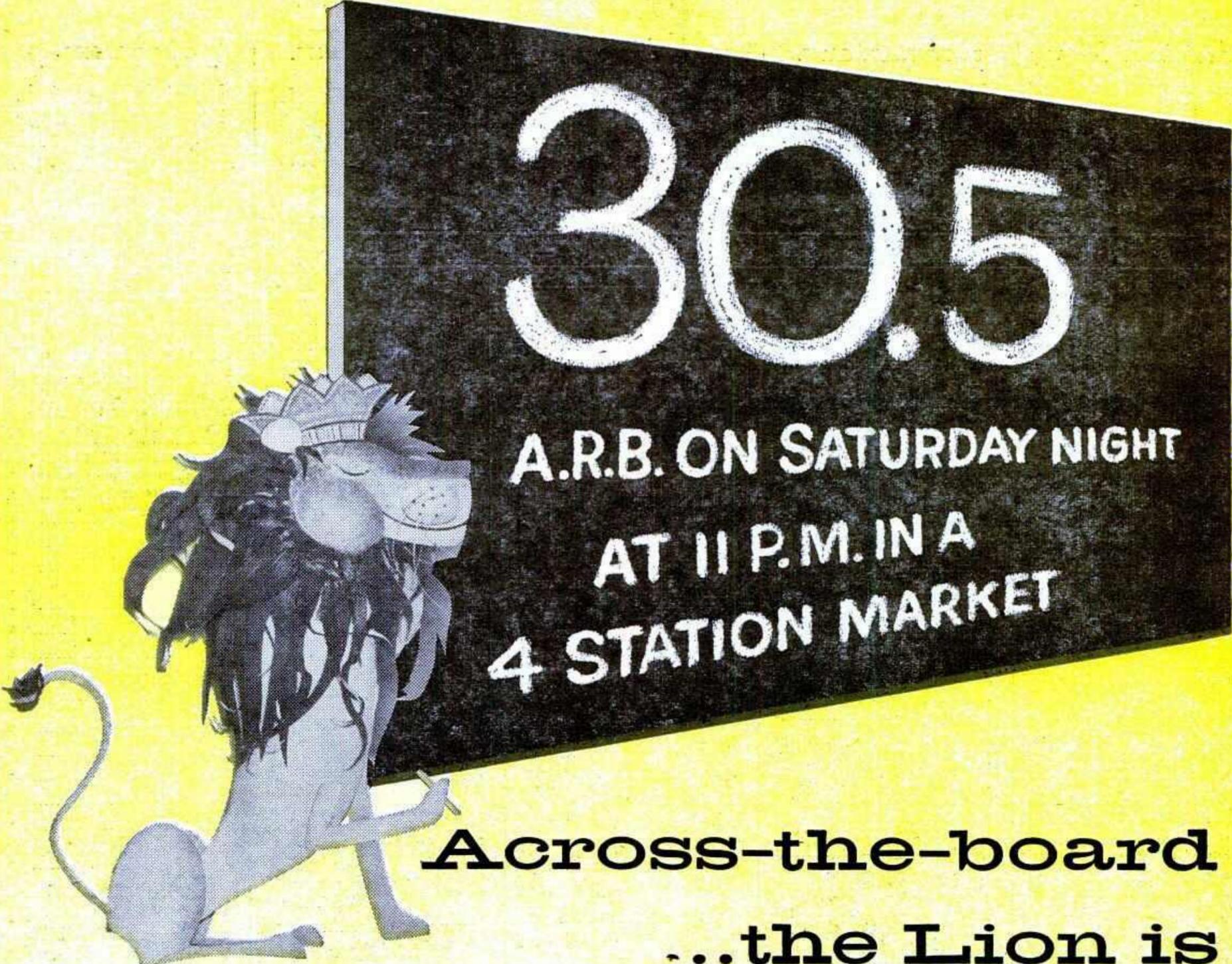
American National Bank thru Pitluk (Prog.)
 Evergreen Feeds thru Galloway-Wallace (Ann.)
 Gallo Wines thru Doyle, Dane & Bernbach (Ann.)
 Gilmar Records thru Martin Gilbert (Ann.)

Ivory Snow, Procter & Gamble thru Benton & Bowles (Ann.)
 Kahn Meats thru Associated Adv. Agency (Ann., ID)
 Kitchen Bouquet, Grocery Store Products thru Ted Bates (Part.)
 Ladies' Home Journal, Curtis Publishing thru Barton, Durstine & Osborn (Part.)
 L&M Cigarettes, Liggett & Myers thru Dancer, Fitzgerald & Sample (Ann.)
 Lionel Trains thru Grey (Ann., Part.)
 Lipton Tea thru Young & Rubicam (Ann.)
 Mapo, Heublein thru Bryan Houston (Part.)
 Massachusetts Republican State Committee (Ann.)
 Minute Maid Fruits and Vegetables thru Ted Bates (Part., Ann.)
 Minute Maid Frozen Orange Juice thru J. R. Pershall (Ann.)
 Morton Cheese Cake, Continental Baking thru Ted Bates (Ann.)
 New York State Republican Committee thru Marschalk & Pratt (Ann.)
 Oldsmobile Cars thru D. P. Brother (ID)
 Packard Cars thru Ruthrauff & Ryan (Ann.)
 Philip Morris Cigarettes thru N. W. Ayer & Sons (Ann.)
 Plymouth Cars thru N. W. Ayer & Sons (Ann., ID)
 Pontiac Cars thru MacManus, John & Adams (ID, Ann.)
 Quality Goods Manufacturers, Toys (Ann.)
 Qwip, Avoset, thru Harrington-Richards (Ann., ID)
 Riceland Rice, Arkansas Rice Growers thru M. R. Kopmeyer (Ann.)
 Simgic, Charles Antell thru Paul Venze (Prog.)
 Smith Bros. Cough Drops thru Sullivan, Stauffer, Colwell & Bayles (Part., Ann.)
 Staff Bread, Continental Baking thru Ted Bates (Ann.)
 Studebaker Cars thru Benton & Bowles (ID, Ann.)
 Toy Guidance Council thru Friend-Reiss (Prog.)
 Westfield Bicycles (Part.)
 Wey-Rite, Life Products International thru Potter & Robinson (Part.)
 Wise Potato Chips thru Lynn-Fieldhouse (Ann., ID)

Pontiac Cars thru MacManus, John & Adams (Ann.)
 Qwip, Avoset thru Harrington-Richards (Ann., ID)
 Religion, Oral Roberts thru C. I. Miller (Prog.)
 Studebaker Cars thru Benton & Bowles (Ann., ID)
 Tintair Hair Coloring, Bymart-Tintair thru Lambert & Feasley (Prog.)

Nabisco Products thru McCann-Erickson (Prog.)
 National Beer thru W. B. Doner (ID)
 Nestle's Instant Coffee thru McCann-Erickson (Ann.)
 Nestle's King Mallows thru McCann-Erickson (Part.)
 Northern Tissue, Northern Paper Mills thru Young & Rubicam (Ann., ID)
 Ohio Mattresses (Prog.)
 Oldsmobile Cars thru D. P. Brother (Ann.)
 Pabst Blue Ribbon Beer thru Leo Burnett (ID)
 Plymouth Cars thru N. W. Ayer & Sons (Ann.)
 Polident, Block Drug thru Grey (Part.)
 Pontiac Cars thru MacManus, John & Adams (Ann., ID, Part.)
 Qwip, Avoset thru Harrington-Richards (Ann., ID)
 Remington Arms thru Barton, Durstine & Osborn (Ann.)
 Seven-Up thru J. Walter Thompson (ID)
 Snow Crop Frozen Foods thru Ted Bates (Part.)
 Soltice, Chattanooga Medicine thru Noble-Dury (Ann., ID)
 Speed Queen Washing Machine thru Gear-Murray (Ann., ID, Part.)
 Standard Oil thru McCann-Erickson (Ann., ID)
 Studebaker Cars thru Benton & Bowles (ID)
 Swift's Frankfurts thru McCann-Erickson (Part., Ann.)
 Van Hair Formula, Wildroot thru Barton, Durstine & Osborn (Ann.)
 Wartex, Northern Paper Mills thru Young & Rubicam (ID)

(Continued on page 14)



30.5

A.R.B. ON SATURDAY NIGHT
AT 11 P.M. IN A
4 STATION MARKET

Across-the-board ...the Lion is TV-King on KING-TV

Proving the fantastic Los Angeles and Denver ratings were no fluke, it happened again in Seattle — this time on KING-TV's across-the-board presentation of MGM's Command Performance.

The October A.R.B. ratings show a fabulous 30.5 rating at 11 P.M. — Saturday night — a heretofore unheard of figure so late at night in a four station market.

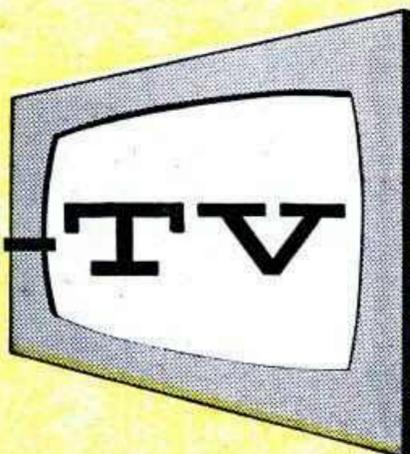
The average MGM Seattle ratings for the 10:45 to 12:15 time-slots for FRIDAY were 23.6, for SATURDAY they were 26.2 and for SUNDAY they were 16.1

Averaged out for the entire week the MGM programming out-rated the combined total for the three other stations by a margin of nearly two to one.

Have you inquired about the availability of the MGM-TV library in your area? Do it now!

MGM-TV

A SERVICE OF
LOEW'S INCORPORATED



● For further information — write, wire or phone
Charles C. Barry, Vice-president
1540 Broadway, New York, N. Y., JUdson 2-2000

Western Clicks

Continued from page 8

"Grey" is tops in its time period, and "Gunsmoke" is about even with George Gobel.

Under such stimulus, new Westerns are sprouting from behind every rock. Pine-Thomas has already filmed its "Outpost" pilot. Flying A Productions is launching "The Winning of the West," an anthology series, at the end of this month. Warner Bros. is coming up with another hour-Western, "Colt 45."

Goodson-Todman is projecting "The Gun and the Quill," about a Western newspaper editor, and has an early frontier series, "Ethan Allen," in the works. CBS-TV, going for the off-beat, intends to place Kathryn Grayson in a Western titled "The Lone Woman."

TPA, filming in Canada, is already shooting "Last of the Mohicans," and has another, "Marshal of Manitoba," skedded. A Pony Express series is in the works at all World Productions.

In case this isn't enough of a choice for sponsors, there are such pilots as "Cavalry Patrol" and "Fremont," which were produced too late for the last selling season.

TOP RATING IN CINCINNATI!



the ELLERY QUEEN series

starring **HUGH MARLOWE**

The highest rated syndicated program in Cincinnati,* America's great mystery adventure series outrates \$64,000 Question, Dragnet, Jackie Gleason and other top network favorites! Get the facts for your market. *24.7 Pulse 9/10/56



488 Madison Ave.
New York 22
PLaza 5-2100

PULSE LOCAL RATINGS FOR SEPTEMBER

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

BAKERSFIELD, CALIF.

2 TV STATIONS—60,400 TV HOMES
Population—262,100 (84th in U. S.)
Buying Income—\$448,631,000 (82d)
Retail Sales—\$317,733,000 (78th)
Food Sales—\$75,178,000 (73d)
Drug Sales—\$8,858,000 (82d)
Automotive—\$56,186,000 (89th)
Above figures include following counties: Kern

TOP NETWORK SHOWS

1. \$64,000 Question, KERO, T. . .45.5
2. Best of Groucho, KERO, Th. . .40.5
3. Ed Sullivan, KERO, Su. . .40.4
4. Dragnet, KERO, Th. . .37.3
5. Undercurrent, KERO, F. . .36.9
6. Boxing, KERO, F. . .35.3
7. Ford Theater, KERO, Th. . .34.0
8. Ernie Kovacs, KERO, M. . .33.4
9. Jayne Wyman, KERO, T. . .31.8
9. Lux Video Theater, KERO, Th. . .31.8
9. Private Secretary, KERO, Su. . .31.8

TOP MULTI-WEEKLY SHOWS

1. News, Weather (6:45 p.m.), KERO, M.-F.24.2
2. Cousin Herb, Misc., KERO, M.-F.23.9
3. Topper, KERO, M., W.19.3
4. Space Ranger, KERO, M.-F. . .17.4
5. Hey, Kids, KERO, M.-F. . . .16.9
6. Roy Rogers, KERO, M., W., F.15.0
7. Gene Autry, KERO, T., Th. . .14.7
8. Roger-Gary, KBAK, M., W.-F.14.5
9. Queen for a Day, KERO, M.-F.14.3
10. CBS News, KBAK, M., W., F. . .12.2

TOP FEATURE FILMS

- Once Weekly
1. Movie, KERO, F-10:00-11:00 p.m.22.9
 2. Fedway Family Theater, KBAK, F-8:00-9:30 p.m.19.8
 3. Sunday Matinee, KERO, Su.-3:30-5:00 p.m.17.5
 4. Feature Film, KERO, S.-2:00-3:00 p.m.15.9
 5. Western Theater, KERO, S.-3:30-4:30 p.m.14.0
- Multi-Weekly
1. Afternoon Show, KERO, M.-F.-2:00-4:00 p.m.10.2
 2. Owl Theater, KBAK, M.-Su.-10:30-12:00 midnight . . . 8.2
 3. Western Playhouse, KBAK, M.-F.-4:00-5:00 p.m.6.1
 4. Pantry Playhouse, KBAK, M.-F.-12:30-3:30 p.m.4.5

TOP SYNDICATED FILMS

1. Mayor of the Town (MCA), KERO, M.-7:3038.5
2. I Search for Adventure (Bag-nall), KERO, M.-7:0037.8
3. Man Called X (Ziv), KERO, F.-9:3037.0
4. Highway Patrol (Ziv), KERO, T.-7:3035.3
5. Science Fiction Theater (Ziv), KERO, Th.-7:3034.5
6. Steve Donovan, Western Marshal (NBC), KERO, Th.-7:00 . . .33.8
7. Waterfront (MCA), KERO, Su.-6:3033.5
8. Stage Seven (TPA), KERO, Th.-9:0032.3
8. Rosemary Clooney (MCA), KERO, Su.-7:3032.3
10. Crunch and Des (NBC), KERO, F.-8:3031.5
11. Dr. Hudson's Secret Journal (MCA), KERO, F.-8:0030.8
12. Badge 714 (NBC), KERO, S.-9:0024.5
13. Tales of the Texas Rangers (Screen Gems), KERO, T.-9:30 . .24.0
14. Annie Oakley (CBS), KERO, S.-6:3020.0
15. Wild Bill Hickok (Flamingo), KBAK, T.-6:0018.3
16. Little Rascals (Interstate), KBAK, T.-6:3018.0
17. Rocky Jones, Space Ranger (MCA), KERO, M.-F.-5:3017.4
18. Man Behind the Badge (MCA), KBAK, T.-9:0016.5
19. Joe Palooka (Guild), KBAK, F.-7:0016.0
20. Life With Elizabeth (Guild), KBAK, T.-9:3015.8
21. Stories of the Century (Holly-wood), KERO, Th.-5:3014.8

BELLINGHAM, WASH.

4 TV STATIONS—17,600 TV HOMES
Population—70,800 (243d in U. S.)
Buying Income—\$104,030,000
Retail Sales—\$78,589,000 (245th)
Food Sales—\$16,326,000 (246th)
Drug Sales—\$2,028,000 (250th)
Automotive—\$11,943,000 (258th)
Above figures include following counties: Whatcom

TOP NETWORK SHOWS

1. \$64,000 Question, KVO5, T. . .44.3
2. Phil Silvers, KVO5, T.41.3
3. Do You Trust Your Wife? KVO5, T.40.3
4. Ed Sullivan, CBUT, Su.36.9
5. Lawrence Welk, KING, S.34.8
6. Charlie Farrell, KVO5, M. . . .29.3
7. Lux Video Theater, KOMO, Th.29.0
8. Disneyland, KING, W.26.9
9. Climax, CBUT, Th.26.5
10. T. Mack Amateur Hour, KING, Su.25.4

TOP MULTI-WEEKLY SHOWS

1. Candlelight Theater, Misc., KVO5, M.-F.17.6
1. Mickey Mouse Club, KING, M.-F.17.6
3. News (11 p.m.), KVO5, M.-F. . .11.2
4. Early Edition, KING, M., T., Th., F.9.2
4. Family Theater, Misc., KVO5, M.-F.9.2
6. News Caravan, Misc., KOMO, M.-F.8.4
7. Western Theater, KVO5, M.-F. . 7.3
8. Sheriff Tex, KING, M.-F. . . . 7.1
8. Stan Boreson, KING, M.-F. . . . 7.1
10. Cartoons, Misc., KVO5, M.-F. . 6.8

TOP FEATURE FILMS

- Once Weekly
1. Star Cinema Theater, KVO5, Su.-9:30-11:00 p.m.21.3
 2. Panorama Playhouse, CBUT, S.-9:30-11:00 p.m.10.3
 3. Armchair Theater, KING, Su.-2:15-3:30 p.m.5.5
 4. Rainbow Theater, KING, S.-11:00 a.m.-1:00 p.m. . . . 1.8
 5. Junior Theater, CBUT, S.-3:00-4:00 p.m.1.5
- Multi-Weekly
1. Candlelight Theater, KVO5, M.-S.-9:30-11:00 p.m.17.2
 2. Family Theater, KVO5, M., F., S.-5:30-7:00 p.m.11.5
 3. Starlite Theater, KOMO, M.-F.-7:00-8:00 p.m.10.8
 4. Western Theater, KVO5, M.-F.-4:00-5:00 p.m.7.3
 5. Curtain Time, KOMO, S., Su.-10:30-11:15 p.m.5.7

TOP SYNDICATED FILMS

1. Racket Squad (ABC), KVO5, M.-9:0035.3
2. Highway Patrol (Ziv), KVO5, M.-8:3033.0
3. Famous Playhouse (MCA), KVO5, T.-8:3030.3
4. Man Behind the Badge (MCA), KVO5, T.-9:0028.5
5. Man Called X (Ziv), KVO5, T.-7:3027.3
6. I Search for Adventure (Bag-nall), KING, W.-7:3023.0
6. San Francisco Beat (CBS), KVO5, Th.-8:3023.0
6. Stage 7 (TPA), KVO5, Su.-9:00 .23.0
9. I Married Joan (Interstate), KVO5, F.-8:0021.8
10. Steve Donovan, Western Marshal (NBC), KING, W.-7:0021.5
11. Mr. District Attorney (Ziv), KVO5, W.-9:0020.8
12. Confidential File (Guild), KVO5, Th.-9:0020.0
13. My Little Margie (Official), KVO5, Su.-8:0019.8
14. Badge 714 (NBC), KVO5, F.-7:3018.8
15. Stars of the Grand Ole Opry (Flamingo), KOMO, M.-9:3016.8
15. Celebrity Playhouse (Screen Gems), KOMO, Th.-8:0016.8
17. Mayor of the Town (MCA), KVO5, W.-7:3016.3
17. Science Fiction Theater (Ziv), KVO5, F.-7:0016.3
17. Crunch and Des (NBC), KOMO, F.-9:0016.3
20. Life of Riley (NBC), KING, Th.-7:3015.5

COLORADO SPRINGS, COLO.

2 TV STATIONS—24,500 TV HOMES
Population—105,600 (187th in U. S.)
Buying Income—\$160,255,000 (185th)
Retail Sales—\$159,608,000 (152d)
Food Sales—\$30,553,000 (166th)
Drug Sales—\$6,258,000 (119th)
Automotive—\$29,289,000 (162d)
Above figures include following counties: El Paso

TOP NETWORK SHOWS

1. Ed Sullivan, KKTU, Su.46.5
2. \$64,000 Question, KKTU, T. . .41.8
3. Phil Silvers, KKTU, T.39.8
4. Frankie Laine, KKTU, W.39.3
5. Navy Log, KKTU, T.38.8
6. Do You Trust Your Wife? KKTU, T.38.0
7. Robin Hood, KKTU, M.37.0
8. G. E. Theater, KKTU, Su.36.5
9. Dragnet, KRDO, Th.36.3
10. Jackie Gleason, KKTU, S.35.3

TOP MULTI-WEEKLY SHOWS

1. News, Weather (10 p.m.), KRDO, M.-F.22.9
2. Late Weather, Misc., (10 p.m.), KKTU, M.-F.21.0
2. Star Chief Theater, KKTU, M., W.21.0
4. Pikes Peak Playhouse, KRDO, M.-F.18.8
5. News Caravan, KRDO, M.-W., F.17.8
6. Sports, Weather (5:45 p.m.), KKTU, M.-F.12.7
7. Channel 11 Comment, KKTU, M.-F.12.2
8. Jaye P. Morgan, KRDO, T., W.12.0
9. Queen for a Day, KRDO, M.-F.10.6
10. CBS News, KKTU, M.-F.9.9

TOP FEATURE FILMS

- Once Weekly
1. Million \$ Movie, KRDO, S.-10:00-11:00 p.m.26.0
 2. Diamond Theater, KKTU, F.-10:00-11:00 p.m.22.4
 3. Trail Riders Matinee, KRDO, S.-4:00-5:00 p.m.11.6
 4. Film Features, KRDO, M.-6:30-7:30 p.m.9.6
- Multi-Weekly
1. Star Chief Theater, KKTU, M., W.-10:15-11:00 p.m.21.8
 2. First Run Feature, KKTU, T., S.-10:00-11:00 p.m.18.5
 3. Pikes Peak Playhouse, KRDO, M.-F., Su.-10:15-11:00 p.m. . . .18.1
 4. Late Show, KKTU, Th., Su.-10:15-11:00 p.m.14.7
 5. Daily Matinee, KKTU, M.-F.-2:00-4:00 p.m.7.5

TOP SYNDICATED FILMS

1. Amos 'n' Andy (CBS), KKTU, Su.-6:3038.5
2. Great Gildersleeve (NBC), KKTU, W.-9:3037.3
3. Badge 714 (NBC), KRDO, T.-9:0036.3
4. Guy Lombardo (MCA), KRDO, Su.-9:3034.0
4. Highway Patrol (Ziv), KRDO, Th.-9:3034.0
6. Mr. District Attorney (Ziv), KRDO, T.-9:3033.8
7. Uncovered (Thompson), KKTU, M.-8:0033.3
8. Life of Riley (NBC), KKTU, Su.-7:3030.0
8. Confidential File (Guild), KKTU, Su.-9:0030.0
8. Stu Erwin Show (Official), KKTU, W.-8:0030.0
11. Waterfront (MCA), KKTU, F.-9:0029.5
12. Cisco Kid (Ziv), KRDO, Th.-6:0029.3
13. Stories of the Century (Holly-wood), KRDO, S.-6:3029.0
14. Kit Carson (MCA), KRDO, Su.-7:3028.8
15. Stars of the Grand Ole Opry (Flamingo), KRDO, S.-8:3028.5
15. Uncommon Valor (Gen'l Tele-radio), KRDO, W.-8:3028.5
17. Science Fiction Theater (Ziv), KRDO, M.-9:0028.3
17. City Detective (MCA), KRDO, W.-8:0028.3

GRAND RAPIDS-KALAMAZOO, MICH.

3 TV STATIONS—147,900 TV HOMES
Population—323,400 (66th in U. S.)
Buying Income—\$589,545,000 (59th)
Retail Sales—\$431,625,000 (59th)
Food Sales—\$94,731,000 (62d)
Drug Sales—\$19,875,000 (39th)
Automotive—\$84,854,000 (60th)
Above market statistics are for Grand Rapids only and include the following county: Kent

TOP NETWORK SHOWS

1. \$64,000 Question, WKZO, WJIM, T.44.3
2. I've Got a Secret, WKZO, W. . .44.0
3. Climax, WKZO, Th.42.0
4. Studio One Summer Theater, WKZO, M.41.8
5. Two for the Money, WKZO, S. . .40.8
6. Ed Sullivan, WKZO, WJIM, Su.40.6
7. Hey, Jeannie, WKZO, S.40.5
8. Millionaire, WKZO, W.40.3
9. Gunsmoke, WKZO, S.38.3
10. 20th Century-Fox, WKZO, W. . .38.0

TOP MULTI-WEEKLY SHOWS

1. Guiding Light, WKZO, WJIM, M.-F.20.0
2. Search for Tomorrow, WKZO, WJIM, M.-F.19.7
3. Deadline News (6 p.m.), WKZO, M.-F.18.8
3. Love of Life, WKZO, M.-F. . . .18.8
5. Weather, Sports (6:15 p.m.), WKZO, M.-F.18.5
6. Valiant Lady, WKZO, M.-F. . .18.2
7. Looney Tunes, WKZO, M., T., Th.17.0
8. Little Rascals, WKZO, M.-F. . .16.2
9. News Roundup, Weather (11 p.m.), WKZO, M.-F.15.6
10. Arthur Godfrey, WKZO, M.-Th.14.4

TOP FEATURE FILMS

- Once Weekly
1. Movie Matinee, WKZO, S.-4:30-5:30 p.m.14.8
 2. Saturday Night Theater, WKZO, S.-11:15-12:00 mid.13.8
 3. Channel 3 Theater, WKZO, Su.-11:15-12:00 mid.12.2
 4. Sagebrush Theater, WOOD, F.-7:00-8:00 p.m.12.0
 5. Saturday Cinema, WKZO, S.-2:00-3:30 p.m.11.1
- Multi-Weekly
1. Woodland Playhouse, WOOD, M.-F.-12:00-1:30 p.m.5.8

TOP SYNDICATED FILMS

1. San Francisco Beat (CBS), WKZO, T.-9:3031.8
2. Celebrity Playhouse (Screen Gems), WKZO, Th.-9:3030.5
3. Dr. Hudson's Secret Journal (MCA), WKZO, F.-10:0028.0
4. Soldiers of Fortune (MCA), WKZO, Th.-10:0025.3
5. Rin Tin Tin (Screen Gems), WKZO, W.-5:3021.8
6. Man Called X (Ziv), WKZO, Th.-10:3020.5
7. Wild Bill Hickok (Flamingo), WKZO, F.-6:3020.3
8. Highway Patrol (Ziv), WOOD, T.-9:3018.8
9. Looney Tunes (Guild), WKZO, M., T., Th.-5:3018.0
10. Lone Wolf (MCA), WOOD, M.-10:3017.5
11. Looney Tunes (Guild), WKZO, S.-4:0017.3
12. Little Rascals (Interstate), WKZO, M.-F.-5:0016.2
13. I Led Three Lives (Ziv), WOOD, W.-8:3015.8
14. Man Called X (Ziv), WOOD, M.-9:3015.5
14. Code 3 (ABC), WKZO, T.-10:30 .15.5
16. Amos 'n' Andy (CBS), WOOD, W.-8:0014.8
17. Crunch and Des (NBC), WOOD, W.-10:0013.8
18. Count of Monte Cristo (TPA), WOOD, W.-8:0012.8
19. Ramar of the Jungle (TPA), WOOD, W.-6:0010.8
20. Cisco Kid (Ziv), WOOD, Su.-6:0010.5
21. Superman (Flamingo), WOOD, T.-6:0010.0

NBC to Bring 'Fibber' to TV

NEW YORK—On the heels of NBC-TV's interest in bringing "Easy Aces" to TV comes news of the web reviving plans to transform another radio property, its "Fibber McGee and Molly" show.

Jim and Marian Jordan, who created the celebrated characters, would help prepare the series, but NBC is seeking two semi-stars to play their roles. Live half-hour would be a 1957 fall entry.

New TV Spot Campaigns—

Continued from page 10

On Rocky Mountain & West Coast Stations

- Bromo Quinine, Grove Labs thru Benton & Bowles (Ann., Part.)
- Brylcreem, Harold F. Ritchie thru Atherton & Carrier (Part.)
- Clinton Clothing thru Milton Weinberg (Part.)
- Continental Oil thru Benton & Bowles (Prog.)
- Crescent Topping Flavors thru Honig-Cooper (ID)
- Fitch's Shampoo, Grove Labs thru Harry B. Cohen (Part.)
- 5-Day Deodorant Pads thru Grey (Part.)
- Grant Salad Mixer thru Arthur Meyerhoff (Ann.)
- Hi-Jz Plant Food thru Finnegan & Fenton (Part.)

- Kool Cigarettes, Brown & Williamson thru Ted Bates (ID)
- Lagendorf Bread thru Compton (Part.)
- Lipton Tea thru Young & Rubicam (Ann., Part.)
- Listerine, Lambert, Hudnut thru Lambert & Feasley (Prog.)
- Necchi Elna Sewing Machine, Sewline thru Richard Seller (Part.)
- NuSoft Corn Products thru McCann-Erickson (Part.)
- Oragen thru Richard Seller (Part.)
- Pacific Tele. & Tele. thru Batten, Barton, Durstine & Osborn (Ann.)
- Pontiac Cars thru MacNanus, John & Adams (Ann.)

- Puffed Grain, Quaker Oats thru Wherry Baker & Tilden (Part.)
- Roma Wines, C.V.A. Corporation thru Foote, Cone & Belding (Ann.)
- Schaper Plastic Games thru Mullen (ID, Part.)
- Studebaker Cars thru Benton & Bowles (ID)
- Tide, Procter & Gamble thru Benton & Bowles (Ann.)
- Tree Top Apple Juice, Charbonneau Packing thru Miller, MacKay Hoeck & Hartung (Part.)
- Wisk Detergent, Lever Bros. thru Batten, Barton, Durstine & Osborn (Ann.)

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

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.

Market statistics shown are derived from Sales Management's current "Survey of Buying Power," and cover only each market's metropolitan areas, as defined by government specification. Although they thus cannot include complete TV coverage or trading areas, they do provide comparative statistics for the chief population centers of TV stations.

The symbol † is for film series booked on a national spot basis. The symbol "u" indicates a UHF outlet. The symbol "a" points out programs originating in an overlap market yet securing ratings of 3.0 or better in the market under study. For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York.

LEXINGTON, KY.

6 TV STATIONS—24,000 TV HOMES
Population—118,500 (168th in U. S.)
Buying Income—\$183,873,000 (72d)
Retail Sales—\$138,986,000 (165th)
Food Sales—\$25,256,000 (183d)
Drug Sales—\$4,882,000 (156th)
Automotive—\$22,827,000 (193d)
Above figures include following counties: Fayette

TOP NETWORK SHOWS

- 1. Perry Como, WLEX, WAVE, WLW-T, S. 49.0
2. Life of Riley, WLEX, WAVE, F. 46.8
3. Best of Groucho, WLEX, WAVE, T. 46.3
4. Kraft TV Theater, WLEX, WAVE, WLW-T, W. 45.3
5. TV Playhouse, WLEX, WAVE, WLW-T, Su. 43.4
6. Truth or Consequences, WLEX, WAVE, F. 42.8
7. Steve Allen, WLEX, WAVE, WLW-T, Su. 42.7
8. Caesar's Hour, WLEX, WAVE, WLW-T, S. 42.5
9. Jane Wyman, WLEX, WAVE, WLW-T, T. 41.6
10. Big Surprise, WLEX, WAVE, T. 39.8

TOP MULTI-WEEKLY SHOWS

- 1. News Caravan, WLEX, WAVE, WLW-T, M-F. 26.7
2. Frankie Carle, WLEX, WAVE, WLW-T, M, T. 26.6
3. Eddie Fisher, WLEX, WAVE, WLW-T, W, F. 25.6
4. Queen for a Day, WLEX, WAVE, WLW-T, M-F. 23.1
5. Matinee Theater, WLEX, WAVE, WLW-T, M-F. 22.6
6. Modern Romances, WLEX, WAVE, WLW-T, M-F. 16.8
7. Tennessee Ernie, WLEX, WAVE, WLW-T, M-F. 15.9
8. Sports, Misc. (6:15 p.m.), WLEX, M-F. 15.7
9. World's News, Sports (10 p.m.), WLEX, M-F. 15.5
10. Weather, News, Sports (6 p.m.), WLEX, M-F. 15.4

TOP FEATURE FILMS

- Once Weekly
1. First Run Theater, WAVE, S-11:30-12:00 midnight 5.3
Multi-Weekly
1. Pioneer Playhouse, WLEX, M-Su-11:00-12:00 midnight 11.5
2. Starlight Theater, WAVE, M-F-11:00-12:00 midnight 7.0
3. Late Show, WHAS, Th, Su-11:00-12:00 3.1

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WLEX, Th-7:30 29.5
2. Federal Men (MCA), WAVE, Th-8:00 24.5
3. Boston Blackie (Ziv), WLEX, T-8:30 21.8
4. My Hero (Official), WLEX, Th-9:00 19.3
5. Highway Patrol (Ziv), WHAS, F-8:30 16.0
6. Amos 'n' Andy (CBS), WLEX, M-7:00 14.8
7. Confidential File (Guild), WAVE, W-10:00 14.3
8. Captain Zero (Atlas), WLEX, S-6:00 14.0
9. Studio 57 (MCA), WHAS, T-8:00 13.5
10. Crunch and Des (NBC), WHAS, Su-8:30 12.3
11. Susie (TPA), WAVE, W-9:30 11.3
12. Inner Sanctum (NBC), WLEX, M-9:30 10.8
13. Mr. District Attorney (Ziv), WHAS, F-10:00 10.8
14. I Led Three Lives (Ziv), WHAS, T-9:30 10.5
15. Superman (Flamingo), WHAS, Su-6:00 9.8
16. Ethel Barrymore Theater (Interstate), WAVE, Su-9:30 8.0
17. Man Called X (Ziv), WHAS, M-10:00 8.0
18. Famous Playhouse (MCA), WHAS, Th-9:30 8.0
19. Science Fiction Theater (Ziv), WHAS, M-7:30 7.5

MOBILE, ALA.

2 TV STATIONS—47,900 TV HOMES
Population—266,300 (79th in U. S.)
Buying Income—\$336,129,000 (107th)
Retail Sales—\$261,128,000 (98th)
Food Sales—\$64,846,000 (85th)
Drug Sales—\$5,896,300 (123d)
Automotive—\$55,222,000 (93d)
Above figures include following counties: Mobile

TOP NETWORK SHOWS

- 1. \$64,000 Question, WKRG, T. 49.3
2. Ed Sullivan, WKRG, Su. 44.5
3. Do You Trust Your Wife? WKRG, T. 42.3
4. Phil Silvers, WKRG, T. 38.8
5. Loretta Young, WALA, Su. 37.5
6. Gunsmoke, WKRG, S. 37.3
7. Jackie Gleason, WKRG, S. 36.8
8. Boxing, WALA, F. 36.5
8. R. Montgomery, WALA, M. 36.5
10. Crusader, WKRG, F. 36.3

TOP MULTI-WEEKLY SHOWS

- 1. CBS News, WKRG, M-F. 23.4
2. Home, Sports, Weather (6 p.m.), WKRG, M-F. 22.6
3. News, Sports, Weather (6:15 p.m.), WALA, M-F. 20.1
4. TV Spotlight, Do You Know Why? WALA, M-F. 19.4
5. Mickey Mouse Club, WKRG, M-F. 19.4
6. Chuckwagon Charlie, WKRG, M-F. 17.5
7. 5 Star Final (10:30 p.m.), WKRG, M-F. 14.2
8. Afternoon Matinee, WKRG, M-F. 13.6
8. Tennessee Ernie, WALA, M-F. 13.6
10. Howdy Ranger, WALA, M-F. 12.4

TOP FEATURE FILMS

- Once Weekly
1. Western Theater, WKRG, S-4:00-5:00 p.m. 20.1
2. Matinee Movie, WALA, S-2:45-4:00 p.m. 16.8
3. Film, WKRG, S-3:00-4:00 p.m. 15.5
4. Broadway Marquee, WKRG, Su-10:30-12:00 midnight 13.2
5. Feature Film, WKRG, Su-9:30-12:15 p.m. 12.3
Multi-Weekly
1. Afternoon Matinee, WKRG, M-F-3:00-4:00 p.m. 13.6
2. Million \$ Movie, WALA, M-Su-10:00-12:00 midnight 11.7
3. Starlight Theater, WKRG, M-F-10:45-12:00 midnight 10.1
4. Film, WKRG, M-F-8:00-9:15 a.m. 6.9

TOP SYNDICATED FILMS

- 1. Mr. District Attorney (Ziv), WALA, M-8:30 35.8
2. Studio 57 (MCA), WKRG, T-7:30 34.3
3. Man Called X (Ziv), WALA, M-7:00 33.8
4. Amos 'n' Andy (CBS), WALA, Su-8:30 33.3
5. Crunch and Des (NBC), WKRG, Th-8:30 32.5
6. Code 3 (ABC), WKRG, F-8:30 29.8
7. Waterfront (MCA), WALA, F-7:30 28.8
8. Tales of the Texas Rangers (Screen Gems), WKRG, F-6:30 27.8
9. Wild Bill Hickok (Flamingo), WKRG, T-6:30 27.5
9. Highway Patrol (Ziv), WALA, Th-7:00 27.5
11. Captain Gallant (TPA), WKRG, W-6:30 26.8
12. Kit Carson (MCA), WALA, M-6:30 26.5
13. The Whistler (CBS), WKRG, Su-7:30 26.3
14. Ray Milland Show (MCA), WKRG, M-9:30 26.0
15. Dr. Hudson's Secret Journal (MCA), WALA, T-7:30 25.3
16. I Search for Adventure (Bagnall), WALA, S-9:00 24.8
17. Ramar of the Jungle (TPA), WKRG, Th-6:30 24.5
18. Cisco Kid (Ziv), WALA, W-6:30 23.3
19. Annie Oakley (CBS), WALA, Th-6:30 23.0
20. Looney Tunes (Guild), WALA, S-12:00 21.5

PUEBLO, CALIF.

2 TV STATIONS—22,400 TV HOMES
Population—106,100 (185th in U. S.)
Buying Income—\$136,478,000 (207th)
Retail Sales—\$112,313,000 (190th)
Food Sales—\$28,072,000 (172d)
Drug Sales—\$3,155,000 (195th)
Automotive—\$25,249,000 (182d)
Above figures include following counties: Pueblo

TOP NETWORK SHOWS

- 1. Ed Sullivan, KKTU, Su. 48.0
2. Best of Groucho, KCSJ, Th. 36.8
3. Your Hit Parade, KCSJ, S. 35.8
4. \$64,000 Question, KKTU, T. 35.5
5. Boxing, KCSJ, F. 35.2
6. Tony Bennett, KCSJ, S. 34.6
7. Loretta Young, KCSJ, Su. 34.5
8. Dragnet, KCSJ, Th. 33.8
9. Disneyland, KKTU, Th. 32.5
10. Godfrey's Talent Scouts, KKTU, M. 32.3

TOP MULTI-WEEKLY SHOWS

- 1. News, Sports, Weather (10 p.m.), KCSJ, M-F. 25.2
2. Looney Tunes, KCSJ, T-F. 22.8
3. Adventure's Club, KCSJ, M-F. 18.2
4. Late Weather, Misc. (10 p.m.), KKTU, M-F. 16.5
5. Queen for a Day, KCSJ, M-F. 15.4
6. Curtain Time, KCSJ, M-F. 13.8
7. Steel Mat., KCSJ, M-F. 13.7
8. Star Chief Theater, KKTU, M, W. 12.4
9. Modern Romances, KCSJ, M-F. 11.9
10. Comedy Time, KCSJ, M-F. 10.3
10. Matinee Theater, KCSJ, M-F. 10.3

TOP FEATURE FILMS

- Once Weekly
1. First Run Theater, KKTU, S-10:00-12:00 midnight 26.1
2. Request Performance, KCSJ, Su-10:30-11:30 p.m. 19.9
3. Bar 5 Western, KCSJ, S-5:00-6:00 p.m. 17.8
4. Family Film Fare, KCSJ, S-10:00-11:45 p.m. 17.0
5. White Cross Theater, KCSJ, T-10:30-11:45 p.m. 16.7
Multi-Weekly
1. Curtain Time, KCSJ, M, F-10:30-12:00 midnight 14.3
2. Late Show, KKTU, Th, Su-10:15-12:00 midnight 14.1
3. Steel City Matinee, KCSJ, M-F-3:00-4:00 p.m. 13.7
4. Star Chief Theater, KKTU, M, W-10:15-12:00 midnight 13.2
5. Daily Matinee, KKTU, M-F-2:00-4:00 p.m. 6.6

TOP SYNDICATED FILMS

- 1. Mr. and Mrs. North (Schubert), KCSJ, T-9:00 37.8
2. Badge 714 (NBC), KCSJ, W-9:00 36.8
3. Waterfront (MCA), KKTU, F-9:00 34.3
4. The Unexpected (Ziv), KCSJ, Th-9:00 34.0
4. Highway Patrol (Ziv), KCSJ, F-8:30 34.0
6. Soldiers of Fortune (MCA), KCSJ, W-8:30 33.8
7. My Little Margie (Official), KCSJ, Su-9:00 33.5
8. City Detective (MCA), KCSJ, W-7:30 33.3
9. Meet Corliss Archer (Ziv), KCSJ, F-8:30 33.0
10. Famous Playhouse (MCA), KCSJ, T-7:30 32.0
10. Confidential File (Guild), KKTU, Su-9:00 32.0
12. Dr. Hudson's Secret Journal (MCA), KKTU, Th-8:30 31.3
13. Inspector Mark Saber (Thompson), KCSJ, M-7:30 30.3
13. Science Fiction Theater (Ziv), KCSJ, T-9:30 30.3
15. Headline (MCA), KCSJ, M-9:30 29.8
16. Life of Riley (NBC), KKTU, Su-7:30 29.3
17. Guy Lombardo (MCA), KCSJ, W-9:00 28.3
18. Rocky Jones, Space Ranger (MCA), KCSJ, M-6:00 26.3
18. Amos 'n' Andy (CBS), KKTU, Su-6:30 26.3
20. Uncovered (Thompson), KKTU, M-8:00 24.8

YOUNGSTOWN, O.

6 TV STATIONS—137,900 TV HOMES
Population—570,500 (38th in U. S.)
Buying Income—\$1,022,863,000 (35th)
Retail Sales—\$678,160,000 (38th)
Food Sales—\$171,688,000 (29th)
Drug Sales—\$1,517,000 (49th)
Automotive—\$126,798,000 (44th)
Above figures include following counties: Mahoning, Trumbull, O.; Mercer, Pa.

TOP NETWORK SHOWS

- 1. Ed Sullivan, WKBN, WJW, Su. 48.7
2. \$64,000 Question, WKBN, WJW, KDKA, T. 44.5
3. Alfred Hitchcock, WKBN, WJW, S. 35.4
4. Do You Trust Your Wife? WKBN, T. 34.5
5. Godfrey's Talent Scouts, WKBN, WJW, M. 32.2
5. \$64,000 Challenge, WKBN, WJW, Su. 32.2
7. Climax, WKBN, WJW, Th. 32.0
8. Jackie Gleason, WKBN, WJW, S. 31.7
9. What's My Line? WKBN, WJW, Su. 30.8
10. Crusader, WKBN, WJW, F. 30.7
10. Playhouse of Stars, WKBN, WJW, F. 30.7

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WKBN, WEWS, M-F. 17.6
2. W. Guthrie, News (11 p.m.), WKBN, M-F. 14.2
3. CBS News, WKBN, WJW, M-F. 13.3
3. News Caravan, WFMJ, KYW, M-F. 13.3
5. Eddie Fisher, WFMJ, KYW, W, F. 13.1
6. News, Sports (11 p.m.), WFMJ, M-F. 12.4
7. Clancy's Clubhouse, WKBN, W-F. 12.2
8. Grizzly Pete, WKBN, M-F. 11.6
9. Sports, News-Home (6:30 p.m.), WKBN, M-F. 11.4
10. Frankie Carle WFMJ, KYW, M, T. 11.1

TOP FEATURE FILMS

- Once Weekly
1. Playhouse 27, WKBN, W-11:15-12:00 midnight 12.9
2. Stage Door Theater, WKBN, T-11:15-12:00 midnight 11.9
3. Western Theater, WKBN, S-11:00-12:00 noon 10.5
4. Front Row Theater, WKBN, M-11:15-12:00 midnight 9.9
5. Premiere Playhouse, WKBN, Su-11:00-12:00 midnight 9.1
Multi-Weekly
1. Morning Movie, WEWS, WKBN, M-F-10:00-11:30 a.m. 7.3
2. 1:30 Matinee, WKBN, M-F-1:30-3:00 p.m. 5.2
3. Late Show, WEWS, W, Th, Su-11:15-12:00 mid. 1.5

TOP SYNDICATED FILMS

- 1. Studio 57 (MCA), WKBN, M-8:00 25.5
2. Badge 714 (NBC), WFMJ, M-10:30 25.2
3. Highway Patrol (Ziv), WKBN, T-9:30 21.5
3. Crunch and Des (NBC), WKBN, S-8:30 21.5
5. San Francisco Beat (CBS), WKBN, Su-7:30 18.7
6. Hopalong Cassidy (NBC), WKBN, M-6:00 14.5
7. Ethel Barrymore Theater (Interstate), WFMJ, Su-10:30 14.0
8. Stars of the Grand Ole Opry (Flamingo), WFMJ, W-10:30 13.5
8. Superman (Flamingo), WKBN, T-6:00 13.5
10. †Death Valley Days (Pacific Borax), WFMJ, M-7:00 13.2
10. Stage 7 (TPA), WKBN, W-7:00 13.2
10. Annie Oakley (CBS), WKBN, Th-6:00 13.2
13. Gene Autry (CBS), WKBN, S-1:00 13.1
14. †Sky King (Nabisco), WKBN, W-6:00 12.4

THIS WEEK'S FILM BUYS

CBS-TV FILM SALES

- THE WHISTLER
WBRC, Birmingham: Adv. TBA
RANGE RIDER
KERO, Bakersfield, Calif.; KLRJ, Las Vegas, Nev.: Adv. TBA
SAN FRANCISCO BEAT
WGR, Buffalo; General Electric and Simmons Mattress
WPIX, New York: Adv. TBA
GENE AUTRY
KLRJ, Las Vegas, Nev.: Adv. TBA
AMOS 'N' ANDY
KLRJ, Las Vegas, Nev.; WGR, Buffalo: Adv. TBA
WHIO, Dayton, O.: Kroger
LIFE WITH FATHER
KLRJ, Las Vegas, Nev.; WAAM, Baltimore: Adv. TBA
TERRYTOONS
WNEM, Bay City, Mich.; WBIR, Knoxville: Adv. TBA

INS-TELENEWS

- THIS WEEK IN SPORTS
KXLF, Butte, Mont.: Hamm Brewing
KGNC, Amarillo, Tex.; WISH, Indianapolis; WKOW, Madison, Wis.; WTVO, Rockford, Ill.; WBUF, Buffalo; Bethlehem Steel
Osaka TV Broadcasting, Japan: Adv. TBA
TELENEWS WEEKLY NEWS REVIEW
New York: Studebaker Dealers
Osaka TV Broadcasting, Japan: Adv. TBA
TELENEWS DAILY NEWSFILM
CKLW, Windsor, Ont.: United Automobile Workers-Detroit
KPHO, Phoenix, Ariz.: Adv. TBA
Osaka TV Broadcasting, Japan: Adv. TBA

WALT SCHWIMMER

- CHAMPIONSHIP BOWLING
WHIZ, Zanesville, O.: Carling Brewing and Modern Motor
SCREENCRAFT PICTURES
THE MICKEY ROONEY SHOW
KGO, San Francisco: Gallenkamp Stores

SCREEN GEMS

- YOUR ALL STAR THEATER
KONO, San Antonio; WDSU, New Orleans; KGNC, Amarillo, Tex.; KDIX, Dickinson, N. D.; KJEO, Fresno, Calif.; KABC, Hollywood: Adv. TBA

- TOP PLAYS OF '56
WDSU, New Orleans; KSIX, Corpus Christi, Tex.; KONO, San Antonio: Adv. TBA
WEWS, Cleveland: Rogers Jewelry

- JET JACKSON
KSIX, Corpus Christi, Tex.: Adv. TBA
JUNGLE JIM
KDIX, Dickinson, N. D.: Adv. TBA
PATTI PAGE
WTRF, Wheeling, W. Va.: Adv. TBA
KSL, Salt Lake City: South Eastern Furniture Company

- TALES OF THE TEXAS RANGERS
KDIX, Dickinson, N. D.: Adv. TBA
BIG PLAYBACK
KDIX, Dickinson, N. D.: Adv. TBA
CELEBRITY PLAYHOUSE
KONO, San Antonio; WDSU, New Orleans; KDIX, Dickinson, N. D.; KJEO, Fresno, Calif.; KXJB, Valley City, N. D.; KABC, Hollywood: Adv. TBA
WRCV, Philadelphia: Ronzoni and Slenderella

- KXLF, Butte, Mont.: Prudential Federal Savings
KCJB, Minot, N. D.: Otter Tail Power Company
DAMON RUNYON THEATER
KONO, San Antonio; WDSU, New Orleans; KDIX, Dickinson, N. D.; KJEO, Fresno, Calif.; KABC, Hollywood: Adv. TBA

FEATURE FILMS

- KSIX, Corpus Christi, Tex.; KRNT, Des Moines; WJNO, Palm Beach, Fla.; WTOP, Washington; KCKT, Great Bend, Kan.: Adv. TBA
ZIV TELEVISION PROGRAMS
HIGHWAY PATROL
WTAP, Parkersburg, W. Va.; Burger Beer
WHIZ, Zanesville, O.: Ohio Mattress, Combs Bros. Shoe Store

Post—1948 Pix

Continued from page 8

for an agreement. There is also strong feeling in the industry, in line with the Robert L. Lippert-20th Century Fox talks, that it is becoming economically profitable to turn out features tailored for both theaters and TV. Lippert for the past two years has been releasing B-pictures to television 18 months after their first theater showing.

One of the primary problems in theatrical pix is that of the tremendous differential in salary from star to bit player, as well as the large number of actors used. Any

formula, therefore, will probably be based on the gross of the pic, rather than original salary. It also seems possible that SAG will work out a plan whereby the money would go into a pension fund rather than directly to the actors.

Once an SAG settlement is reached, screen directors and writers are almost certain to fall in line, the SDG at present has advanced a formula which has been alleged "unworkable" by some producers.

The release of post-48 pix will undoubtedly have considerable effect on the TV industry, especially if backed by continuous production and a film network or networks along the lines of NTA. Tho this may seem a considerable distance off, it's pertinent to recall that it

Nehi in 2-Market Test Via 'Tracer'

NEW YORK — Hazel Bishop, (Royal Crown Cola) has bought "The Tracer" from Minot TV for two markets, Baltimore and Louisville.

The two bookings are understood to be a test for a possible 50-market deal thru the South. Nehi two years ago sponsored the quarter-hour Ames Brothers show in close to 200 markets, but then it switched agencies. Its agency now is Compton.

was only a year ago that the majors were in court battling not to release any of their product to TV.

STAR PERFORMANCE
DICK POWELL
'Busy chap these days, eh, Pip!'
'One of the busiest I'd say. Bringing in a raft of decidedly satisfied customers. Sales are soaring!'
25 West 45th St., New York 36, N. Y. Plaza 7-0100

C.&W. Field Lauds BMI for Promotion of Rural Music

Tennessee's Governor Clement Strong For Folk Biz in Keynote Address

By PAUL ACKERMAN

NASHVILLE — The country music field, in convention here last week at WSM's fifth annual National Disk Jockey Festival, acclaimed Broadcast Music, Inc., for its role in fostering the growth and prosperity of musical Americana. Hundreds of disk jockeys, artists, publishers and songwriters enthusiastically applauded Tennessee Gov. Frank G. Clement as he delivered the convention's key speech on what he termed "the heart beat of America." Calling country music a "vital part of the American heritage," Governor Clement bitterly attacked the group of ASCAP-affiliated songwriters who have levelled the charge of conspiracy against BMI and the broadcasters. Terming the action of the songwriters baseless, Clement went on to attack testimony given at the recent hearings of the Anti-Trust Subcommittee of the House of Representatives. He said he was astonished to read "weird" testimony before the Celler committee as recorded on September 18, and he stated he would personally ask to appear before the committee in

order to "tell its members the truth."

"The time has come for us to be heard," he stated.

C.&W. Coming Into Town

The Governor led up to his attack by outlining the development of the country field and noting its relation to the American way of life. He mentioned numerous country songs and artists, ranging from the era of Jimmie Rodgers to the present, and he remarked that thousands in the c.&w. field were today enjoying the first fruits of their labors.

He added: "This was not always so. . . . Prior to 1941 almost all

of the economic rewards for the writing, publishing and singing of songs went to a small handful of songwriters in New York and Hollywood. This situation was due to the fact that no competition whatsoever had existed for new writers, new publishers and new artists other than that small group installed on tin pan alley in New York and along Vine Street in Hollywood. Since 1941 (the birth of BMI) this situation has changed radically."

Since 1941, Clement stated, country music had grown to a \$50 million a year business, which he

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TOMORROW THE WORLD!

Sam Goody Plots Internat'l Invasion

By REN GREVATT

NEW YORK — Today — 49th Street, tomorrow the world! Sam Goody, leading diskounter here, tried the new slogan on for size last week, as he described plans for setting up not only a country wide, but a world-wide flow of disk traffic as well.

Abe Lowenthal, Goody's attorney, who recently returned from casing various potential retail locations in the Los Angeles-Hollywood area, is now in Europe on the same type of mission. Goody said that deals for opening retail outlets in two European countries are close to being set up, altho he declined to identify the nations involved. He added that two of his present employees, Eddie Guerra and Ernie Weinberg (who both speak Spanish, French and German) were already alerted to move into one of the locations to be in charge of audio and disk sales respectively.

On the Continent, the plan would be to set up an initial in-

ventory in each store of \$100,000 worth of American disks. Goody said that efforts were being made to get the governments involved to accept a "pay later" arrangement for the duty on the disks.

Goody also indicated that a long pending plan to open a store in Tel Aviv has been held up pending solution of the currency exchange problem. An effort was being

(Continued on page 30)

Clement Talk Draws Denial By ASCAP Man

NASHVILLE — Interested observer at WSM's annual disk jockey festival last week was Jules Collins, ASCAP sales exec, who commented on Gov. Frank Clement's key convention speech (see separate story). Collins claimed the speech was not factually correct. He said, "They confused ASCAP with a group of members within ASCAP. He termed 'Too ridiculous for comment' the notion that ASCAP wished to put the country field out of business. 'Nobody could do this

(Continued on page 20)

London's \$1.98 Demo Spotlights Opera Sets

NEW YORK — London Records' latest special \$1.98 "demonstrator" disk will be offered to dealers next week as a highlight in what could be termed an operatic month. The price special, which will cost dealers \$1.50, features single arias by such London rosterites as Del Monaco, Tebaldi, Di Stefano, Simionato, Siepi, Bastianini and Corena, all gleaned from regular-line sets.

London will limit the edition to

(Continued on page 20)

Vox Special Price Packages 'Buy Surprises'

NEW YORK — Vox Records has inaugurated a new special price series tagged "Vox Buy Surprises." This will be used from time to time to set apart items of "unusual" interest.

First such issue was Vox's edition of the Mozart Requiem, cut in Vienna with an all-star cast of soloists. This was packaged as a de luxe set, which ordinarily would list at \$6.95. Vox is promoting it at a \$4.98 list. Second set is a new version of Beethoven's Symphony No. 9, issued for the first time on a single 12-inch LP, and selling at \$3.98 instead of the usual Vox price of \$4.98. Disking is by the Pro Musica Symphony of

(Continued on page 20)

Camarata Set As Disneyland Musical Head

HOLLYWOOD — Despite a general industry decline in children's record sales, Disneyland Records will continue its heavy schedule of package merchandise aimed at the juve market. Pointing to the firm's continually rising sales volume of LP's, Jimmy Johnson, vice-president of Walt Disney Studios and general manager of the label, this week disclosed the appointment of conductor Tutti Camarata as music director of the firm.

Disneyland label will have first call on the services of Camarata, and, according to Johnson, the heavy slate of recording already lined up will keep the maestro busy with a full schedule this year.

Additional LP's planned include soundtrack music from previous and upcoming Disney theatrical films, among them "Cinderella," "Bambi," "Snow White," "Secrets of Life," "Westward Ho the Wagons," "Johnny Tremaine," "Sleeping Beauty" and a de luxe 3-LP set from "Fantasia."

Scopp Off for Big 3 Confabs

NEW YORK — Mickey Scopp, executive veepee of the Big Three Music Corporation, heads for London Friday (16) for talks with the firm's overseas associates and reps. Scopp will hold meetings with execs of the B. Feldman group and Robbins Music Corporation, Ltd., in London. He'll also visit Editions France Melodie in Paris, and schedule permitting, there will be talks with agents in Milan, Frankfurt and Cologne.

DEEJAY SCORES THREE WAYS

Freed's New Movie Adds Up to Triple Threat \$'s

By JUNE BUNDY

NEW YORK — DeeJay Alan Freed, WINS, here, should be rolling in the long-green once his second feature movie "Rock, Rock, Rock" is launched simultaneously in 70 New York theaters December 5.

In addition to owning 10 per cent of the film outright, Freed plays a leading role, and publishes 15 songs from the 21-tune picture score this his Snapper Music firm.

He also stands to collect some lucrative BMI performance credits, via a unique deeJay promotion on the picture. Altho the rock and roll stars assembled for the film record for six different labels, a special sound track LP on the movie—featuring sides recorded for the picture by Atlantic, Vik, Coral, Roost and Gee Records and released as singles by the various labels—was cut and sent to 600 key jockeys across the country. The album will not, of course, be for sale.

Talent line-up on the sound track LP includes Laverne Baker, Atlantic, Chuck Berry, Chess; the Three Chuckles, Vik; Frankie Lyman and the Teen-Agers, Gee; the Flamingos, Chess; the Moonglows, Chess; the Johnny Burnette Trio, Coral; Jimmy Cavallo and His

House Rockers, Coral; Cirino and the Bowties, Roost; six-year-old Ivy Schulman, Roost; Alan Freed Orchestra, Coral, and Connie Francis, M-G-M.

Freed will appear on stage personally at most of the theaters during the picture's run here from

(Continued on page 30)

Modern Joins in Luniverse Suit; Quick Action Skedded

NEW YORK — Luniverse Records and its operators, Bill Buchanan and Dick Goodman, currently defending a joint suit brought by several record companies and recording artists (The Billboard, November 3), "won" the first round last week when Judge Henry Clay Greenberg denied the plaintiffs' application for a temporary injunction. At the same time, however, a new plaintiff, Modern Records, joined the action, lining up with Imperial, Chess and the singers Fats Domino and Smiley Lewis.

The judge, recognizing the temporal nature of the record business, scheduled the actual trial for Tuesday (13).

INSURANCE

Fox Advises Notice-of-Use On All Tunes

NEW YORK — In a move to protect publishers' rights in the overwhelming amount of material currently consumed by the constantly expanding album market, Harry Fox is launching a drive to get his publisher clients to file notice-of-use forms with the U. S. copyright office on all tunes in their catalogs.

Heretofore most publishers have been reluctant to shell out for notice-of-use forms (\$2 per form, with five tunes on each form) on material which they didn't deem valuable copyrights. However, Fox is now urging his publishers to go thru their catalogs carefully to make sure that even the most unlikely LP material is covered by a notice-of-use. Otherwise the Fox office indicated that they may not be able to collect royalties on "uncovered tunes."

A particular problem on publisher royalty collections is posed by albums recorded outside of the United States with masters imported for release here, since it is

(Continued on page 20)

ASCAP-ers Not All Anti-C.&W., Says Gallico

NASHVILLE — Altho country music is largely BMI-affiliated, some ASCAP firms have always been interested in the country field, it was pointed out last week by Al Gallico, general professional manager of Shapiro-Bernstein & Company. Gallico noted that he was attending the WSM deeJay festival in view of his firm's activity in the c.&w. field. "I've just had four country songs cut by artists on major labels, and we have recently had records by Eddy Arnold, Hank Snow, Goldie Hill and Rex Allen," he said.

Gallico stated that Louis Bern-

(Continued on page 20)



NO CRYSTAL BALL NEEDED TO PREDICT BAKER KNIGHT'S THUNDERIN' "R&R" HIT. "BRING MY CADILLAC BACK" & "I CRIED" (9-30135), OR ANNISTEN ALLEN'S BRIGHT AND BOUNCY RENDITION OF "THE MONEY TREE" & "DON'T NOBODY MOVE," (9-30146). AND THE NEW GLENN DOUGLAS SMASH, "USED UP LOVE" & "WHAT YOU DON'T KNOW" (9-30119) . . . MAKES A TRIPLE THREAT TRIO OF HITS. KEEP 'EM COMING. LOVE. DECCA DAN

Jazztone Ad Irks Vanguard, C-C Blushes

NEW YORK — There were some red faces around town last week over an ad run on the back cover of the Saturday Review.

Ad in question actually was placed in the smaller end of a split run for Crowell-Collier's Jazztone mail-order club. (The balance of the issue carried a standard Jazztone "Jazz Classics" cut.) The copy on the smaller run offered any three disks from a special list for a total of \$2.98, which might have been innocuous had it not included two packages of material which had been out on Vanguard label. And, according to Vanguard, the companies never had made a deal for the disks.

Vanguard jazz impresario John Hammond, who said that "preliminary talks" had been held over possible leasing of the masters to C-C for mail order, now claims that any deal would be out of the question.

Vanguard's pique stems not only from the allegedly unauthorized use, but from embarrassment arising out of the particular material that C-C advertised. One set was "Listen to the Blues," with Jimmy Rushing and Pete Johnson, and the other was the "Swinging Jazz" *(Continued on page 22)*

Stein Opera to Be Disked by Subscription

NEW YORK—A recording of the complete modern opera, "The Mother of Us All," by Gertrude Stein and Virgil Thomson, will be issued in 1957, provided 1,500 copies are subscribed in advance.

This unique approach to disk releasing has been initiated by Composers' Recordings, Inc., disk wing of the American Composers' Alliance, which has been putting out works by its own members. CRI sent out business reply cards to a long list of music patrons last week, soliciting pledges, affording the opportunity to be billed direct or thru a dealer of the customer's choice, whenever the album is released.

The performance is that which took place at the Phoenix Theater here last spring, conducted by Thomson. Pre-publication price for the two-record album is \$9.96.

Te Groen to Run for Prexy Of Local 47

HOLLYWOOD—Officially announcing his candidacy for the presidency of AFM Local 47, incumbent John te Groen last week blasted the anti-Petrillo administration within the union and charged that the opposition ticket is controlled by ousted leader Cecil Read.

Slated named by te Groen includes Joe Barros, for vice-president; C. R. Hennon, secretary, and Maury Paul, recording secretary. Candidates for the board of directors include Jimmie Grier, Tony Ferraro, Leo Davis, Gilbert Baumgart and Dale Stoddard.

Upcoming December 17 election is expected to be the hottest in the local's history. Anti-Petrillo forces within the union ousted te Groen last summer, tho te Groen was subsequently reinstated by Petrillo. Read, a vice-president of the local, was brought up on charges and suspended at the AFM convention.

Gaelic Singers Concert Trek Hypes Disk

NEW YORK — Another example of disk sales increased by a personal appearance tour has cropped up in the case of the Little Gaelic Singers of County Derry.

The group, which consists of orphaned Irish children, 9 to 15 years of age, is now on a 30-date concert tour of the United States. Concurrently, the Singers' first album, cut in Ireland by Deutsche Gramophon, reportedly has had such an exceptional retail response here, that Decca Records has already set an additional album release. The diskery and Deutsche Gramophon have signed the group to a joint long-term diskery agreement.

Other factors hypoing interest in the Singers was their sponsorship in New York and Boston by Cardinal Spellman and Archbishop Cushing respectively, and appearances on the Ed Sullivan CBS-TV show. Current tour ends in mid-December but arrangements have already been wrapped up for a repeat trek here next year.

Miami Jock Preps Campus Talent LP's

MIAMI—Freddy Marshall, local deejay of WMIE, is readying a new LP series, featuring college talent, under his Nocturne Productions banner.

The "All American" album series will be recorded in co-operation with music departments of various schools across the country, and the artist royalties will be turned over to these departments for the purposes of setting up scholarships.

Each LP will spotlight talent from six different colleges, with liner notes contributed by college newspaper editors and cover featuring "all-American cover girls" from each school. Each volume in *(Continued on page 18)*

D. J. Clinic Hears Record Firm Execs

Talks Encompass 'Top 40' Programming, Free Disks, Importance of Teen-Agers

NASHVILLE — Attendance at the WSM fifth annual Disk Jockey Festival last week (9-11) apparently hit an all-time high, with an estimated 1,500 on hand to attend the various sessions. One of the best-attended meetings was the disk jockey clinic, held Friday in the Hermitage Hotel, where jockeys, broadcasters and record executives discussed aspects of programming and record service. Among the speakers were Columbia's Goddard Lieberson and Mitch Miller; Victor's Larry Kanaga and Jack Burgess, Capitol's Mike Maitland; Decca's Marty Salkin; Mercury's Art Talmadge and a number of broadcasters and agency men. Jack Stapp, WSM program director, chaired.

One of the chief items discussed was the propensity of many deejays to program the "Top 40." Lieber-son and Mitch Miller cautioned against excessive formularization, pointing out that the element of personality would continue to be an important element of deejay programming. Miller also spoke on the relationship between the pop and c.&w. fields.

BMI Tells Celler Committee ASCAP Boycott Charge Void

Insists Monopoly Charges Not Borne Out Via Corporate Set-Up

WASHINGTON—In a further denial that broadcasters boycott ASCAP music in favor of BMI tunes, Broadcast Music, Inc., has submitted another statement of its position to the Celler (D., N. Y.) House Antitrust Subcommittee. BMI points out that claims of monopoly in music, and pressure against ASCAP alleged at Celler's New York hearings are not borne out by the composition of BMI's stockholders, nor its license fees, nor its publishing affiliations.

BMI points out that out of 4,000 radio stations in the country, only 624, or less than one sixth, are stockholders in Broadcast Music. Of its contracts with 2,590 publishers, 2,230 are almost wholly inactive, the association claims, with less than 200 affiliate

publishers showing consistent activity as measured by output and maintained staffs.

But accounts for the large number of inactives on its publisher affiliate list by its "open door" policy, which it says is the opposite of ASCAP's "exclusionary" policy. The latter, BMI points out, gave little incentive to small publishers, who consequently flocked to BMI. The Broadcast Music group also alleges that ASCAP makes more revenue from a handful of its top-notch publishing affiliates than BMI makes out of its entire operation.

License Fees

In the license fee area, BMI claims network license fees paid to it represent only a "small per cent" of fees paid by the nets to

ASCAP. In a period covering 1951-1955, CBS is reported to have paid ASCAP \$12,920,156, as against \$4,581,632 to BMI. In this period, NBC paid ASCAP \$11,872,000, according to the BMI statement, as against \$3,824,000 to Broadcast Music.

In a breakdown on license fees paid by TV networks, BMI points out that ASCAP licensing agreements require \$12.50 a month from each affiliate station, plus a commercial fee equal to 2½ per cent of the networks' net receipts *(Continued on page 22)*

U. S.-Canada Trek \$-Plus For Mantovani

NEW YORK—Current 11,000-mile tour of Canada and the United States for London Records' Mantovani appears to be kicking up on only turn-away audiences at all stops, but substantially stepped up disk sales as well. London execs indicate that since the 70-day, 64-concert tour started about three weeks ago, sales of three recent packages entries, "Music from the Films," "Waltzes of Irving Berlin" and "Song Hits from Theaterland," have seen plenty of increased counter activity.

Gross for the current tour has hit nearly \$200,000 for the first five weeks—based on an average of seven performances a week. Over 90 per cent of the dates, in most cases only one per city, were sellouts, according to spokesmen for Columbia Concerts, Inc., booker for the tour. Mantovani's share of the take has run to better than \$135,000, or about \$4,000 per performance. Tour winds up December 9 at Carnegie Hall, New York.

Robertson Wins 'Whistler' Suit

HOLLYWOOD—Copyright infringement action by writer-publisher Don Robertson and Birchwood Music was settled in his favor last week by defendants Song Ad Film Radio Productions and the BBD&O advertising agency.

Action charged infringement of Robertson's "Happy Whistler," and was settled for a substantial four-figure sum. Federal Court Judge William Mathes also handed down a permanent injunction against the defendants and ordered that all tapes, transcriptions and copies of the infringement be impounded.

Attorney Arthur Katz represented Robertson, while the Lloyds of London legal staff represented Song Ads.

Harold Spina Music In Operation Again

HOLLYWOOD —Harold Spina Music, inactive for the past five years, has been reorganized by the writer-publisher with both his sons joining in the operation of the company. John Spina will helm the firm's office in New York, while Harold Jr. will handle similar chores here.

New firm kicks off with original music in two upcoming Liberty albums, in addition to four new singles.

Victor Tabs Demo LP Push at 165G

Emsee Chore by Presley First Of Series by Top Talent

NEW YORK — Elvis Presley's employment as a salesman for RCA Victor's November album releases, which probably presages a series of demo "highlight Albums" emceed by other top artists on the label, will be backed up by an advertising and promotional push to the extent of \$165,000.

Key item in the drive is the "Perfect for Parties" EP disk in which Presley intros six full-length selections from as many new albums, including his own; the entire production selling for 25 cents. The disk is being sold mainly via consumer ads, all of which carry coupons. The 25-cent price includes postage, etc., and re-

portedly is slightly less than self-liquidating. The disks will definitely not be dispensed thru dealers, but the sole aim of the promotion is to hypo interest in the line, which can be purchased only in shops. Victor expects to limit the number of the disks to 500,000.

The drive kicked off via the lavish tie-in with the November "Seventeen" magazine, in which the mag tied most of its features to the "Perfect for Parties" themes. Next stab was the plug on the recent TV Spectacular presentation of "Manhattan Tower." According to Victor, this plug already has brought in 30,000 quarters. Other ads are appearing in the trade press, in the November 12 issue of "Life," in the Schwann and Long Player catalogs, in most of the various song hit magazines, etc. Consumer space is believed to account for close to one-third of the total nut.

Next biggest cost is that earmarked for TV commercials, followed by the cost of disk jockey records, radio spots and the loss on disks sold, in that order. Next fac- *(Continued on page 22)*

CLGA Exec Board Named

HOLLYWOOD — Newly elected executive board members of the Composers & Lyricists' Guild of America were named here last week, with incumbent President Leith Stevens returned to his post.

Others named include Lyn Murray, Dave Raksin, Irving Miller, Nathan Scott, Russ Garcia, Jack Meakim, Johnny Burke, Ivan Ditmars, along with Milton Kraus, Ben Ludlow and Lou Singer in the East.

Formal installation of the group was made at simultaneous meetings here and in New York last week (9). Progress of the organization, already certified as the representative for composers and lyricists in motion pictures, will be disclosed to the Guild's membership. The National Labor Relations Board is presently studying petitions of the CLGA, to which the Songwriters' Protective Association is opposed, to determine the bargaining agent in radio and television.

(Continued on page 22)

C&W Deejays Vote To Go Independent

NASHVILLE — The Country Music Disk Jockey Association, meeting here Saturday (10) in conjunction with WSM's fifth annual National Disk Jockey Festival, voted to hold future meetings independent of the yearly WSM deejay conclave.

Beginning in 1957, the country music deejays' organization will hold a mid-year meeting, rotating the convention site each year. Dates set for 1957 are June 12-13, with a Midwestern city still to be selected to get the first call. Association official stressed the fact that the switch was an amiable one—that there was no friction between the deejay organization and WSM. They expressed the belief that the organization has grown sufficiently in stature in recent years to be able to hold its conventions on its own in the future. Association members, it was pointed out, would still continue to attend future WSM deejay festivals as individuals.

While members of all branches of the music industry would be invited to attend future association meetings, the conclaves and the various clinics operated in conjunction would be directed solely for and by association members. President Nelson King told the gathering.

Map Net Spectacular

In conjunction with its plans for an independent convention, the association announced a proposal to stage a spectacular over one of the major networks on the Sunday prior to or following the annual conclave. Negotiations are already under way with one of the major networks which is vitally interested in the idea. President Nelson stated. A major New York

booking agency also has signified its willingness to co-operate on the idea.

The spectacular would stress country and western music and would feature top artists in the field, all of whom would be paid and signed to standard union musicians' contracts. Dal Stallard, of KCMO, Kansas City, Mo., is handling arrangements for the spectacular, assisted by Cracker Jim Brooker and Smokey Smith, association members. The proceeds derived from the spectacular would be directed to the association's treasury.

Annual Awards

At the Saturday meeting, association members also voted to make two awards annually, one for the top country and western artist of the year and a second to determine the person contributing the most to country and western music during the year.

It was also decided to permit others in the country and music field, other than deejays, to join the association as associate members, with no privilege of voting. Dues for associate members would be \$25 a year. Regular association dues are \$5.

The association officers, Nelson King, president; Earl Davis, vice-president; Tommy Sutton, secretary, and Dal Stallard, treasurer, were re-elected by acclamation for a three-year term. New board of directors comprises Cracker Jim Brooker, chairman; Connie B. Gay, Vince Casey, Cliff Rodgers, Smokey Smith, John Banks, Tom Perryman, Bill Price, Bob Ross and Don Ramsay.

New Album Honors Whiteman's 50th Year in Business

NEW YORK — Grand Award Records took over Johnny Johnston's Charcoal Room Thursday night (8), installed some of the finest hi-fi equipment available and played their new two 12-inch LP set being released on the occasion of Paul Whiteman's 50th anniversary in show business. To top off the festivities, Whiteman himself was on hand to introduce various portions of the waxings and to autograph albums as they were presented to members of the consumer and trade press and leading disk jockeys of the area.

The album set includes new performances by Whiteman and noted talents with whom he has been associated in his long career. (The Billboard, October 27). Enoch Light, of Grand Award, handled the recording sessions. Casper Pinsky Jr. served as art director for the album.

Bourne, Feist File Infringement Suits

NEW YORK — Courtroom pots kept boiling this week with two new infringement actions brought by prominent publishers. In each case, injunctions against further unauthorized performances, and also statutory damages are asked.

In the first case, filed in Kentucky, Bourne, Inc., sued a restaurant known as the Chicken Roost, Independence, Ky, for public performances without authorization of the song "San Antonio Rose." In New York, Leo Feist, Inc., brought an action against the Rockland Drive-In Theater, Inc., Monsey, N. Y., for unauthorized public performance of "My Blue Heaven."

CITY CATS, C-W SLICKERS TEAM IN SOCK COMBO

NASHVILLE — Urbane pop cats and sharp country slickers reached a high point in fraternization at WSM's deejay festival last week. Columbia's Goddard Lieberman was met at the airport by a troupe of square dancers and escorted to town with much hoopla. Victor's Larry Kanaga found himself besieged by teen-agers who wanted his autograph—in lieu of Elvis Presley's. Capitol's Mike Maitland threatened to hire some of the c.&w. jockeys on the spot in view of their obvious knowledge of the disk business.

But the greatest demonstration of rapport was that given collectively by Governor and Mrs. Clement, a.&c. exec Mitch Miller and Minnie Pearl, all of whom formed a combo to deliver a rousing version of "No Help Wanted." Clement sang, Mrs. Clement played piano, Minnie clowned and Mitch (with straw hat and oboe) completed the foursome.

The applause was deafening. Then Mitch kissed Minnie, tickling her cheek with his beard.

"I love that," said Minnie. "I don't mind going thru the brush to get to a picnic."

Coral Loses Distrib Suit

MEMPHIS, Tenn.—Glenn Allen, Inc., record distributor and owner of a local entertainment industry supply store, was the winner last week in an action instituted against him in Circuit Court by Coral Records, Inc.

Coral agreed to dismiss its suit for \$1,400 on payment of court costs by Allen. Cost amounted to \$26.85.

The suit grew out of a disagreement between Allen and Coral, when Coral opened its own record distribution office in Memphis. Allen formerly handled the line.

Coral sued, charging Allen owed for records shipped to him. Allen filed a counter-suit, charging Coral came in and took the top-selling records, leaving him disks that didn't move and he therefore suffered a loss.

Another suit based on similar circumstances was brought by Capitol Records against Allen at the same time. Capitol got a judgment for \$6,288. Allen counter-sued for \$18,000. The issues are now on appeal in the State Court of Appeals.

2 New Labels Hit Market

NEW YORK — Two new record labels hit the market this week. Eclipse Records has been formed by songwriters Walt Collins and John Ferenz, while Arrow Records has been set up by Herman Pollock.

Conductor-arranger-pianist Marc Fredericks has been signed by Eclipse as an artist and he will also act as the label's musical director. First Eclipse release, a single, features Fredericks and his orchestra on "The Blue Jean Rhapsody" backed by "The Isle of Romance." The label will cut both LP's and singles.

Arrow has inked Leonard I. Wolf Enterprises to handle its promotion and publicity. Wolf is currently working on the label's first release, featuring canary Irene Carroll and Joe Sherman's ork.

BIG BEAT OR CLASSICS

Copenhagen Takes Lead as Scandinavian Music Center

By TED WOLFRAM

COPENHAGEN — The Danish capital is rapidly becoming the musical center of Scandinavia and from both the concert and the commercial angles it is making big strides in all musical fields.

The opening of Tivoli's new Concert Hall in May provided the city with one of the most modernly equipped halls in Scandinavia—with a seating capacity of over 2,000 and a stage accommodating the largest of bands, orchestras, choruses and complete stage productions. In the winter season, by simply shifting solid wall panels and doors, it becomes an integral part of a group of buildings in which anything from concerts or shows to big conventions or exhibitions can be held. In this form it has a spacious street-front entrance and lobby, with ample cloak-rooms and catering facilities. It has already served the Boston Symphony Orchestra, BBC Symphony Orchestra, Lena Horne, Victor Borge, Russian Ballet troupe, Danish company of "Call Me Madam" and other groups, while a big diary exhibition and a big cat show have occupied the street-front parts of the buildings.

In the international field the recent purchase of the century-old English music publishing firm, J. & W. Chester, Ltd., of London, by the Wilhelm Hansen firm of Copenhagen, not only adds a big catalog to the firm's list but gives it access to all countries in the British Commonwealth. The Hansen firm not only publishes music but also has retail outlets, for music and instruments, and runs a concert booking agency which books concert artists from the U. S. A. and, usually in conjunction with Richard Stangerup, presents many "jazz" units and pop singers.

In the juke box field the Jensen Music Automates—licensee of AMI, Inc.—and the Oscar Siesbye firm, which distributes them, are build-

ing up both domestic and export business and doing much to boost the sales records. AMI juke boxes are in good locations all over Denmark, and at present Wurlitzers are also seen in at least 12 locations in Copenhagen, serviced by S. Juffeldt, a pioneer in the "route" field in Denmark. Hans Ziirsen, of Tivoli, is also a manufacturer and operator of juke boxes.

The record field here is too big to be covered in a brief article but practically all major American platter firms are represented and large quantities of platters of Danish singers, musicians and orchestras are being made here for local and export sales. These include classics as well as pop pressings. Recently Capitol Records began pushing a number of disks by the well-known classical pianist, Victor Schioler.

In the motion picture field the Danes are also active, with many tunes popularized via musical ker. Of a more serious nature is the sound track recently made here for a United Artists production, "Hidden Fear." Hans Schreiber, well-known Danish composer, wrote the music for this film and directed a 60-piece band for its enregistering, in Tivoli Concert Hall. This will be a big boost for modern Danish music in America and other countries.

Warnow Music Reactivated

HOLLYWOOD — Mark Warnow Music, inactive since the death of Warnow some years ago, is being reactivated on a vigorous scale according to Al Gannaway, president of the ASCAP firm.

Gannaway revealed that Hal Levy has been named vice-president and general manager of the company, with Paul Atkinson assisting him as West Coast representative. Stephen G. Valensi, of the Flam, Valensi and Rose law firm, has been appointed legal counsel.

Songs from motion pictures comprise the major portion of the current Warnow activity, with the score from the Republic picture, "Daniel Boone—Trailblazer," recently added. Gannaway recently formed an independent theatrical production company in partnership with William O'Dwyer, one-time mayor of New York.

Miami Deejay

• Continued from page 17

the series will cover a special section of the country, with the first spotlighting the Universities of Miami, South Carolina, Duke, Maryland, Richmond and either George Washington or North Carolina.

Talent must be in their junior year and, according to Marshall, "willing to sign personal management contracts, covering separate albums, singles and personal appearance bookings."

Meanwhile, Marshall has completed his "Washington, D. C., After Dark" LP, second in his "After Dark" niter album series, produced in co-operation with Jim Sfarnas, who operates the Lotus Club in the nation's capital. The album features Dolly McVey, Harold Stearns and His Singing Strings; a vocal group, the Escorts, and Washington "Daily News" staffer Don Hearn.

Marshall is currently producing an album featuring Miami niter singer Michael Strange, which will be released under the Unique record label. Cover girl on the LP, tagged "The Strange Touch," will be Mrs. Jake LaMotta.

Col. District Staffer Swaps

NEW YORK — Columbia Records has appointed the Quad-State Distributing Company as the label's distrib in Des Moines, Ia. Sales manager is Don Cooper, who reports to Jack Mishler, general manager. Mishler is an indie distrib, but carries only one disk line, Columbia. Firm will also have the Columbia phonograph line.

Columbia has also added the Philadelphia territory to the present district managerial responsibilities of Ken Glancy, the label's manager of District No. 4. Currently Glancy, who is based in Detroit, covers the Chicago, Milwaukee, Indianapolis and Detroit branches, which remain unaffected by the added branch responsibility.

Sukin-Brady New Pub Team

NEW YORK — Mike Sukin, who recently resigned as professional manager of Frank Music here, has formed a new partnership with Wally Brady. The new venture is Pawnee Music Corporation, affiliated with Broadcast Music, Inc.

In addition, Sukin will manage the local operations of Brady's Montclare, Glenwood, Navajo and Blackhawk music firms. All of these are BMI firms also. All are to be represented in England by Montclare, Ltd.

Sukin also represents clefters Fred Ebb and Paul Klein. This team is prepping a Broadway musical for next season.

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JoAnn Greer with
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From William Wyler's
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An Allied Artists Picture

**FRIENDLY
PERSUASION
(Thee I Love)**

LEO FEIST, INC.

C.&W. Field Lauds BMI Push

• Continued from page 16

termed "a triumph for the great American concept of small business." BMI, he stated in effect, had aided the concept of free enterprise and fostered opportunity for country music. He added BMI was created "to fight monopoly. . . . We who are so vitally interested in the health of country music are therefore indebted to BMI and to the opportunity it has brought about."

Applause punctuated the Governor's remarks. "To destroy BMI is to cripple you," he said, addressing himself pointedly to the jockeys, publishers, artists, etc., present. Mentioning broadcasters specifically at one point, Clement said he resented the songwriters' attacks on the integrity of these men and their thousands of employees.

Clement added: "It is strange indeed that those who make these baseless charges of conspiracy against the broadcasters at the same time admit that approximately 85 per cent of the performances on television and more than 75 per cent of the performances on radio are today of compositions exclusively licensed by them. BMI's revenues from broadcasting in 1955 were only one third of its largest competitor."

(See separate story containing comment by Jules Collins, ASCAP exec.)

Clement added: "The plot to do away with BMI will also stifle country music. . . . It will do away with millions of dollars of income now going into the pockets of people like you . . . for as you people well know, before BMI came into existence, no country music composer or publisher ever received any money from ASCAP."

Clement then quoted from testimony by Billy Rose before the Celler committee wherein Rose offered to eat his desk—"with ketchup"—if the man in the street could name a BMI songwriter, and wherein Rose defied BMI to mention a BMI creative songwriter of any stature. "I shall be happy to send Rose a bottle of ketchup, but I rather imagine the millions of fans across the world of such great artists as Eddy Arnold, Roy Acuff and Ernest Tubb . . . have already deluged Rose with them."

Clement then scored Rose for stating that BMI songs in many cases were "obscene junk pretty much on a level with dirty comic magazines." He added, "Get this

. . . this from the author of such gems as "Does the Spearmint Lose Its Flavor on the Bedpost Over Night." This sally brought much laughter.

Clement stated the attack on BMI was no laughing matter, but rather an "insidious and insulting attack."

He concluded: "We need ASCAP, just as we need BMI . . . but I won't sit back. . . . I want an opportunity to be heard. . . . You publishers, writers, entertainers, agents, broadcasters . . . you can count on me."

Clement Talk

• Continued from page 16

and ASCAP would not try," he said.

Collins stated that legal actions could not be controlled or suppressed. He pointed out that BMI has on occasion been sued; that ASCAP has been sued and was being sued at present by songwriters Carmen Lombardo and Jack Loeb, and that ASCAP could not stop the songwriter suit against BMI. "It's a free country," he added.

Insurance

• Continued from page 16

possible to make "medley" deals in most foreign countries, while the statutory rate of 2 cents usually prevails in the U. S. For example, one album—recorded abroad and released here this month—features more than 75 tunes—many of them copyrighted by American publishers. It is speculated in the trade that many of the tunes have never been covered here by notice-of-use forms.

Gallico on C.&W.

• Continued from page 16

stein, an ASCAP board member, has nothing against BMI. He added that Bernstein has always stressed the action against BMI was that of a group of writers, not ASCAP.

Shapiro-Bernstein, Gallico said, was intensifying its activity in c.&w. and would add to its great copyrights in that field, which include "Last Roundup," "Trail of the Lonesome Pine," "Wagon Wheels" and "The Prisoner's Song."

London's Demo

• Continued from page 16

a figure slightly under 100,000 copies, and will sell the set until the supply is exhausted. However, it is believed that this same package will be re-issued next year at the regular \$3.98 suggested tag.

During the same week, London will ship its complete cutting of Wagner's "The Flying Dutchman," starring Astrid Varnay, and recorded with the Bayreuth Festival cast. Also due is Tschaikowsky's "Eugin Onegin," by the National Opera Company of Belgrade, Yugoslavia. To follow in a couple of weeks will be a new complete "Il Trovatore," starring Mario Del Monaco.

Vox Specials

• Continued from page 16

Vienna, Jascha Horenstein conducting.

Then, for more discriminating hi-fi collectors, Vox has spread the same reading of the Beethoven over three sides, and filled out the fourth face with its older taping of the Beethoven Choral Fantasy, with pianist Friedrich Weuhrer and the Vienna Symphony, the late Clemens Krauss conducting. This is a de luxe album also, listing ordinarily for \$12.95. Vox's "surprise" price will be \$7.95 list.

A cute novelty with a lulling beat!

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LITTLE
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Recorded by
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It'll rock the industry!
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AUTOGRAPH "VICTROLA" BY RCA VICTOR

Give your customers a record album of top Presley hits — when they buy one of these new

AUTOGRAPH "VICTROLAS"

Now Elvis Presley helps you sell more RCA Victor record players than ever before! Give his fans what they want — one of these "Victrolas" bearing Elvis's signature stamped in gold. When they buy the 4-speed model you can give them an album of 8 sensational Presley hits. Or give them an album of 12 songs with the Fabulous "45" model. These are songs that have been *proved* successful! Some have even sold over a million copies! Included are "Blue Suede Shoes," "Hound Dog," "Don't Be Cruel," "I Want You, I Need You, I Love You."

Both models are lightweight and portable. Each has superb "Golden Throat" tone. Each is finished in rugged simulated blue denim. But hurry! Supplies are limited. Contact your RCA Victor distributor immediately.



CAMDEN 8, NEW JERSEY • RCA trademark for record players
Manufacturer's nationally advertised list prices shown, subject to change.

AUTOGRAPH SPECIAL NO. 1

Portable 4-Speed "Victrola."* Rich, resonant "Golden Throat" tone. Has twin styli pickup; variable tone control. Luggage-style case in rugged simulated blue denim. Model 7EP2.



\$32⁹⁵

AUTOGRAPH SPECIAL NO. 2

Portable Automatic 45 "Victrola." Plays almost 2 hours of music with one loading of "45" EP's. Easy to operate, trouble-free. Luggage-style case in rugged simulated blue denim. Model 7EP45.



\$44⁹⁵

Disc'nt Disks Plans Nat'l Outlet Chain

NEW YORK — Discount Records, Inc., here, is mapping a coast-to-coast chain of retail discount stores, and expects to have eight outlets in operation within the next year. The firm opened a new store in Detroit last week and one in Atlanta three weeks ago, thereby bringing its current total of outlets to five—including stores in Cleveland, Chicago and Manhattan.

The Discount shops, which offer discounts on LP's of from 20 to 50 per cent on all labels, are currently doing an annual volume of \$1,500,000 with a total inventory of \$1,000,000, according to Marvin Saines, one of the chain's four owners. Other owners are Gerry Schoenbaum, Irving Pepper, and Gerald Widoff.

Altho the stores now stock LP's only, Saines said they will put in high fidelity equipment sometime within the next month and, starting in January, will carry the top 20 best selling singles, according to The Billboard's retail best seller charts. Also in the blueprint stage for next year is a line of LP albums, which would be sold only in Discount stores.

An interesting aspect of the Discount operation, said Saines, is that distributors in the cities where the Discount shops operate won't sell to the chain's local stores, thus forcing them to place all orders in cities where they don't actually do business.

Saines emphasized that altho the stores are discount houses, they are run on plusher lines than the average discount store (no turnstiles, open stock on display, etc.). The Detroit store, for instance, is located in the Sheraton-Cadillac Hotel, and features ultra-modern fixtures. Discount Records, which has an annual advertising budget of about \$75,000, utilizes local radio time, newspaper ads, and direct mail, and has a mailing list of about 100,000.

The chain is readying a special direct mail circular for the holidays, which will spotlight the "best" (according to the Discount staffers) albums available in 20 different categories, from ballet to rock and roll. Meanwhile, Saines reports that 60 per cent of the chain's over-all business is on classical packages. In line with this he notes that practically all record

Up Sales Tax On Players

WASHINGTON — A proposal to add a 10 per cent tax to the manufacturer's sales price of record players and tape recorders will be the subject of hearings to be held by the House Ways and Means Excise Tax Subcommittee later this month (26). Proposal is part of the Forand (D., R. I.) Omnibus Excise Tax Bill and would place the same manufacturer's sales tax on record players to be incorporated in combinations as that on individual phonographs.

Spokesmen for interested groups are slated to testify at the hearings. Among them will be representatives of RCA, RETMA, American Federation of Musicians, National Association of Music Merchants and Record Industries Association of America.

Purpose of the new taxes is to eliminate "competitive discriminations arising from the existing manufacturer's excise tax base." Additional taxes on record players would reportedly bring in \$500,000 revenue, while taxes on tape and wire recorders would raise \$5,000,000.

clerks employed by Discount's five stores are musicians themselves. In fact, Widoff (who opens up new stores, while the other three owners handle inventory control and merchandising from here), was formerly concert master of the Chattanooga Symphony Orchestra and first violinist with the Minneapolis Symphony.

RCA-Victor Demo

• Continued from page 17

tors are point-of-sale material and trade ads.

The consumer ads offer still another innovation for Victor; the direct sale of full-color prints of the featured albums, for decorating dens, party rooms, etc. For \$1 the diskery will mail 20 such prints, seven by seven inches in size.

The immediate objects of Presley's sales spiel on the demo disk are albums by Tony Cabot, Tony Scott, the Three Suns, Dave Pell, Tito Puente and Elvis himself, who occasionally turns out a disk for the label.

According to Victor, a similar idea will be utilized in the future whenever warranted by a single month's release list. Next emcee on tap probably is Perry Como.

Jazztone Ad

• Continued from page 17

volume, with Jo Jones and Count Basie as "guest stars." In the instance of the latter set, Hammond had secured an okay for Basie's presence on two tracks from Nor-

M-G-M Puts Push

On New Mopett Disk . . .

Seven-year-old Barry Gordon, who last year cut the M-G-M hit Christmas disk, "Nuttin' for Christmas," has pulled a switch this year with another Christmas side, "I Like Christmas." The busy tyke, who finds time to maintain his school studies while on the hectic show business merry-go-round, is being set for a flock of TV shows leading up to the holiday season. M-G-M Records is putting a big push behind Gordon's new Christmas disk, and have packaged it in a special sleeve for impulse buying on the racks.

Col. Appointed Dean

To West Coast Post . . .

Bud Dean has been appointed Columbia Transcriptions West Coast account executive, according to Albert Shulman, director of the label's transcription department.

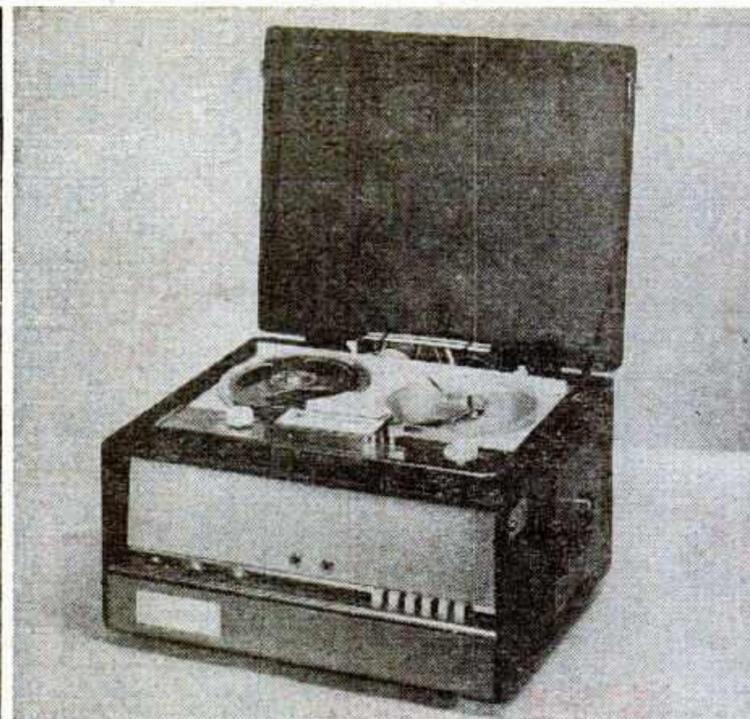
Hip Records Formed

By Griffin on Coast . . .

Lyle Griffin, Coast band leader and former head of indie Atomic Records, has organized a new label, Hip Records, in Hollywood. Griffin will specialize in jazz and popular material, signing Lord Buckley to a recording contract. First releases include Buckley's "Flight of the Saucer," "James Dean's Message To Teen-agers," and "The Gettysburg Address." A series based on the history of jazz is also being planned.

Hines Victor Sales Rep in South . . .

Ed Hines, of Nashville, has been named new sales rep for the RCA Victor Custom Record Department in the South and Southwestern territories. Geoffrey Bennett, who previously held the post, has been shifted to the Los Angeles office. Hines formerly was



Here is the new portable version of the Bell & Howell Miracle 2000 tape recorder. Retailing at \$299.95, the unit features three separate motors, drop-in threading, dual-speed operation and a program indicator, which quickly locates each recording on a tape. Realistic sound reproduction—unusual in a portable model—is achieved by the placement of four speakers—two eight-inch woofers (one on each side) and two electrostatic tweeters in front.

man Granz, to whom Basie is under exclusive contract. In the friendly, personal agreement, Hammond warranted that Basie's name would be soft-pedaled in ads. C-C's ad leaves no doubt that Basie is on the disk.

Compounding the embarrassment is the fact that Basie, as a Granz artist, is prime bait for C-C's rival club, the American Recording Society, which uses Granz's material exclusively. C-C's offer of a Basie disk at \$1 is held an irritant not only to Vanguard's and Granz's re-

tail distribution, but also to Granz's mail-order interests.

C-C claimed that the ad was merely a small test run of a new type of offer.

Meanwhile, C-C reported is set to start rolling with material by top-name jazz artists leased from the RCA Victor vaults. Victor's opening of the vaults to customers of its custom records division, and Crowell-Collier's deal, with its reported \$100,000 guarantee to Victor, was forecast in The Billboard several months ago.

MUSIC AS WRITTEN

with McClung Appliances, Victor distrib in Knoxville.

Correction: Martin Is

Dot's Chi Distrib. . . .

It was erroneously reported in The Billboard last week that Jim Lowe's Dot Record "Green Door" is distributed by Salstone in Chicago. Dot disks are handled by James H. Martin, Inc., in Chicago.

Ventura Wax's "Charlie

Comes Calling" . . .

Charlie Ventura's quintet has waxed an album for Nocturne Corporation in Miami, Fla., and the disk is to be peddled by Freddie Marshall in the Northern market. Album is titled, "Charlie Comes Calling." It's Nocturne's third album, all of which are in the informal jazz mood.

New York

A new label, Remsen Records, will bow in this month with tunesmith-publisher Alice Remsen at the helm. Miss Remsen, herself a one-time vaudevillian, has inked a new vocal group, the Sparrows, for her first release. . . . Caterina Valente, Continental thrush who currently is appearing at the Hotel Pierre's Cotillion Room, is scheduled to cut her first recording date in the States this week. Sy Oliver will supply the backing. . . . Last week Riverside Records cut an on-location album at the Bohemia with pianist Randy Weston's trio, plus saxman Cecil Payne. It's the seventh such set cut at the Village club this year.

Ed Thigpen has replaced Percy Brice on drums in the Billy Taylor Trio. . . . Jean Martin, Unique disk thrush, also known as the "Chock Full O' Nuts" jingle girl, has signed a personal management deal with Manny Greenfield. . . . Musicians' Union, Local 398, of Ossining, N. Y., held its annual dinner dance last week, with music sup-

plied by Alan Holmes and his orchestra. Latter unit is a fixture at the Hotel New Yorker. . . . Cy Coleman, pianist and songwriter, opened his own supper club this Thursday (8). Room will be called the Playroom, and will feature music by the owner. Coleman's new album is out this week on Seeco label.

Hollywood

Ray Anthony will trumpet solo the theme song in "The Incredible Shrunk Men" at Universal-International. . . . George Shearing Quintet set for a one-night concert at the Pasadena Civic Auditorium November 25 before beginning a three-week stint at Zardi's. . . . Kay Brown, currently at the Keyboard, will have her first sides released by Decca this week. . . . Billy Eckstine inked for a two-week stand at the Coconut Grove beginning November 21. . . . Gordon Jenkins off for New York to take over the reins as musical conductor for the new Nat (King) Cole show bowing on NBC-TV November 5. . . . Liberty Records inked singer Margie Rayburn to a term pact, buying four unreleased sides chirp had cut at Capitol. . . . "First Edition," with music and lyrics by Sammy Fain, Paul Francis Webster and Sonny Burke, bowed at the Flamingo last week. . . . Indie San Francisco Records named Pat Henry a.&r. director. . . . Syd Chatton joined the KFVB staff last week, replacing Bob Engel, who left to join WJW, Cleveland. . . . Little Billy Austin is showing his latest effort, "Cat's Love Birds, But They Never Marry." . . . Andre Previn starts recording the "Silk Stockings" score at Metro this week, with two new Cole Porter songs added to the film. . . . The Coronado Trio, Vik recording artists, has been held over for an additional two weeks at the Hotel Roosevelt in New Or-

Goldstein to New Col. Post

NEW YORK—Herbert J. Goldstein has been appointed Advertising and Sales Promotion Manager of Columbia Records' Electronic Division, effective November 12. Goldstein was formerly advertising and promotion manager of the Columbia section of the Stuart F. Loucheim Distributors in Philadelphia. In his new post, he will coordinate sales promotion and advertising programs for the Electronics Division, which encompasses phonographs, tape recorders and related accessory merchandise.

Jockey Clinic

• Continued from page 17

execs promised to consider and evaluate carefully the request of every deejay.

Stress Teen-Agers
Burgess urged the deejays to bear in mind the importance of the teen-age market. He noted that many of the c.&w. deejays aimed their show primarily at adult listeners. Burgess said the potential of the teen-age market is growing; that by 1965 there would be 24 million teen-agers in the United States with 15 billion dollars a year to spend. When "Grand Ole Opry" will have reached its 50th anniversary, the number of teen-agers will have grown to 41 million, he added. He said pop deejays knew the kids wanted c.&w. music and were beginning to move into that field.

Art Talmadge told the deejays that Mercury is reorganizing its c.&w. department and would shortly have a new a.&r. set-up. He assured the deejays that the label would intensify its activity in the field. He also asked the deejays to let him know their service problems in order that Mercury might adequately supply them with disks. Talmadge added that c.&w. was experiencing an upsurge after a period of decline.

BMI Testimony

• Continued from page 17

from sponsors, after deductions. In contrast, BMI says its TV network license fee is a sum not to exceed 1.09 per cent of net receipts from advertisers, after deductions—with no separate sustaining fee.

In radio, the report points out that ASCAP radio network license fee requires a sustaining amount of \$200 per year for each affiliate station, plus a commercial fee to equal 2.75 per cent of net receipts from sponsors after deductions. BMI, on the other hand, says its radio network license fee is not in excess of 1.2 per cent of the web's net receipts from advertisers, after deductions—with no separate sustaining fee.

Total of license fees from nets to BMI in fiscal year 1955-'56 were \$1,331,347 from CBS, and \$1,130,182 from NBC, including owned and operated stations and all networking. In denial of any alleged TV network pressure tie-in, BMI points out that ASCAP licensing of TV stations expires in December 1957, whereas ASCAP radio licenses expire in December 1958. BMI says "TV stations could not omit ASCAP music, while radio continued to play it."

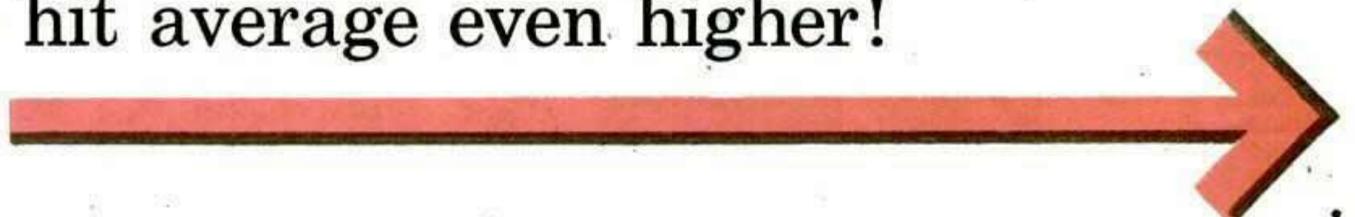
leans. . . . Dick Adler and Bob Merrill will collaborate on a musical version of "Of Human Bondage." Adler arrived here last week to serve as musical consultant for "The Pajama Game," currently being filmed at Warners. . . . Fats Domino set for a guest shot on the Ed Sullivan Show November 18, to be followed by other TV appearances on the Steve Allen and Jackie Gleason shows.

50%

We continue to point with pride to the striking fact that, today, nearly 50% of the nation's hit albums are produced by Capitol.

We continue, also, to add exciting new albums to the Capitol catalogue at every opportunity, and to implement our new product with smart packaging, merchandising, and promotion.

Here, then, is a bright array of brand-new album releases, neatly timed for Christmas selling, and destined to push Capitol's hit average even higher!

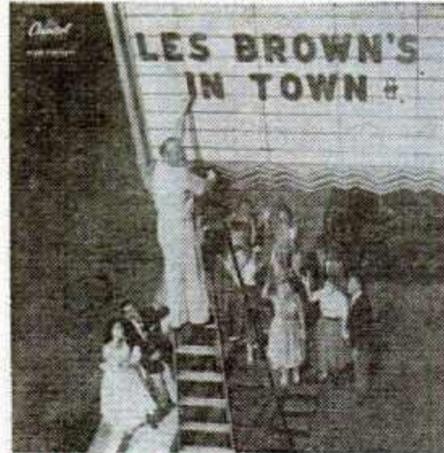


NEW HIT ALBUMS

Popular



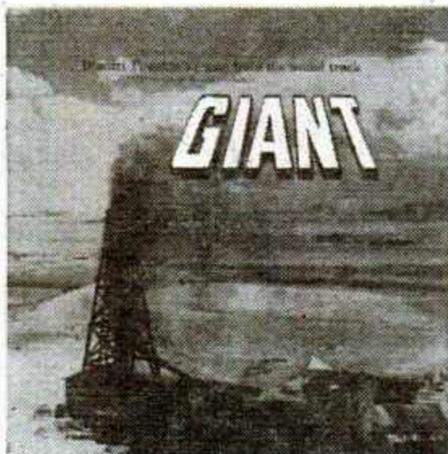
THIS IS SINATRA! . . . at his very best with his big single-record hits of the past three years. Selections include "I've Got The World On A String," "Rain," "Young-At-Heart" and "Learnin' The Blues." T-768



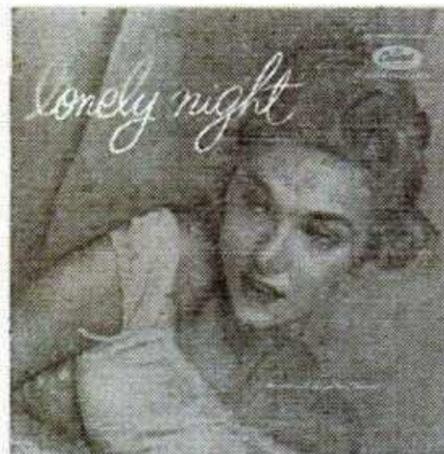
LES BROWN'S IN TOWN Here's a bright new collection of the great standards most requested by dancers every time the Band of Renown goes into action. T-746



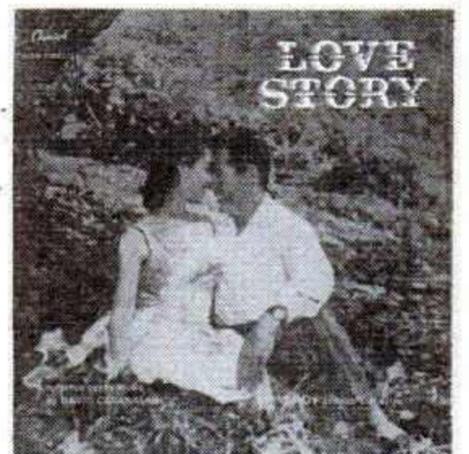
THE TENDER TOUCH —Nelson Riddle And His Orchestra. Hit-maker Nelson Riddle with an unusual, warm and sensuous mood album of all-time standards like "Love Letters," "Body And Soul" and "The Touch Of Your Lips." T-753



GIANT —Motion Picture Soundtrack. From the new Warner Brothers epic featuring Liz Taylor, Rock Hudson and James Dean. Music composed by Dimitri Tiomkin. W-773

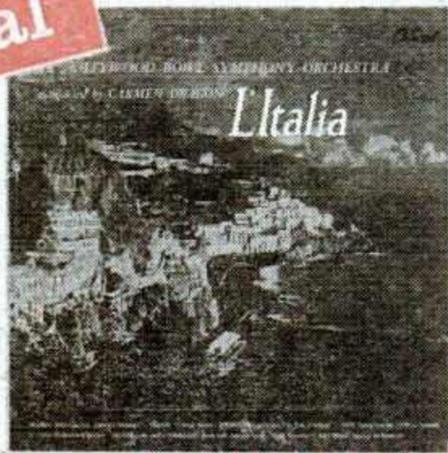


LONELY NIGHT —Eddie Calvert. The man with the golden trumpet, England's Eddie Calvert, presents soulful trumpet stanzas against the rich orchestra of Norrie Paramor on all-time standards. T-10007



LOVE STORY —Vlady And His Orchestra. A series of twelve original selections that tell the love story of a young couple . . . in the glistening strings of the Vlady orchestra. T-10047

Classical



L'Italia
THE HOLLYWOOD BOWL SYMPHONY ORCHESTRA, Carmen Dragon conducting.
A vivid program of ten orchestral favorites that reflect all the color and warmth of Italy, land of song. The composers include Tchaikovsky, Mascagni, Toselli, Paganini, Offenbach, and others. P-8351

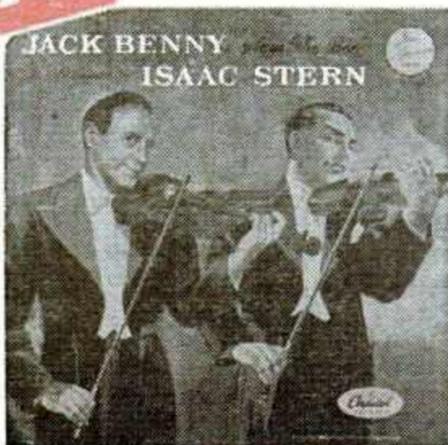


BRUCKNER: Romantic
WILLIAM STEINBERG conducts THE PITTSBURGH SYMPHONY ORCHESTRA
BRUCKNER: Symphony No. 4
The most popular symphony by Anton Bruckner—his "Romantic" Symphony—is a magnificently sonorous work, and this superbly recorded Steinberg interpretation reveals its full beauty of sound. P-8352



PILAR LOPEZ
ALBENIZ: Seis Bailes de España
TEJERA: Andaluca Baila
The most successful artist in her field dances spectacularly to some of Spain's favorite rhythms—music by Albeniz and Tejera, played by the Orquesta Española. Recorded in Barcelona. P-18020

Children's

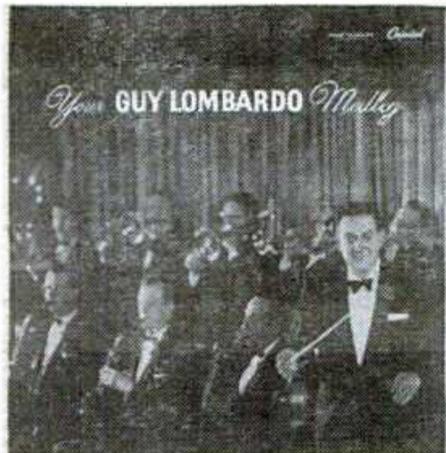


JACK BENNY PLAYS THE BEE
A long-play treat for youngsters: ably assisted by violinist Isaac Stern, Jack Benny combines good music and comedy in a delightful story. T-3251



FOLK SONGS FOR CHILDREN
THE ROGER WAGNER CHORALE
In 3 colorful albums of a new series, the superb Wagner chorale sings children's favorites taken from the group's successful full-length recordings. Albums 3243, 3244, 3245 Available on 78 and 45 r.p.m.

BY CAPITOL!



YOUR GUY LOMBARDO MEDLEY—Guy Lombardo And His Royal Canadians. For the first time a continuous medley of forty great Lombardo standards—programmed just as Lombardo does on his in-person dates. T-739



COOL AND SPARKLING—Paul Smith. The "Liquid Sounds" man is back with another set of jazz listening sides sure to keep things cool and joyful. T-757

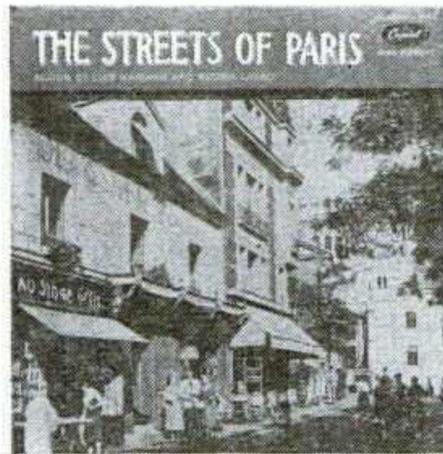


Christmas

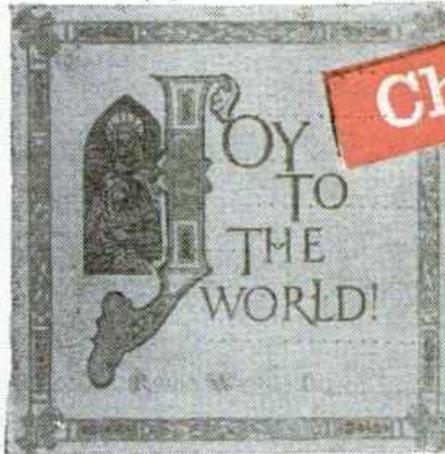
JACKIE GLEASON presents MERRY CHRISTMAS. An exciting collection of Christmas songs featuring a vocal choir with the unforgettable strings of Jackie Gleason. Selections include "White Christmas" and "Jingle Bells." W-758



SLOW BOAT TO CAPRI—Giuseppe Scarola, His Songs and Guitar. A modern-day troubadour sings the old Neapolitan ballads that he performs in person on the tourist boat between Naples and Capri. T-10011

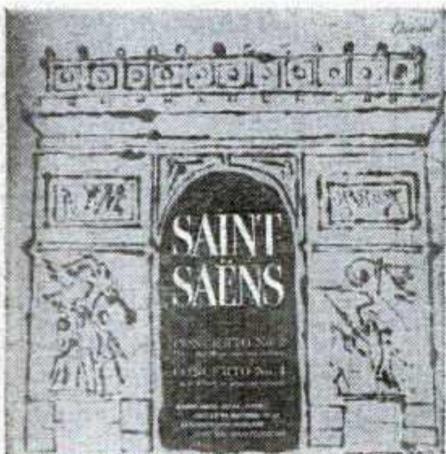


THE STREETS OF PARIS—Luis Mariano And Gloria Lasso. Two of Paris' most popular entertainers sing romantic, novel, sad, and funny songs that have recently been big hits over there. T-10034



Christmas

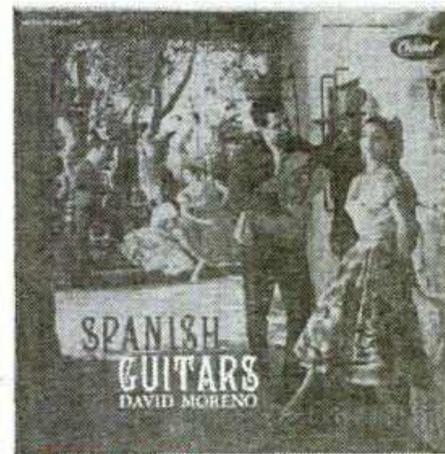
JOY TO THE WORLD—The Roger Wagner Chorale. The great inspirational Christmas songs incomparably sung by the world's most famous chorale. Selections include "Silent Night," "The First Nowell," "Deck the Halls," "Adeste Fideles." P-8358



JEANNE-MARIE DARRE, piano with LOUIS FOURESTIER conducting the ORCHESTRE NATIONAL DE LA RADIODIFFUSION FRANCAISE
SAINT-SAENS; Piano Concertos Nos. 2 and 4 Here are a delightful variety of moods: gay, pensive, triumphant. Mme. Darre captures the concertos' wide range of feeling. P-18036



MIGUEL GARCIA MORA
Classical Mexican Waltzes
Recorded in Mexico City: the delightful waltzes of Castro, Villanueva, Rosas, and Ponce—Mexico's most popular classical composers—understandingly performed by their country's foremost concert pianist. P-18037



SPANISH GUITARS—David Moreno. Spanish guitar virtuoso Moreno presents a versatile collection of both popular and classical multiple guitar sounds unique in today's market. T-10043

Nearly **50%** of the nation's hit albums are produced by



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. ELVIS-Elvis Presley...RCA Victor LPM 1382
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. SAY IT WITH MUSIC-Lawrence Welk...Coral CRL 57041
12. THE PLATTERS...Mercury MG 20146
13. FRESHMEN FAVORITES-Four Freshmen...Capitol T 743
14. THE ELGART TOUCH-Les Elgart...Columbia CL 875
15. CAROUSEL-Sound Track...Capitol W 694

Pop Albums Coming Up Strong

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

- 1. Ella and Louis...Ella Fitzgerald and Louis Armstrong...Verve MG V 4003
2. Manhattan Tower...Gordon Jenkins...Capitol T 766
3. Judy...Judy Garland...Capitol T 734
4. Champagne Pops Parade...Lawrence Welk...Coral CRL 57078
5. Rockin' and Rollin'...Fats Domino...Imperial 9009

Most Played by Jockeys

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

- 1. HIGH SOCIETY-Sound Track...Capitol W 750
2. SONGS FOR SWINGIN' LOVERS-Frank Sinatra...Capitol W 653
3. THE ELGART TOUCH-Les Elgart...Columbia CL 875
4. ON THE SUNNY SIDE-Four Lads...Columbia CL 912
5. CALYPSO-Harry Belafonte...RCA Victor LPM 1248
6. THAT TOWERING FEELING-Vic Damone...Columbia CL 900
7. HOWDY-Pat Boone...Dot DLP 3030
8. MISTY MISS CHRISTY-June Christy...Capitol T 725
9. WHAT MAKES SAMMY SWING (& SWAY)?-Sammy Kaye...Columbia CL 891
10. SWINGIN' FOR TWO-Don Cherry...Columbia CL 893

Review Spotlight on...

Popular Albums

MOONLIGHT BECOMES YOU (1-12) - Paul Weston Ork. Columbia CL 909
Weston, who has scored high sales-wise with his last two jazz-styled mood music packages, returns to a more conventional type of mood music in this album...

Classical Albums

KHACHATURIAN: GAYNE BALLET SUITE; KABALEVSKY: THE COMEDIANS (1-12)-Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia CL 917

Solid sales returns are assured for this package, featuring, as it does, the big name power of Ormandy and the Philadelphia Orchestra and two such popular works. Fine performance on exciting material, with strong appeal to beginning collectors. Colorful cover photo gives good display value.

Jazz Albums

JAZZ AT THE PHILHARMONIC, VOL. 11 (2-12)-Clef MG 11

On-stage recordings of the highlights of the 1955 JATP package, complete with applause and the Norman Granz intros. The ingredients therefore are familiar to most and this set is "pre-sold" to a large extent. The opening "Blues" gives a solo to each member of the company: O. Peterson, F. Phillips, L. Young, B. Rich, R. Eldridge, D. Gillespie, and I.

Jacquet. Following a "Modern Set" (Gillespie and Young) and a "Swing Set" (Jacquet, Eldridge, Phillips), a ballad medley and an "Explosion" by Buddy Rich, a side each is given over to Peterson's trio and to the G. Krupa Quartet. Dealers can order in depth.

THE PAUL DESMOND QUARTET, FEATURING DON ELLIOTT (1-12)-Fantasy 3235

Desmond, Dave Brubeck's featured altoist, is heard sans Brubeck and sans piano. Rhythm is limited to bass and drums. Desmond's pure, silvery tones are heard against the velvety background of Don Elliott's mellophone (except for several numbers where he plays trumpet). In this new context, Desmond's horn gives some unexpected new kicks. In "Sacre Blues," for example, he is uninhibited enough to make it certain he had left his charcoal grey suit home. Elliott is relaxed and swinging. Rhythm is only perfunctory, however. The LP ought to sell to all Brubeckians plus some who will be glad to find something new added (or taken away). "Primitive modern" art work on cover will pop the customers' eyes out.

Semi-Classical Albums

WALTZES BY THE STRAUSS FAMILY (1-12) Boston Pop Orchestra; Arthur Fiedler, Cond. RCA Victor LM 2028

When all-time sales honors are passed around, Strauss always wins in a waltz-in, and this LP is a particularly strong entry in the field. Arthur Fiedler and the Boston Pops are powerful sales-draws and the idea of packaging selections by the entire Strauss family (father and three sons-Johann, Jr., Eduard and Josef) adds new interest for Strauss collectors. An excellent holiday gift item, with wide sales appeal.

Reviews and Ratings of New Albums

Popular

HEY, DIG THAT CRAZY BAND...81 Gus Bivona Ork (1-12) Mercury MG 20157

Bivona's album debut on the label has every earmark of a click with the terping younger set. Here are great swing arrangements with masterful clarinet and alto sax leads, listening as sharp for sitting oldsters as for younger steppers. This is top craftsmanship in sound that packs originality and carries plenty of power for jock dancing spins. Can make a fine holiday package for families with young dancers in the house.

CHILDREN'S HOLIDAY...80 The McGuire Sisters (1-12) Coral CRL 57097

Tho not specifically a Christmas waxing, this should get plenty of steam up in the coming weeks. The theme, with continuity supplied by a narrator, has to do with holidays-"Children's Holiday," "Happy New Year," "Won't You Be My Valentine?" "April Fool," "Billy Bunny" are titles - and the gals toss in some spoken bits of their own as they wander thru Holidayland. The special work is the baby of Ruth Roberts and Bill Katz, and it does have a charm, particularly at the kiddie level. McGuire's as usual, sing in their engaging harmony groove. Nice wax for the Christmas buyers.

YOU CAN'T RUN AWAY FROM IT...79 Sound Track (1-12) Decca DL 8396

The name-draw of Morris Stoloff's ork, the Four Aces and the marquee-value of June Allyson and Jack Lemmon makes this sound track package a strong commercial bet. One side features the track of "You Can't Run Away From It," forthcoming musical version of "It Happened One Night," including the Four Aces' single waxing of title tune, and some personable warbling by the movie's two stars. Flip spotlights track instrumental highlights from "From Here to Eternity," "The Eddy Duchin Story," and "On the Waterfront."

THE WILDEST...78 Louis Prima (1-12) Capitol T 755

Prima is currently staging a sock comeback at Las Vegas. This LP captures his earthy exuberance and solid showmanship, with 10 bands featuring his unique brand of scat

(Continued on page 28)

Classical

ALBENIZ: IBERIA (COMPLETE) (2-12) -Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia M2L 237...80

The orchestral "Iberia" familiar to concert-goers is an arrangement by E. F. Arbos of five of the twelve piano pieces in the original set. Carlos Surinach has now orchestrated the remaining seven, making possible this first complete orchestral "Iberia." Surinach is completely successful in translating Albeniz's piano pieces into glowing, idiomatic orchestral form. The lush sound of the Philadelphia Orchestra renders them in warm, sensuous colors. This is an aural feast that will attract many. The cover photo, a sunny Mediterranean color shot, is an asset.

BUDAPEST QUARTET ENCORES (1-12)-Budapest String Quartet. Columbia ML 5116...77

The "encores" played here are not light program-enders but rather eight complete movements from eight different quartets, plus Hugo Wolf's "Italian Serenade" in its entirety. There is, for example, the "Andante Cantabile" from Tchaikovsky's Quartet No. 1, the "Scherzo" from Franck's Quartet in D major, the "Notturno" from Borodin's No. 2 etc. Other composers played are Haydn, Grieg, Mendelssohn, Schubert and Debussy, all presented in the usual impeccable manner of the Budapesters. This is a generous tray of hors d'oeuvres that not only chamber music fans, but the general listener, will enjoy nibbling at.

ROSSINI-RESPIGHI: LA BOUTIQUE FANTASQUE; PIZZETTI: SUITE FROM "LA PISANELLA" (1-12)-Philharmonia Orchestra; Alceo Galliera, Cond. Angel 35324...76

The "Boutique Fantasque" score is a recap of the label's previously released 10-inch, meticulously cut. Buyers of sound will take to it at once, and it should stand high against any competition. Side two is filled out with three sections from the "La Pisanella" suite, Nos. 2, 3 and 5, previously unrecorded. A nicely balanced package of light ballet and symphony music.

BARTOK: MUSIC FOR STRINGS, PERCUSSION AND CELESTA; DANCE SUITE (1-12)-The Rias Symphony Orchestra; Ferenc Fricsay, Cond. Decca DL 9747...76

Two things account for the numerous versions of both of these Bartok compositions in the LP catalog; one, they rate at the very top of his total output; two, their instrumentation (particularly, in the spectacular use of percussion) naturally

(Continued on page 28)

Jazz

JAM SESSION AT THE TOWER...86 Ray Anthony Band (1-12) Capitol T 749

This is a bash of 17-piece ensemble work reminiscent of the "swing" big band school. Anthony's popular dance band is on a lively jump kick thruout. Tho nothing exceptionally new breaks thro, ideas expressed are engaging and handled in strictly pro style. The solid teamwork of the group and solos by Anthony, George Auld and others make for pleasant listening and dancing. First big band session cut at Capitol's new Tower, the edifice is pictured on the cover. Anthony's name could have gotten heavier play for better counter action. Package rates plenty of exposure to pop market, however, in stores and on the air.

THE COOL VOICE OF RITA REYS...85 (1-12) Columbia CL 903

This has to be a big one with dealers and jocks. One has to agree with annotator George Avakian that this is the best jazz singer outside of the U. S. (and many will think including the U. S.) A slight Dutch accent adds an irresistible element of charm to the perfect phrasing and intonation and "cool" warmth. The tunes are tops, including such as "It's All Right With Me," "You'd Be So Nice to Come Home To," and 10 more class standards. Backings are tops: one side cut in Holland with the smart, modern Wes Icken Combo, and the flip cut here with the Jazz Messengers. This should be played and sold.

PUENTE GOES JAZZ...84 Tito Puente Ork (1-12) Victor LPM 1312

The title says "Puente Goes Jazz." He didn't have far to go, for after all, the feel and inspiration of much of his Latin-American work certainly derives from jazz. Jazz harmonics and beat are interwoven with the accented mambo drive that emanates from the drum section (timbales, conga, bongo and claves). It's colorful and spicy listening, but danceable as well. A rocking demo side would be "Tito In." L.A., jazz and pop customers will all want to have a go at this set.

THE SAX SECTION...78 (1-12) Epic LN 3278

Al Cohn here exploits the variety of

(Continued on page 30)

FIRST ALBUM RELEASE

CAN'T WE BE FRIENDS? JANE POWELL

ORCHESTRA CONDUCTED BY BUDDY BREGMAN

My Baby Just Cares For Me
For Every Man There's A Woman
Imagination • Hooray For Love
I Got It Bad And That Ain't Good
Ev'ry Time • Comes Love
Let's Face The Music And Dance
In Love In Vain
How Come You Do Me Like You Do
Can't We Be Friends
The Things We Did Last Summer

MG V-2023

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Outstanding . . .
Versatile . . .

ENGLISH VOCALIST

DOROTHY CARLESS



2-12" Long Play Albums

"DOROTHY CARLESS'
MIXED EMOTIONS"

R-402

"THE CARLESS TORCH"

R-403

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Mercury Records seeks a young, ambitious man to work in all phases of sales, promotion and merchandising at the distributor level. This is a golden opportunity for a man who can take on responsibility and has in his plans a position in management. We prefer a man with experience in the phonograph record business, preferably sales, free to travel, using Chicago as his base office. Please send resume, including age, education, experience, present and desired salary, to:

Mr. Morris S. Price
Vice-President, Charge of Sales
Mercury Record Corporation
35 E. Wacker Dr., Chicago, Ill.

IS THIS YOU?

Reviews and Ratings of New Popular Albums

Continued from page 26

singing. Canary Keely Smith, tenor sax man Sam Butera and trombonist James Blount also register strongly. Candid closeup of Prima on the cover vividly illustrates the title. Frantic programming material for jocks with flip-type audiences.

'S WONDERFUL78
Ray Coniff Ork (1-12")
Columbia CL 925

An interesting selection of tunes employing an increasingly popular sound—voices used as instruments. The Coniff chorus works in that style, sometimes moving out in flights of counter figures to the band while in other cases supporting the instruments in stating an appealing and familiar tune. Arrangements are most attractive and the mixed voices add much charm to the collection. Music could well be spun for terping, but it's just as good on the easy listening level. Tunes include standards like "Dancing in the Dark," "Speak Low," etc. A very salable piece of goods.

THURSDAY'S CHILD77
Eartha Kitt (1-12")
Victor LPM 1300

Provocative color photo of Miss Kitt gives this package good display-value. Title is from the canary's current autobiography and LP is slated for plenty of tie-up promotion with the book. Henri Rene provides able backing, while the thrush sings in both English and French in her usual heavily stylized manner. Selections include "Lazy Afternoon," "Lullaby of Birdland," and the title song.

A MILLION STRINGS76
Helmus Zacharias, Werner Muller Ork (1-12")
Decca DL 8382

Violinist Zacharias fared well sales-wise with his recent single waxing of "White Lilacs," and his latest LP—a worthy successor to his "Wine, Woman and Waltzes" package—should also spark a healthy return. Zacharias and his Magic Violin are lushly effective on six romantic selections, while Werner Muller's ork reflects an equally lyrical sweet-string mood on six other Continental instrumentals. Fine for deejays.

MUSIC FOR THE BOY FRIEND: HE DIGS ROCK 'N ROLL76
Bill Haley and His Comets, Gloria Mann, The Mello-Tones, Mel Williams, The Barons (1-12")
Decca DL 8315

MUSIC FOR THE GIRL FRIEND: SHE LOVES THE MOVIES76
Alfred Newman Ork, Victor Young Ork, The Four Aces (1-12")
Decca DL 8312

MUSIC FOR THE GIRL FRIEND: DID SOMEONE SAY "A PARTY?"75
Artie Shaw Ork (1-12")
Decca DL 8309

MUSIC FOR THE BOY FRIEND: HE REALLY DIGS JAZZ75
Tommy Dorsey's Clambake Seven, Woody Herman Ork, Woody Herman's Woodchoppers, John Graas Ensemble (1-12")
Decca DL 8314

MUSIC FOR THE BOY FRIEND: HE LIKES TO GO DANCING74
The Commanders, Gordon Jenkins Ork, Jerry Gray Ork (1-12")
Decca DL 8313

MUSIC FOR THE GIRL FRIEND: SHE ADORES THE LATIN TYPE73
Bebo Valdes Ork (1-12")
Decca DL 8311

MUSIC FOR THE GIRL FRIEND: SHE DOTES ON DREAMY MUSIC73
Harry Hermann Ork (1-12")
Decca DL 8310

Here's a perfect holiday gift package series for men who appreciate pin-up type calendar art. Altho the titles in the series are equally divided between music for "The Girl Friend" and "The Boy Friend," the covers—featuring curvaceous Petty Girl drawings—are strictly for the boys, particularly those who were in their salad days when the Petty works of art were in theirs. There's something for every kind of pop music lover here—jazz, Latin, swing, mood music and rock and roll. Packages with strongest sales-draw will probably be Bill Haley's "He Digs Rock 'n' Roll" and the Four Aces' "She Loves the Movies." There's plenty of LP gold in Decca's old catalog files.

PIANO PORTRAITS75
Caesar Giovannini (1-12")
Bally BAL 12009

Young Giovannini, who writes and conducts the music for the "Kukla, Fran and Ollie" TV show, turns his attention to the package disk field for the first time with this set of 12 moody standards. The artist hews close to the melody line on the tunes, filling them in with easy-to-take full chords. Backing consists of vibes, two guitars, bass and drums which combine to make an agreeable setting. Whether the artists will manage to set the world on fire is a question, but the red-headed lady on the cover, who has little to do with the material, might easily turn the trick.

THE MAN FROM THE SOUTH75
Ted Weems Ork (1-12")
Bally BAL 12007

A nostalgic collection of a dozen of the maestro's old faves, "My Gal Sal," "Egyptian Ella," "The Martins and the Coys," "Deep in the Heart of Texas," among others. Some of his former star employees have joined the recording sessions, Country Washburne, Ted Sanford, etc. This is a solid, danceable collection in the Weems style plus all attributes of up-to-date sound. Alumni of the Weems school of listening will like it.

INTERMISSION AT THE MOSQUE75
Reginald Foort, Organ (1-12")
Cook 1059X

A fine library item for nostalgic devotees of theater organ music. BBC organ expert plays a program of pop standards and show tunes paced for excellent listening variety. Nothing tricky here in new sound—just solid old-fashioned show music expertly played. Cook's fans will like.

I WONDER WHAT BECAME OF ME74
Anita Ellis (1-12")
Epic LN 3280

Petite Anita Ellis, who has appeared in niteries and whose voice has been dubbed in pix behind Rita Hayworth and Vera Ellen, uses a loosely knit story line in her LP debut. It's the story of a gal going thru the pangs of love from the first meeting, thru the moments of joy to the good-byes and the lonely four walls of the room. Well-sung tunes have a charm of their own since they are off the well-beaten track of standards, yet are tasty and sophisticated. A listenable job thruout.

EARTHBOUND74
Roberto Ork (1-12")
Coral CRL 57092

Pleasant instrumental treatments of a group of romantic ballads add up to relaxed, easy listening and plus-programming for mood music segs on jockey shows. Selections (most listing publisher Bobby Mellin as co-writer) include "Earthbound," "Only Forever," and "Carissa Mia." Ethereal-type cover gal gives package display-interest.

CY COLEMAN73
(1-12")
Secco CEIP 402

The sophisticated and inventive niter pianist offers "Skylark," "Get Out of Town," "Wait Till You See Her," among the dozen and they all get a rich, distinctly tasty dressing. Drum and bass backing provide just the right showcase for the talent. Jocks will like this selection and with exposure it could account for some share of sales.

IT'S COOL INSIDE73
Jeri Adams (1-12")
Columbia CL 916

Thrush Jeri Adams wanders thru a dozen standard songs in her first album outing. Singing is relaxed and agreeable for the most part tho the style is not jazz as billed. The backings border on the contemporary jazz but the vocalistics come closer to a torchy quality both as to selection and delivery. Tunes include "Love for Sale," "Gone With the Wind" and "Can't We Be Friends?" Gal in deep indigo on the cover further suggests the torchy touch. Evening jocks may like some of these bands.

LOVER'S HOUR72
Bill Butler, Piano (1-12")
Decca DL 8369

Canadian-born Butler plays a collection of familiar tunes, romantically slanted to suit the lover or cocktail sipper. The playing is technically skilled, full of fluid chordal sounds and in some respects not unlike that of a Duchin or Cavallero. Bass and brushed drums provide the rhythm for tunes like "Alone Together," and "Love Walked In." A pleasant debut for a talented new performer on the disk scene.

MEET ME TONIGHT IN DREAMLAND70
Paul Renard, Organ (1-12")
King 518

Decidedly straightforward Hammond organ readings of 17 old-time tunes for singing or dancing along. If exposed, could enjoy a healthy holi-

day sale among the nostalgia-minded set. Includes "Put Your Arms Around Me Honey," "Down by the Old Mill Stream," etc. Can be recommended to Ken Griffin fanciers.

GEORGE SNOWHILL: TEXAS SUITE68
Richard Ellsasser, Organ (1-12")
M-G-M E 3381

Organist brings a pleasant interpretation to Snowhill's musical portrait of the State of Texas. How accurate the portrait may be would be known only to a dedicated native son, but the dozen compositions provide nice listening via a variety of moods and tempos from romantic to blues. Package can spark interest in home area, but over-all acceptance seems chancy.

AN AMERICAN IN TOKYO66
Johnny Watson and his Kampai Kings (1-12")
So Deska DM 203-204

Very listenable and well-recorded arrangements by ex-GI Johnny Watson and his all-Japanese band of a dozen danceable numbers in varied rhythms. Some have been previously cut by So Deska, Nippon Victor and

Nippon Columbia with other artists. Sound is extremely good and package rates with efforts of many of our better home-grown aggregations, and should have decided pull with ex-Gi's with Tokyo memories.

Band

BAND ENCORES80
American Symphony Band of the Air; Dr. William D. Revelli, Cond. (1-12")
Decca DL 8264

This is a group organized of leading brass and woodwind players from a wide cross-section of symphony orks, to make recordings and do broadcast and concert work. On this new package the 70 players, under the direction of guest conductor Revelli, provide superior readings, beautifully recorded, of a number of light symphonic pieces rather than the more usual assortment of marches. Ralph Herman's "Ballet for Young Americans" provides three melodies among the selection of 13. Band music has gained a growing acceptance among diskophiles and this is a fine example of the form.

Reviews and Ratings of New Classical Albums

Continued from page 26

makes them brilliant hi-fi showpieces. Fricsay, a Hungarian who studied with Bartok, does a superb job that stands up to the competition very well. That is true, from both the hi-fi point of view and on the interpretive level. Solid sales predicted.

STRAVINSKY: SONG OF THE NIGHTINGALE; PULCINELLA SUITE (1-12")—L'Orchestre de la Suisse Romande; Ernest Ansermet, Cond. London LL 149476

Two important additions to the long list of Stravinsky interpretations by Ansermet. "Song of the Nightingale," a suite from the opera "Le Rossignol" is now available only in an old Eugene Goossens reading on Camden, which is not much competition. "Pulcinella" is better represented in the LP catalog, but Ansermet stands up very well to rival editions. These are delightful, early period Stravinsky works that do not present any listening problems. The superbly recorded performances here should fare well commercially.

TANEIEV: CONCERT SUITE FOR VIOLIN AND ORCHESTRA (1-12")—David Oistrakh, Violin; Philharmonia Orchestra; Nicolai Maiko, Cond. Angel 3535575

This will be sold for Oistrakh rather than for the composition, which gets its first recording here. Certainly the violinist, the great Philharmonia, and the excellent conductor get all that can be gotten out of the work by a classicist protege of Tchaikovsky. The work itself is pleasant, sometimes interesting and individualistic in a gentle way, but generally rather bland. Curiosity will attract many of the more affluent collectors.

MUSIC OF OFFENBACH (1-12")—Luzerne Festival Orchestra; Ernest Falk, Cond. Period SPL 30375

Well-arranged and programmed potpourri of Offenbach melodies. Selections cover nearly a dozen of composer's most familiar operettas, a fine cross-section sampling for Offenbach admirers. Falk batons the ork with a canny perception of the satirical cynicism of the music. Sound is excellent and album deserves a library niche with competitive Offenbachiana.

MENDELSSOHN: PIANO CONCERTO NO. 1 IN G MINOR; PIANO CONCERTO NO. 2 IN D MINOR (1-12")—Peter Katin, Piano; London Symphony Orchestra; Anthony Collins, Cond. London LL 145374

A combination of mature technique with youthful exuberance makes Peter Katin's readings of the Mendelssohn concerti seem well nigh ideal. The prime competition here comes from Reine Gjalnoli (Westminster), who also couples the same works on her LP. A sizable number will probably choose Katin, being slightly influenced also by the lower list price in his favor.

TCHAIKOVSKY: VIOLIN CONCERTO; SAINT-SAENS: INTRODUCTION AND RONDO CAPRICcioso (1-12")—Michael Rabin, Violin; Philharmonia Orchestra; Alceo Gallera, Cond. Angel 3538873

The 20-year old Rabin plays the popular works with authority and quite meticulously. However, the style isn't particularly individualistic at this point, and the competition, particularly on the Concerto, is staggering. Except in cities where Rabin may appear, dealers should be wary.

THE HOLLY AND THE IVY (1-12")—Alfred Deller, Counter-Tenor; The Alfred Deller Consort. Vanguard VRS 49972

A companion piece to Deller's "William Byrd and His Age," this should appeal to the same markets—class shops, educational centers—and, in the case of this particular album, church groups. It contains a collection of English Christmas carols and is obviously a classy Christmas item. The performance of Deller is magnificent. He gets fine support from Deller Consort (a capella), lute and re-

border. Scholarly liner notes enhance this unusually fine package.

MOZART: PIANO CONCERTO NO. 12 IN A MAJOR (K. 414); PIANO CONCERTO NO. 14 IN E FLAT (K. 449) (1-12")—Denis Matthews, Piano; Festival Orchestra; Rudolf Schwarz, Cond. Capitol P 1801571

The English pianist has a reputation in his own country as an interpreter of Mozart. Some of the reasons are revealed here. He approaches Mozart in a spirit of care, taste and moderation. In the slow movements he shows a fine lyric feeling and a pleasing singing tone. However, Matthews is not a brilliant, incisive technician, and in some of the fast passages becomes a bit heavy-handed and details become blurred. The orchestra is only adequate.

VIVALDI: CONCERTO FOR STRINGS IN G MAJOR, "ALLA RUSTICA"; CONCERTO FOR OBOE AND STRINGS IN D MINOR; CONCERTO FOR OBOE AND STRINGS IN F MAJOR; CONCERTO FOR BASSOON AND STRINGS IN E MINOR; SINFONIA NO. 1 IN C MAJOR; SINFONIA NO. 2 IN G MAJOR (1-12")—Solisti di Zagreb; Antonio Janigro, Cond. Vanguard BG 56069

This is a more-than-satisfactory collection of music by the pre-classical master, played by the superb Yugoslav group of chamber music specialists. Connoisseurs will grab it up, tho sales will probably be limited to the longhair specialty shops.

WILLIAM BYRD AND HIS AGE (1-12")—Alfred Deller, Counter-Tenor; Weizinger Consort of Viols of the Schola Cantorum Basiliensis, Vanguard BG 55768

A truly rare package for class shops in urban centers. It should also be stocked by dealers in college towns, and enterprising dealers would do well to bring it to the attention of students and classes specializing in the Elizabethan period of English literature and history. The talent and scholarship implicit in Deller's performance will appeal to buyers of taste. Included are "My Sweet Little Darling," "In a Merry May Morn'" etc.

RACHMANINOV: SONATA IN G MINOR FOR CELLO AND PIANO (1-12")—Zara Zisova, Cello; Artur Balsam, Piano. London LL 148067

Of the currently available versions of this romantic piece, this is the most satisfactory all around. The music is melodious in the fashion of the popular Second Piano Concerto and if fans of the latter will swallow chamber music at all, they should be susceptible. For cello students and fans, it's a natural.

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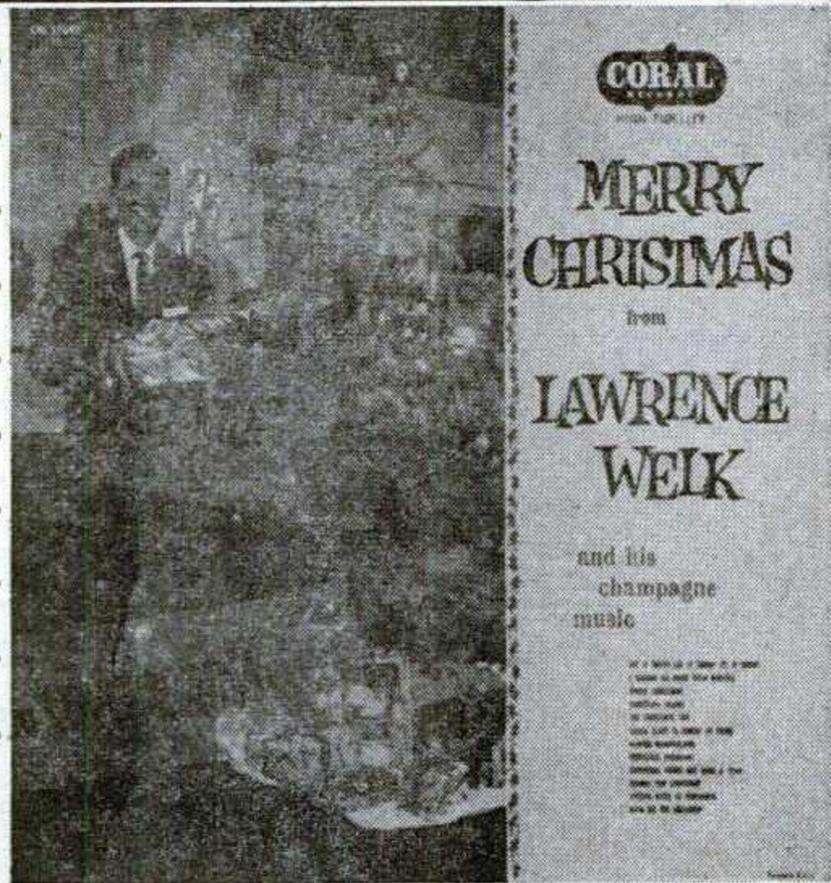


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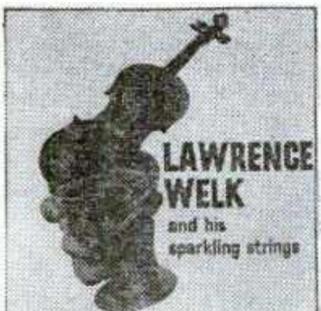
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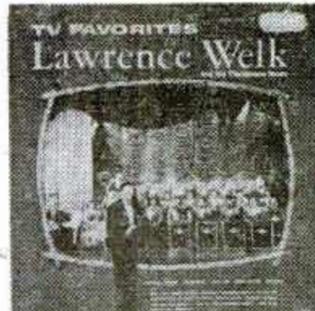
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Reviews and Ratings of New Jazz Albums

Continued from page 26

sounds possible in a sax section. Scoring for reeds and rhythm only, he successfully avoids too much sameness of tonal color. The following saxophonists were used on one or more takes: Sam Marowitz, Gene Quill, Eddie Wasserman, Boomie Richman, Sol Schlinger, Peanuts Hucko, Romeo Penque, Phil Bodner, Charlie O'Kane, Zoot Sims and Cohn himself. Cohn deployed his forces to encompass characteristic sax styles of the big bands of the past. This is hearty old-fashioned blowing with a firm rhythm foundation. Fine for swing-oriented customers.

MALLETS-A-PLENTY 81
Terry Gibbs, Vibes; Terry Pollard, Piano; Jerry Segal, Drums; Herman Wright, Bass (1-12")
EmArcy MG 36075

Teamed with his pianist, Miss Terry Pollard, Gibbs offers another solidly commercial package in this third EmArcy release. Most of the eight tunes are originals, except for "Mean to Me," and "I'll Remember April." The playing by Gibbs is par for his course, versatile and imaginative, with spots ranging from virtuosic exhibitions of flying mallets to subdued ballad readings. Miss Pollard adds plenty with her pianoing, a close parallel to Gibbs' own vibes style. Package should do easily as well as its predecessor.

RAY BRYANT TRIO 74
(1-12")
Epic LN 3279

Bryant is a 24-year-old pianist from Philly. The imagination and authority of his work on this LP ought to take him long strides toward general recognition. His style takes its inspiration from Bud Powell, but is too original to be termed derivative. Modern as his outlook is, he gets a real "down home" feeling into the rhythm sides. One of Bryant's strong points is his articulate, freely given emotion in the slow ballads, e.g. "Cry Me a River" and "Goodbye."

EASY JAZZ ON A FISH BEAT BASS 73

Interesting set has modern jazz men playing to a modified rock and roll beat played by none less than Shelly Manne, Russ Freeman, etc. Could register with teen dancers provided they get exposed to it, and may strike a blow for better taste. Other participants include B. Collette, R. Linn, T. Rizzi, J. Mondragon, H. Harper, L. Bunker, etc. Good demo: "Jeepers Creepers."

THE PAT MORAN QUARTET 72
(1-12")
Bethlehem BCP 6007

The four people in this quartet (two male, two female) are singers—but three of them also form a combo (in which Miss Moran is the pianist). This LP showcases both instrumental selections by the trio and vocals by the quartet, in which Bev Kelly has a smart modern stylistic approach and a unique "sound." "Sunday Kind of Love" makes an ideal demo band. The arrangements are in the sophisticated "far-out" vein, and are certainly show-stoppers. Here are new sounds and talents that deserve a sympathetic ear. Deejays, note.

JAZZ HIGHWAY 20 69
Joe Howard Trio (1-12")
Key LP 715

U. S. Highway 20 goes from Coast to Coast, and thru Cleveland, the home stomping grounds of Joe Howard, a classically trained pianist of above-average technical ability. There are light, whimsical moments, as in "Whistle While You Work." On the whole, however, he does not have much individuality or show an extensive jazz vocabulary. Commercial potential is only fair. The cover, with its witty play on jazz expression, is a gag.

Latin American

CHA-CHA-CHA 85
Gilberto Ork (1-12")
Mercury MG 20164

Of the various new cha-cha albums released in the past weeks, this seems the most Americanized. Yet in some ways it is the most interesting. It is a fusion of Latin-American and Yankee music ideas, and it has a big band sound. From a commercial point of view, this may succeed better than some of the more indigenous albums.

THAT CUBAN CHA-CHA-CHA 80
Orquesta Aragon (1-12")
Victor LPM 1294

The Orquesta Aragon, musical aggregation from the interior of Cuba, differs from many Americanized exponents of the cha-cha-cha, as performed on this disk, the selections have a lyricism and a stately quality in the tempo. Conspicuously absent is the brassy approach of some cha-cha-cha groups. The sides all have vocals in Spanish.

ASIA MINOR 78
Machito Ork (1-12")
Tico LP 1029

This group of cha-chas is another of the authentic disks of this material just released. It's brassier than the type typified by Victor's Orquesta Aragon, and faster in tempo. The rhythms are toe-tickling; but disk lacks the recording sound of some of the other new cha-cha packages. Of the new group, Machito's name is the best known, of course. Selections have vocals.

CHA-CHA-CHA MERENGUES 75
Johnny Segui Ork, Domino Ork, Orchestra Cubana (1-12")
Flair FL-DLP 101

The 12 Latin selections on this disk are played by five orks—those of Johnny Segui, El Indio, the Domino Orchestra and the Orchestra Cubana. In fact, it's a veritable Latin dance party all on one disk—and this fact makes the package a good buy for youngsters and oldsters who are looking for a dance disk to live home entertainments. The different orks, all of them with authentic sound and beat—provide a welcome variety.

LET'S DANCE THE MERENGUE VOL. 2 74
(1-12")
Secco SCLP 9086

This is Secco's second Merengue album, and it contains 12 Latin selections interpreted by Pettion Guzman and His Merengues. The sound of these sides is bright and the arrangements will appeal to dance fans and lovers of Latin Music. The selections have vocals.

VICENTICO VALDES SINGS 72
(1-12")
Secco SCLP 9081

The popular Latin-American singer is well-recorded in this package, which includes 12 romantic tunes; ballads, cha-chas, etc. Chief sale, obviously, is indicated in shops with a clientele which understands and appreciates this type of material. The featuring a vocalist, the sides are extremely danceable, and this fact should help sales in areas which are not essentially of Latin derivation.

Religious

ST. PAUL'S CATHEDRAL CHOIR 79
Dr. John Dykes Bower, Director (1-12")
Angel 35381

The 30 boy sopranos of St. Paul's in London, with the 18 gentlemen of the Vicars Choral cap their 400 legendary years in the business of singing with this captivating LP of holy music for both Christmas and Easter seasons. In addition to these there are three equally well-done madrigals, based on the poetic works of Orlando Gibbons, John Bennet and Thomas Morley. This is a supreme group in its field and this beautifully packaged and programmed set should find a ready market among the connoisseurs.

GRAILVILLE SINGS 78
(1-12")
Audio Fidelity AFLP 1820

Grailville is a Catholic college in Loveland O., which draws its girl students from all nations and races. This disk features a choir from the college, singing on Side One, a collection of traditional chants and chorales based on the pre-Christmas celebration of Advent. The second side carries an agreeable selection of little known but pleasingly melodic works centered on Christmas itself. The singing is unusually touching and shows a keen appreciation for the spiritual value of the material. Competition from all sides will be tough, but this has enough quality to win some sales with a dealer push.

Spiritual

AMEN 85
Wings Over Jordan Choir (1-12")
King 519

Long a radio and concert hall favorite, this choir may win itself a number of new followers with this varied and exemplary group of spirituals. There are a dozen numbers and for each there are interesting explanatory notes by the guiding hand of the group, Rev. Glenn T. Settle. This is a superb package of soul-satisfying listening. Unfortunately, the printed word "Amen" on the cover does little to merchandise the package and dealers will have to actively sell it. Buyers, however, will consider it a worthwhile choice.

Christmas

O, TANNENBAUM (CHRISTMAS ON THE RHINE) 76
Werner Muller, Director (1-12")
Decca DL 8388

A quality Christmas package, recorded by Deutsche Grammophon-Polydor in Germany. Superior sound and sensitive interpretation highlight performance of Muller's mixed chorus and ork on 12 numbers, while

Goody Plots Worldwide Move

Continued from page 16

made to work out a plan whereby various types of merchandise, such as oranges and other products of Israel, would be taken out of the country instead of cash as the medium of exchange. Current international situation in the Near East, however, may interfere with this plan.

Brotherly Love

Meanwhile, back in the States, Goody disclosed: "We were in Philadelphia" Wednesday (7), which was taken to mean that a new outlet might soon be opened there. He added that certain record folks down there, who never believed he would show his face in that city, "were overtaken with a small hemorrhage" when he walked in their stores. Boston is another city getting the close scrutiny by Goody reps, it was disclosed.

Two other outlets, in the meantime, have quietly been opened in

nearby Hackensack and Paramus, N. J. Operated under the banner of the MAS (spell it backwards) Sales Corp., the two retail operations are actually separate departments of large highway marts. Open only two weeks, the two reportedly have found a solid market in the Bergen County countryside.

Meanwhile, Sam Goody, of Pittsburgh, Inc., which set off a wave of price-cutting in the Western Pennsylvania metropolis several weeks ago, is already staffed by former New York store sales personnel and will open in three weeks.

On the local scene, according to Goody, the New York Annex store, across the street from the original location, "strictly on the basis of word-of-mouth promotion" is now doing a gross volume of \$6,000 a day, of which nearly 40 per cent is in audio equipment.

Freed's Triple Threat Movie

Continued from page 16

December 5 thru December 8, and if union regulations permit he will present a live show at the same time. Altho the film was independently produced by Milton Subotsky and Max J. Rosenberg of Vanguard Productions here, it will be carried as the top feature by leading theater chains, including Paramount and Warners in New England; and Loews, Brandt, and Century here.

In return for granting permission for Freed to use sides on the deejay LP, the record companies involved will benefit from the displays of their disks in all theater lobbies where the film plays.

The movie was made here in two weeks, with the recording artists lip-syncing to their own records. more than 60 minutes of the hour and 25 minute film are devoted to music, and producer Subotsky notes that—by policy—each record number was presented in its entirety in the picture.

Snapper Music songs, specially written for the film, include "Tra La La," by Lavern Baker; the title theme by Cavallo; "You Can't Catch Me," by Chuck Berry; "Would I Be Crying," by the

Flamingos, and "Over and Over Again," by the Moonglows. Other tunes in the film are Kahl Music's "I'm Not a Juvenile Delinquent," by Lyman and the Teen-Agers. Connie Francis, the only artist who doesn't actually appear in the film, is the sound track singing voice for the picture's teen-age heroine, Tuesday Weld.

In addition to the single sides released featuring all 12 platter names, the score will be spotlighted by Chess Records on a special LP, which will carry the sound track sides by Berry, the Flamingos and the Moonglows; plus a group of old best selling singles by the three artists, including "Sincerely," "See-Saw" and "Maybelline."

Modern Joins

Continued from page 16

make use of portions of records of successful performers under exclusive contract with the plaintiffs and others. Undoubtedly some considerable value attaches to the portions of the plaintiffs' records which have been adopted by the defendants. It would seem to the court that the defendants' acts have offended the pertinent rulings in Metropolitan Opera Association et al. vs. Wagner-Nichols Recorder Corporation et al. (Ed: Judge Greenberg also ruled in that historic case, in which the recorder outfit was stopped from issuing off-the-air tapings of Metopera performances.) On these papers, however, the court is not able to determine whether or not the defendants have exceeded the bounds of permissible fair competition. A temporary injunction ought not to issue in a case unless the offense is clear.

When the matter of "Stranded in the Jungle" was raised, the defendants insisted that this particular segment was not a dub, but an imitation that could not be detected as such because of "the expert manner in which the performance had been imitated." The plaintiffs challenged them then to tell who did the imitations, but the defendants were expected to hold that the court's only concern should be the cause of the action which is, according to the defendants' attorney, Warren Troob: "Was there such a use as to constitute unfair competition."

In line with the plaintiffs' concern over the claimed "imitations," the plaintiffs reported that they had received affidavits from four of the other record companies in which the latter opine that portions of the Luniverse disks sound like direct dubbings rather than imitations.

the Eric Bender Children's Choir and Joseph Kugler's Bavarian Radio chorus and ork are equally impressive on their single selections. Material (sung in German) includes title theme, "Silent Night," and Mozart's lovely lullaby "Schlafe Mein Prinzchen."

XMAS FAVORITES 76
Jan August, Piano (1-12")
Mercury MG 20160

Tasteful piano solo work by August on a group of popular Christmas selections—including "Silver Bells," "Silent Night," and Santa Claus Is Coming to Town." Good instrumental wax for jockey yule segs. Cover has sock display value.

BOZE NARODZENIE: POLISH CHRISTMAS SONGS AND SKETCHES 70
(1-12")

Dana DLP 1219
Strictly for Polish-American sectors, this offers songs and sketches in Polish, but in American style. Tunes include "White Christmas," "Rudolph, the Red-Nosed Reindeer," "Jingle Bells" and some more typically Polish Christmas numbers, well sung by a variety of Dana stars. Where Polish records are sold, this should be a big holiday item.

Children's

WALT DISNEY TAKES YOU TO DISNEYLAND 80
Disneyland Concert Orchestra (1-12")
Disneyland WDL 4004

Certainly any child—or adult for that matter—who has visited Disneyland in Southern California will want this LP. It's a sure-fire souvenir—handsomely set up in a colorful double-fold package. Disney himself handles the narration and describes various attractions of his playland—Frontierland, Fantasyland, etc.—also described musically by Camarata, Oliver Wallace and George Bruns. Small-fry will particularly enjoy it, but package also has adult appeal.

IT SOUNDS LIKE A MILLION

**GOODNIGHT
MY LOVE,
PLEASANT
DREAMS**

MUMMY

CORAL 61748

9-61748



The McGuire Sisters



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending November 7

This Week	Last Week	Weeks on Chart
1. Love Me Tender By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643.	1	5
2. Green Door By Davie & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.	2	8
3. Just Walking in the Rain By Bragg & Riley—Published by Golden West Melodies (BMI) BEST SELLING RECORD: J. Ray, Col 40729. RECORDS AVAILABLE: J. Killeen, Abbott, 3024; D. Richards-E. Zack, Col 21532; J. Wallace, Mercury 70758.	3	10
4. Don't Be Cruel By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.	4	15
5. True Love By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORDS: Bing Crosby-Grace Kelly, Cap 3507; Verve 2018. RECORDS AVAILABLE: K. Kallen, Dec 29959; M. Whiting, Cap 3473.	6	8

This Week	Last Week	Weeks on Chart
6. Singing the Blues By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40767; M. Robbins, Col 21545.	12	3
7. Canadian Sunset By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORDS: H. Winterhalter-E. Heywood, Vic 20-6537; A. Williams, Cadence 1297. RECORDS AVAILABLE: T. Heath, London 1692; M. Lopez, Vic 6678.	5	18
8. Honky Tonk By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) BEST SELLING RECORD: B. Doggett, King 4950.	8	12
9. Blueberry Hill By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORD AVAILABLE: L. Armstrong, Decca 24752.	9	6
9. Tonight You Belong to Me By Billy Rose & Lee David—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55022. RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Lennon Sisters, L. Welk, Coral 61701; Tonettes, Modern 997; Tracy Twins, Reserve.	7	13

Second Ten

11. 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.	10	9
12. Cindy, Oh, Cindy By Barron-Long—Published by E. B. Marks (BMI) BEST SELLING RECORDS: V. Martin, Glory 247; E. Fisher, Vic 20-6677.	13	5
13. 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.	11	22
14. Hey! Jealous Lover By Kahn-Walker-Twomey—Published by Barton Music (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3552.	17	3
15. 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.	14	21

16. Lay Down Your Arms By P. Roberts-L. Land-A. Gerhart—Published by Ludlow (BMI) BEST SELLING RECORD: Chordettes, Cadence 1299. RECORDS AVAILABLE: R. Morgan, Dec 30070; A. Sheldon, Col 40759.	16	6
17. Two Different Worlds By Wayne-Frisch—Published by Princess Music (ASCAP) BEST SELLING RECORD: D. Rondo, Jubilee 5256. RECORDS AVAILABLE: S. Clayton, Coral 61710; D. Haymes, Cap 3565; D. Kallman, Dec 30036; R. Williams-J. P. Morgan, Kapp 161.	26	3
18. You'll Never, Never Know By Miles-Robi-Williams—Published by Personality Music (BMI) BEST SELLING RECORD: Platters, Mercury 70948.	19	4
19. I Walk the Line By J. Cash—Published by Hi-Lo Music (BMI) BEST SELLING RECORD: J. Cash, Sun 241. RECORDS AVAILABLE: C. Bennett, Cap 3564; H. Carmichael, Coral 61717.	20	3
20. Garden of Eden By Dennise Norwood—Published by Republic (BMI) BEST SELLING RECORD: J. Valino, Vik 0226.	26	2

Third Ten

21. My Prayer By Boulanger & Kennedy—Published by Skidmore (ASCAP) RECORDS AVAILABLE: P. Heap, Col 40757; Ink Spots, Dec 29991; M. Lopez, Vic 20-6678; Platters, Mercury 70893.	18	19
22. Night Lights By Sammy Gallop-Chester Conn—Published by Bregman, Vocco & Conn (ASCAP) RECORD AVAILABLE: N. (King) Cole, Cap 3551.	30	2
23. Hound Dog By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) RECORDS AVAILABLE: F. Bell-Bellboys, Mercury 70919; E. Presley, Vic 20-6604; W. Thornton, Peacock 1612.	15	16
24. Mama From the Train By Irving Gordon—Published by Remick (ASCAP) RECORD AVAILABLE: P. Page, Mercury 70971.	25	2
24. Rose and a Baby Ruth By Johnny Dee—Published by Bentley (BMI) RECORDS AVAILABLE: Country Gentlemen, Vic 20-6673; R. Flanagan, Vic 20-6719; E. Fontaine, Dec 30108; G. Hamilton IV, ABC-Paramount 9756.	-	1

26. Petticoats of Portugal By Michael Durso-Mel Mitchell-Muri Kahn—Published by Christopher (BMI) RECORDS AVAILABLE: W. Covington, Dec 30097; C. Giovannini, Bally 1018; P. Prado, Vic 20-6684; B. Vaughn, Dot 15506; D. Jacobs, Coral 61724; F. ZaBach, Mercury 70975.	26	2
27. It Isn't Right By Robert Mellin—Published by Mellen Music (BMI) RECORD AVAILABLE: Platters, Mercury 70948.	21	5
28. When the White Lilacs Bloom Again By Doele-Potter—Published by Harms, Inc. (ASCAP) RECORDS AVAILABLE: L. Holmes, M-G-M 12317; B. Vaughn, Dot 15491; L. Welk, Coral 61701; F. ZaBach, Mercury 70936; H. Zacharias, Dec 30039.	-	7
29. 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.	-	5
30. Any Way You Want Me By Arron Schroeder-Cliff Owens—Published by Ross Jungnichel (ASCAP) RECORD AVAILABLE: E. Presley, Vic 20-6643.	-	1

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



Buyboard

RAY ANTHONY

and His Orchestra

DANCING LOVERS

(Theme from The Ray Anthony Plymouth TV Show)

LOVE IS JUST AROUND THE CORNER

Record No. 3593



THE KING SISTERS

WHILE THE LIGHTS ARE LOW

IN HAMBURG

(When The Nights Are Long)

Record No. 3594



KAY CARSON

THERE'S A SHADOW BETWEEN US

THE FELLOW OVER THERE

Record No. 3595



TEX RITTER

GREEN GROW THE LILACS

(From the Walt Disney Picture "Westward Ho, The Wagons!")

HE IS THERE

Record No. 3589

BOB ROUBIAN

COME ON HOME

PAULINE, PAULINE, PAULINE

and The Steamers

Record No. 3584

THE FIVE KEYS

WISDOM OF A FOOL

NOW DON'T THAT PROVE I LOVE YOU

Record No. 3597

THE JODIMARS

CLARABELLA

MIDNIGHT

Record No. 3588

TOMMY LEONETTI

TEARS FOR SOUVENIRS

WHEN LOVE GETS A HOLD OF YOU

Record No. 3590

THE CUES

WHY

PRINCE OR PAUPER

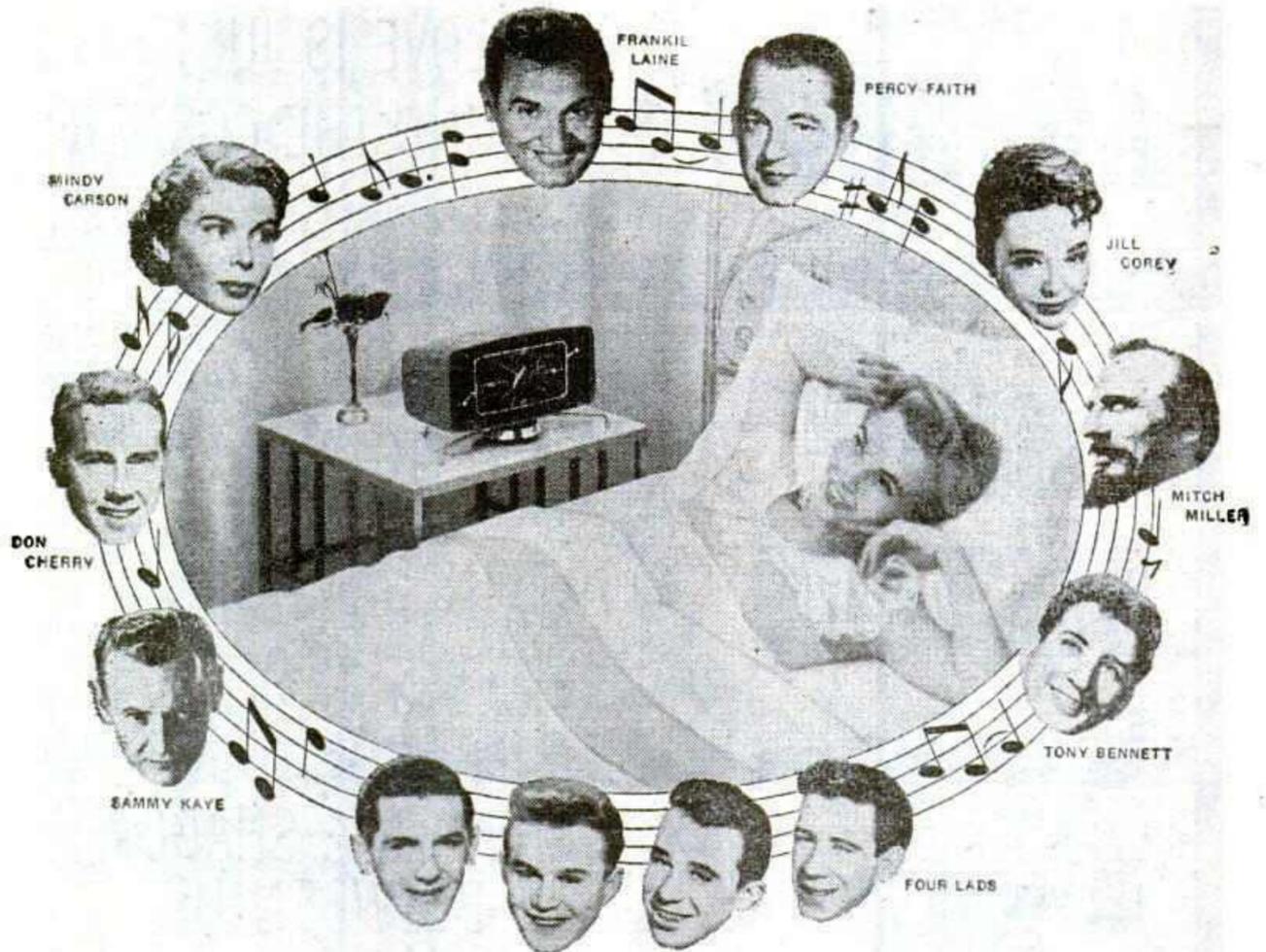
Record No. 3582

WAKE TO MUSIC PROMOTION SPARKS TIME SALES ON DISK JOCKEY PROGRAMS

Wake to Music Month has mushroomed into a sales bonanza for disk jockeys and radio stations

Disk Jockeys Keep the Cash Register Ringing

Radio stations are finding sponsors to tie-in with the Wake to Music promotion on every business street in town—appliance stores, department stores, music stores, hardware stores, public utilities, everyone who sells clock-radios. Co-op money from clock-radio manufacturers and distributors, plus store money from store advertising budgets are boosting time sales to new highs. The Wake to Music activities are building listening audiences, too.



Wake to Music Proved Success in Similar Promotions

From 4th to 2nd Place In Market of 17 Stations

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

20-25 Sponsors for Each 2-hour Show

WATW, Ashland, Wisconsin, reports they built to approximately 20-25 sponsors for their 6-8 a.m. show, featuring Wake Up idea.

240 Sponsored Spots in One Month

Using 20,000 lines of newspaper advertising to introduce "Wake Up New England to Music on Clock-Radio," WHDH, Boston, followed up with an intensive spot program.

These spots brought in a total of 240 sponsored announcements in one month, each of which promoted the sales of clock-radios.

The More Clock-Radios, the More Listeners

KLRS, Mountain Grove, Mo., plugs the line "Give a Clock-Radio for Christmas and Wake Up Every Morning with KLRS" . . . reasons that "the more clock-radios, the more listeners."

LATE FLASH...

Wake to Music Month Huge Success

Day-to-day reports indicate that hundreds of radio stations from New York to California are cashing in on Wake to Music. Sponsored spots for some stations will be close to 2000 for the month. Sustaining radio spots are running from 3 to 28 a day.

WAKE sells 75 Spots a Day

WAKE, Atlanta, has sold a complete Wake to Music promotion to a local clock-radio distributor. Sponsor picks up the check for 75 spots daily. Promotion includes banners across principal streets, selecting Miss Wake to Music, and WAKE disk jockey stunts, such as giving away records on street corners while dressed in pajamas and nightcaps.

Telechron Timers Push Wake to Music Month

Many clock-radio manufacturers use Telechron Timers. These turn on the radios that wake listeners to disk jockey music. The makers of Telechron Timers are publicizing Wake to Music Month in their advertising.

Columbia recording artists are featured in the Telechron Timer Nov. 17 *Post* ad promoting "Wake to the Music of the Stars with a Clock-Radio."

FREE

Merchandising Helps

Write, wire or phone for details and full information on Wake to Music Month. Telechron Timers, Clock and Timer Department, General Electric Co., 18 Homer Ave., Ashland, Mass.



Dot's Own Hit Parade

- 15486—THE GREEN DOOR—JIM LOWE
 15490—FRIENDLY PERSUASION—CHAINS OF LOVE—PAT BOONE
 15507—CONFIDENTIAL—JAIL BIRD—SONNY KNIGHT
 15503—AUCTIONEER
 I FELL IN LOVE WITH A PONY TAIL—LE ROY VAN DYKE
 15509—SOLITUDE—NICKELODEON TANGO—JOHNNY MADDOX
 15511—NO REGRETS—UNTIL YOU'RE MINE—THE HILLTOPPERS
 15501—PLEASE DON'T LEAVE ME—STILL—THE FONTANE SISTERS
 15481—THE FOOL—SANFORD CLARK
 15497—ONE MINT JULEP
 I'M WAITING FOR SHIPS THAT
 NEVER COME IN—MAC WISEMAN
 1286—HONKY TONK TEARS
 LET THE WHOLE WORLD TALK—JIMMY NEWMAN
 15489—KA-DING-DONG
 INTO EACH LIFE SOME RAIN
 MUST FALL—THE HILLTOPPERS

JUST RELEASED—ALREADY HITTING

- 15513—ROCKY MOUNTAIN ROSE
 NOW YOU'RE IN MY ARMS—SNOOKY LANSON
 15514—CREOLE LOVE CALL—SWEET LEILANI—BILLY VAUGHN
 15515—MY HEART BELONGS TO YOU—ORANGE BLOSSOMS—GALE STORM
 15516—A CHEAT—USTA BE MY BABY—SANFORD CLARK

BRAND NEW RELEASES

- 15512—LOVE A LA MODE—NO STONE UNTURNED—RAY JOHNSON
 15517—SINCE I MET YOU BABY—I'LL BE WAITING FOR YOU—MOLLY BEE
 15518—THE PINK PANTHER—YOUR REASON—THE TADS
 15519—THE POOR LITTLE DOOGIE
 IF YOU LISTEN WITH YOUR HEART—THE SCHOLARS
 15520—ONCE UPON A SUMMERTIME
 LET THERE BE PEACE ON EARTH—CHAMP BUTLER

BEST SELLING ALBUMS

- DLP-3030—"HOWDY"—PAT BOONE
 DLP-110—EDDIE PEABODY
 DLP-3012—PAT BOONE
 DLP-3023—"THE BANJO WIZARDRY OF EDDIE PEABODY"
 DEP-1053—"PAT ON MIKE"—PAT BOONE
 DEP-1054—"FRIENDLY PERSUASION"—PAT BOONE

Dot

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

**“CREOLE
LOVE CALL”**

**“SWEET
LEILANI”**

Billy Vaughn

#15514



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

GALE STORM

MY HEART BELONGS
TO YOU

ORANGE BLOSSOMS

#15515

Watch the New Gale Storm Show

"OH! SUSANNA"

every Sat. night • 9 p.m. EST • CBS-TV



Dot

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

THE NATION'S BEST SELLING RECORDS

• Best Sellers in Stores

For survey week ending November 7

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	5	LOVE ME TENDER (BMI)—E. Presley	1 5
			ANY WAY YOU WANT ME (BMI)—Vic 20-6643	
2	2	8	GREEN DOOR (BMI)—J. Lowe	2 8
			(Story of) The Little Man in Chinatown (BMI)—Dot 15486	
3	4	11	JUST WALKING IN THE RAIN (BMI)—J. Ray	4 11
			In the Candlelight (ASCAP)—Col. 40729	
4	5	3	SINGING THE BLUES (BMI)—G. Mitchell	5 3
			Crazy With Love (ASCAP)—Col. 40769	
5	3	16	DON'T BE CRUEL (BMI)—E. Presley	3 16
			HOUND DOG (BMI)—Vic 20-6604	
6	7	6	BLUEBERRY HILL (ASCAP)—F. Domino	7 6
			Honey Chile (BMI)—Imperial 5407	
7	8	7	TRUE LOVE (ASCAP)—B. Crosby-G. Kelly	8 7
			Well, Did You Evah? (ASCAP)—Cap 3507	
8	6	13	HONKY TONK (Parts I & II) (BMI)—B. Doggett	6 13
			King 4950	
9	9	9	FRIENDLY PERSUASION (ASCAP)—P. Boone	9 9
			CHAINS OF LOVE (BMI)—Dot 15490	
10	11	17	CANADIAN SUNSET (BMI)—H. Winterhalter	11 17
			This Is Real (ASCAP)—Vic 20-6537	
11	10	13	TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence	10 13
			A Smile and a Ribbon (ASCAP)—Liberty 55022	
12	12	6	CINDY, OH, CINDY (BMI)—V. Martin	12 6
			Only If I Praise the Lord (BMI)—Glory 247	
13	13	3	HEY! JEALOUS LOVER (ASCAP)—F. Sinatra	13 3
			You Forgot All the Words (BMI)—Cap 3552	
14	19	3	CINDY, OH, CINDY (BMI)—E. Fisher	19 3
			Around the World (ASCAP)—Vic 20-6677	
15	15	6	YOU'LL NEVER, NEVER KNOW (BMI)—Platters	15 6
			It Isn't Right (BMI)—Mercury 70948	
16	16	7	TRUE LOVE (ASCAP)—J. Powell	16 7
			Mind If I Make Love to You? (ASCAP)—Verve 2018	
17	14	20	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day	14 20
			I Gotta Sing Away These Blues (BMI)—Col. 40704	
18	17	4	I WALK THE LINE (BMI)—J. Cash	17 4
			Get Rhythm (BMI)—Sun 241	
19	—	1	ROSE AND A BABY RUTH (BMI)—G. Hamilton IV	— 1
			If You Don't Know (BMI)—ABC-Paramount 9756	
20	21	2	GARDEN OF EDEN (BMI)—J. Valino	21 2
			Caravan (ASCAP)—Vik 0226	
21	18	2	LAY DOWN YOUR ARMS (BMI)—Chordettes	18 2
			Teen-Age Goodnight (BMI)—Cadence 1299	
22	—	1	PRISCILLA (BMI)—E. Cooley	— 1
			Got a Little Woman (BMI)—Roost 621	
23	—	4	LET THE GOOD TIMES ROLL (BMI)—Shirley & Lee	— 4
			Do You Mean to Hurt Me So? (BMI)—Aladdin 3325	
23	25	2	NIGHT LIGHTS (ASCAP)—Nat (King) Cole	25 2
			To the Ends of the Earth (BMI)—Cap 3551	
25	24	12	CANADIAN SUNSET (BMI)—A. Williams	24 12
			High Upon a Mountain (ASCAP)—Cadence 1297	

• Most Played in Juke Boxes

For survey week ending November 7

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

This Week	Last Week	Weeks on Chart	Title	Label
1	2	6	GREEN DOOR (BMI)—J. Lowe	2 6
			(The Story of) The Little Man in Chinatown (BMI)—Dot 15486	
2	1	15	DON'T BE CRUEL (BMI)—E. Presley	1 15
			HOUND DOG (BMI)—Vic 20-6643	
2	3	9	JUST WALKING IN THE RAIN (BMI)—J. Ray	3 9
			In the Candlelight (ASCAP)—Col. 40729	
4	4	4	LOVE ME TENDER (BMI)—E. Presley	4 4
			Any Way You Want Me (ASCAP)—Vic 20-6643	
5	5	10	HONKY TONK (Parts I & II) (BMI)—B. Doggett	5 10
			King 4950	
6	7	5	BLUEBERRY HILL (ASCAP)—F. Domino	7 5
			Honey Chile (BMI)—Imperial 5407	
7	6	14	CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood	6 14
			This Is Real (ASCAP)—Vic 20-6537	
8	9	7	FRIENDLY PERSUASION (ASCAP)—P. Boone	9 7
			CHAINS OF LOVE (BMI)—Dot 15490	
9	14	2	SINGING THE BLUES (BMI)—G. Mitchell	14 2
			Crazy With Love (ASCAP)—Col. 40769	
10	8	11	TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence	8 11
			A Smile and a Ribbon (ASCAP)—Liberty 55022	
11	11	6	YOU'LL NEVER, NEVER KNOW (BMI)—Platters	11 6
			IT ISN'T RIGHT (BMI)—Mercury 70948	
12	12	3	TRUE LOVE (ASCAP)—B. Crosby-G. Kelly	12 3
			Well, Did You Evah? (ASCAP)—Cap 3507	
13	10	17	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day	10 17
			I Gotta Sing Away These Blues (BMI)—Col. 40704	
14	13	18	MY PRAYER (ASCAP)—Platters	13 18
			Heaven on Earth (ASCAP)—Mercury 70893	
15	16	2	CINDY, OH, CINDY (BMI)—V. Martin	16 2
			Only If I Praise the Lord (BMI)—Glory 247	
16	17	5	LAY DOWN YOUR ARMS (BMI)—Chordettes	17 5
			Teen-Age Goodnight (BMI)—Cadence 1299	
17	—	1	CINDY, OH, CINDY (BMI)—E. Fisher	— 1
			Around the World (ASCAP)—Vic 20-6677	
18	19	11	CANADIAN SUNSET (BMI)—A. Williams	19 11
			High Upon a Mountain (ASCAP)—Cadence 1297	
19	18	2	I WALK THE LINE (BMI)—J. Cash	18 2
			Get Rhythm (BMI)—Sun 241	
19	15	13	FOOL (BMI)—S. Clark	15 13
			Lonesome for a Letter (BMI)—Dot 15481	

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart	Title
1	2	8	Love Me Tender (Presley)
2	3	8	True Love (Buxton Hill)
3	—	1	Whatever Will Be, Will Be (Que Sera, Sera)
			(Artists)
4	1	19	Tonight You Belong to Me (Mills)
5	4	11	Allegheny Moon (Oxford)
6	6	21	Canadian Sunset (Meridian)
7	5	15	Just Walking in the Rain (Golden West)
8	8	6	Friendly Persuasion (Feist)
9	10	3	Green Door (Trinity)
10	9	4	Honky Tonk (Billace)
11	8	4	Cindy, Oh, Cindy (E. B. Marks-Bryden)
12	12	2	Lay Down Your Arms (Ludlow)
13	11	8	Don't Be Cruel (Presley-Shalimar)
14	10	10	Hey, Jealous Lover (Barton)
15	—	1	Two Different Worlds (Spier)

• Most Played by Jockeys

For survey week ending November 7

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	5	LOVE ME TENDER (BMI)—E. Presley	1 5
			Any Way You Want Me (BMI)—Vic 20-6643	
2	2	8	GREEN DOOR (BMI)—J. Lowe	2 8
			(Story of) The Little Man in Chinatown (BMI)—Dot 15486	
3	8	3	SINGING THE BLUES (BMI)—G. Mitchell	8 3
			Crazy With Love (ASCAP)—Col. 40769	
4	3	7	TRUE LOVE (ASCAP)—B. Crosby-G. Kelly	3 7
			Well, Did You Evah? (ASCAP)—Cap 3507	
5	4	15	DON'T BE CRUEL (BMI)—E. Presley	4 15
			Hound Dog (BMI)—Vic 20-6604	
6	5	8	JUST WALKING IN THE RAIN (BMI)—J. Ray	5 8
			In the Candlelight (ASCAP)—Col. 40729	
7	6	9	FRIENDLY PERSUASION (ASCAP)—P. Boone	6 9
			Chains of Love (ASCAP)—Dot 15490	
8	11	4	HEY! JEALOUS LOVER (ASCAP)—F. Sinatra	11 4
			You Forget All the Words (BMI)—Cap 3552	
9	7	17	CANADIAN SUNSET (BMI)—H. Winterhalter-E. Heywood	7 17
			This Is Real (ASCAP)—Vic 20-6537	
10	10	9	HONKY TONK (Parts I & II) (BMI)—B. Doggett	10 9
			King 4950—BMI	
11	9	5	BLUEBERRY HILL (ASCAP)—F. Domino	9 5
			Honey Chile (BMI)—Imperial 5407	
12	14	4	CINDY, OH, CINDY (BMI)—E. Fisher	14 4
			Around the World (ASCAP)—Vic 20-6677	
13	23	3	NIGHT WINDS (ASCAP)—Nat (King) Cole	23 3
			To the Ends of the Earth (BMI)—Cap 3551	
14	12	13	TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence	12 13
			A Smile and a Ribbon (ASCAP)—Liberty 55022	
15	19	3	TWO DIFFERENT WORLDS (ASCAP)—D. Rondo	19 3
			He Made You Mine (ASCAP)—Jubilee 5256	
16	15	20	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day	15 20
			I Gotta Sing Away These Blues (BMI)—Col. 40704	
17	24	2	CINDY, OH, CINDY (BMI)—V. Martin	24 2
			Only If I Praise the Lord (BMI)—Glory 247	
18	13	14	CANADIAN SUNSET (BMI)—A. Williams	13 14
			High Upon a Mountain (ASCAP)—Cadence 1297	
19	17	2	PETTICOATS OF PORTUGAL (BMI)—D. Jacobs	17 2
			Song of the Vagabonds/Only a Rose (ASCAP)—Coral 61724	
20	21	2	LAY DOWN YOUR ARMS (BMI)—Chordettes	21 2
			Teen-Age Goodnight (BMI)—Cadence 1299	
21	16	7	TONIGHT YOU BELONG TO ME (ASCAP)—Lennon Sisters-L. Welk	16 7
			When the White Lilacs Bloom Again (ASCAP)—Coral 61701	
22	—	1	GARDEN OF EDEN (BMI)—J. Valino	— 1
			Caravan (ASCAP)—Vik 0226	
23	22	3	MAMA FROM THE TRAIN (ASCAP)—P. Page	22 3
			Every Time—I Feel His Spirit (BMI)—Mercury 70971	
24	—	1	AUTUMN WALTZ (ASCAP)—T. Bennett	— 1
			Just in Time (ASCAP)—Col. 40770	
25	—	1	ROSE AND A BABY RUTH (BMI)—G. Hamilton IV	— 1
			If You Don't Know (BMI)—ABC-Paramount 9756	

TWEEDLE DEE TRA LA LA

It's Another Big Hit For

GEORGIA GIBBS



'TRA LA LA'

MERCURY 70998

35 EAST WACKER DRIVE · CHICAGO 1, ILLINOIS



THE TOP 100

For survey week ending November 7

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.

16

LONDON

RECORDS



Mantovani



SONG OF SORRENTO

B/W VALSE CAMPESTRE
#1698

Cyril Stapleton and his orchestra

MAIDS OF MADRID

B/W HIGHWAY PATROL THEME
from the ZIV TV production
#1697



NEW RELEASES

THE BEVERLEY SISTERS
GREENSLEEVES
I'LL SEE YOU
IN MY DREAMS
1703

STANLEY BLACK
his piano and orchestra
STARLIGHT SERENADE
PLAY A SIMPLE MELODY
1689

DAVE KING
CHRISTMAS & YOU
YOU MAKE NICE
1702

JOHNNY BRANDON
DO YOU LOVE ME
MISTER SONGBIRD
1695

WINIFRED ATWELL
and her piano
HAMP'S BOOGIE
ST. LOUIS BLUES
1704

WILL GLAHE
BEER BARREL POLKA
HEARTS & HEARTACHES
1693

Pos.	Song, Artist, Label	Last Week
1	GREEN DOOR—J. Lowe, Dot	1
2	LOVE ME TENDER—E. Presley, Victor	2
3	JUST WALKING IN THE RAIN—J. Ray, Columbia	4
4	DON'T BE CRUEL—E. Presley, Victor	3
5	SINGING THE BLUES—G. Mitchell, Columbia	10
6	TRUE LOVE—Bing Crosby-G. Kelly, Capitol	6
7	BLUEBERRY HILL—F. Domino, Imperial	6
7	HONKY TONK—B. Doggett, King	5
9	CANADIAN SUNSET—H. Winterhalter-E. Heywood, Victor	6
10	FRIENDLY PERSUASION—P. Boone, Dot	9
11	TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty	11
12	CINDY, OH, CINDY—E. Fisher, Victor	17
12	CINDY, OH, CINDY—V. Martin, Glory	16
14	WHATEVER WILL BE, WILL BE—Doris Day, Columbia	12
15	HEY! JEALOUS LOVER—F. Sinatra, Capitol	15
16	LAY DOWN YOUR ARMS—Chordettes, Cadence	21
17	CANADIAN SUNSET—A. Williams, Cadence	18
18	YOU'LL NEVER NEVER KNOW—Platters, Mercury	14
19	HOUND DOG—E. Presley, Victor	13
19	I WALK THE LINE—J. Cash, Sun	19
19	TWO DIFFERENT WORLDS—D. Rondo, Jubilee	25
22	GARDEN OF EDEN—J. Valino, Vik	25
23	TONIGHT YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral	19
24	MAMA FROM THE TRAIN—P. Page, Mercury	27
25	IT ISN'T RIGHT—Platters, Mercury	23
25	MY PRAYER—Platters, Mercury	22
27	PETTICOATS OF PORTUGAL—D. Jacobs, Coral	27
28	ROSE AND A BABY RUTH—G. Hamilton IV, ABC Paramount	49
29	NIGHT LIGHTS—Nat (King) Cole, Capitol	37
30	TRUE LOVE—J. Powell, Verve	24
31	IN THE STILL OF THE NIGHT—Savins, Ember	32
32	OUT OF SIGHT OUT OF MIND—Five Keys, Capitol	32
33	ANY WAY YOU WANT ME—E. Presley, Victor	40
34	SOFT SUMMER BREEZE—E. Heywood, Mercury	31
35	YOU DON'T KNOW ME—J. Vale, Columbia	35
36	MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral	78
37	EV'RYDAY OF MY LIFE—McGuire Sisters, Coral	41
38	LET THE GOOD TIMES ROLL—Shirley & Lee, Aladdin	35
39	ALLEGHENY MOON—P. Page, Mercury	41
40	AFTER THE LIGHTS GO DOWN—A. Hibbler, Decca	44
41	MIRACLE OF LOVE—E. Rodgers, Columbia	34
42	JAMAICA FAREWELL—H. Belafonte, Victor	47
43	TO THE ENDS OF THE EARTH—Nat (King) Cole, Capitol	39
44	CITY OF ANGELS—Highlights, Bally	51
45	PRISCILLA—E. Cooley, Roost	48
46	CONFIDENTIAL—S. Knight, Dot	—
46	FOOL—S. Clark, Dot	29
48	SLOW WALK—S. Austin, Mercury	53
49	IN THE MIDDLE OF THE HOUSE—R. Draper, Mercury	30
50	BLUEBERRY HILL—L. Armstrong, Decca	72
50	MOONLIGHT LOVE—P. Como, Victor	67
50	WHEN THE WHITE LILACS BLOOM AGAIN—H. Zacharias, Decca	56
53	BU'S STOP SONG—Four Lads, Columbia	43
53	FIRST BORN—T. Ernie, Capitol	46
55	IN THE MIDDLE OF THE HOUSE—V. Monroe, Victor	59
56	STAR YOU WISHED UPON LAST NIGHT—G. MacKenzie, Vik	70
57	TEEN-AGE GOODNIGHT—Chordettes, Cadence	54
58	I CAN'T LOVE YOU ENOUGH—L. Baker, Atlantic	55
59	CHAINS OF LOVE—P. Boone, Dot	30
59	JUST IN TIME—T. Bennett, Columbia	81
61	FRIENDLY PERSUASION—Four Aces, Decca	50
62	TWO DIFFERENT WORLDS—R. Williams-J. Morgan, Kapp	72
63	HAPPINESS STREET—T. Bennett, Columbia	76
63	RUDY'S ROCK—B. Haley, Decca	99
65	AUTUMN WALTZ—T. Bennett, Columbia	87
65	HAPPINESS STREET—G. Gibbs, Mercury	63
65	LAY DOWN YOUR ARMS—A. Sheldon, Columbia	62
68	MIRACLE OF LOVE—G. Gibson, ABC Paramount	91
69	CHINCHERINCHEE—P. Como, Victor	81
70	WHEN THE WHITE LILACS BLOOM AGAIN—L. Welk, Coral	93
71	HOUSE WITH LOVE IN IT—Four Lads, Columbia	60
71	NEW YORK'S MY HOME—S. Davis Jr., Decca	—
73	ST. THERESA OF THE ROSES—B. Ward, Decca	45
74	SEE-SAW—D. Cornell, Coral	97
75	FAITHFUL HUSSAR—T. Heath, London	58
75	SADIE'S SHAWL—B. Sharples, London	79
77	GIANT—A. Mooney, MGM	—
77	SONG FOR A SUMMER NIGHT—M. Miller, Columbia	51
77	WAR AND PEACE—V. Damone, Columbia	72
80	ON TRIAL—Buchanan & Goodman, Luniverse	—
81	SEE-SAW—Moonglows, Chess	57
82	I DON'T CARE IF THE SUN DON'T SHINE—E. Presley, Victor	76
83	MARRIED I CAN ALWAYS GET—T. King, Victor	81
84	SINCE I MET YOU BABY—L. J. Hunter, Atlantic	—
84	LOVE ME—E. Presley, Victor	—
86	SINGING THE BLUES—M. Robbins, Columbia	69
87	IT HAPPENED AGAIN—S. Vaughan, Mercury	72
88	EARTHBOUND—S. Davis Jr., Decca	67
89	KA DING DONG—Hilltoppers, Dot	63
90	ITALIAN THEME—C. Stapleton, London	87
91	TONIGHT YOU BELONG TO ME—K. Chandler-J. Wakely, Decca	61
92	BLUE MOON—E. Presley, Victor	66
93	SOFT SUMMER BREEZE—Diamonds, Mercury	—
94	IT'S YOURS—De Castro Sisters, Victor	—
94	JULIA—Doris Day, Columbia	79
96	LOVE IN A HOME—Doris Day, Columbia	84
96	LOVE ME GOOD—J. Stafford, Columbia	—
98	YOU'RE IN LOVE—G. Grant, Era	—
99	WHEN THE WHITE LILACS BLOOM AGAIN—F. Zabach, Mercury	—
100	YOU CAN'T RUN AWAY FROM IT—Four Aces, Decca	—

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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

Mr. Hitmaker

"BLUEBERRY HILL"

Over 1 million—going strong

"WHEN MY DREAMBOAT COMES HOME"

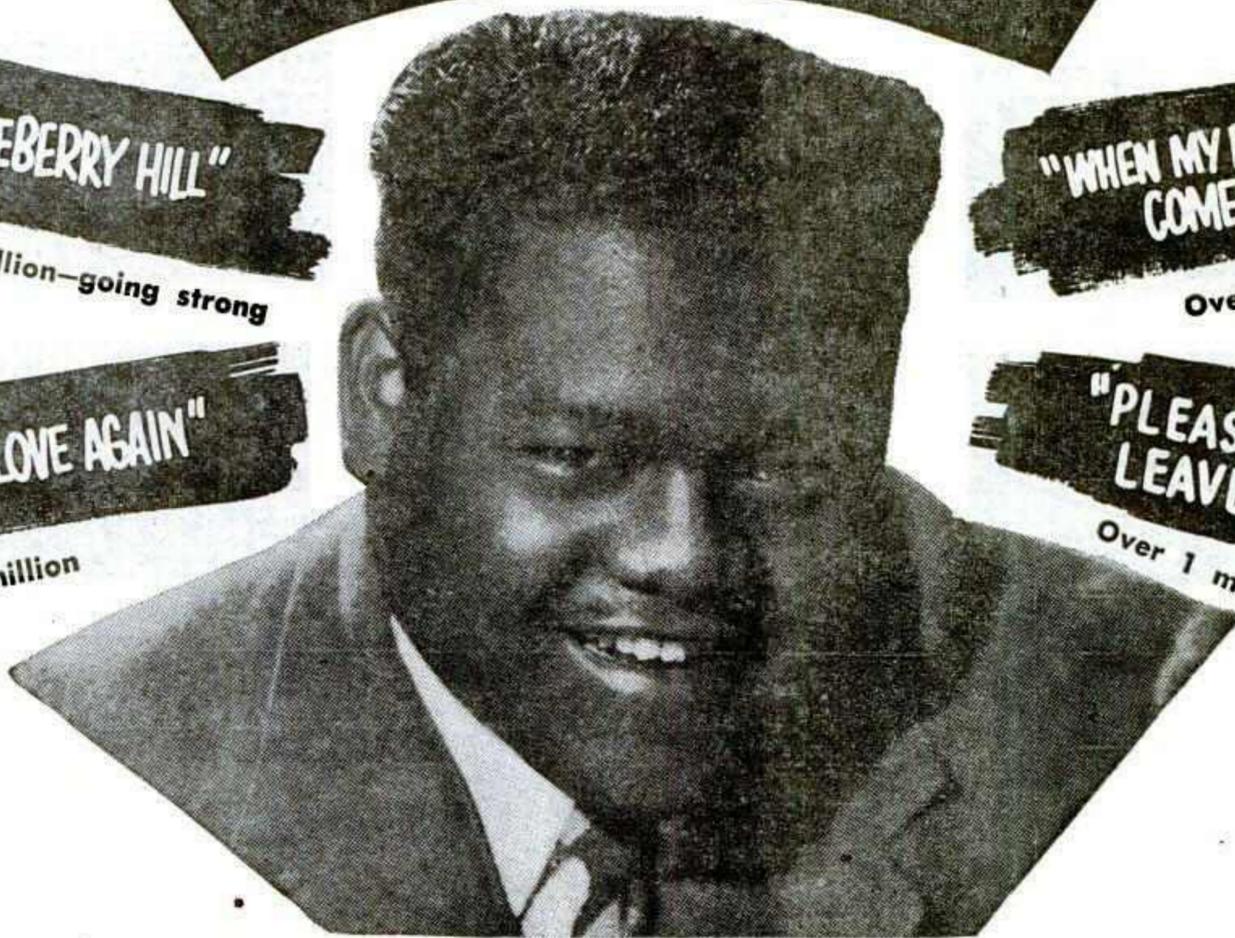
Over 1 million

"I'M IN LOVE AGAIN"

Over 1 million

"PLEASE DON'T LEAVE ME"

Over 1 million



A Winner in all Polls!

*My most sincere thanks to all the guys and gals
—the DJ's who have made all of this possible*

Fats Domino

Exclusive on



Appearing in 2 Great Motion Pictures
American International Production

"SHAKE, RATTLE & ROCK"

and

the 20th Century Fox Picture

"THE GIRL CAN'T HELP IT"

Appearing
ED SULLIVAN SHOW
Sun., Nov. 18

Tour Direction
Jack Archer
Shaw Artists Corporation
565 Fifth Ave., New York City

Public Relations
Marvin Drager

STACKS of BEST SELLERS

from M-G-M Records

Joni James
TO YOU I GIVE MY HEART | **DANNY BOY**
 MGM 12369 • K12369

Art Mooney & His Orch.
GIANT | **ROCK AND ROLL TUMBLEWEED**
 (From Warner Bros. film "Giant") | (From MGM film "The Opposite Sex")
 MGM 12320 • K12320

NEW HIT *David Rose*
HOLIDAY FOR TROMBONES | **MIDNIGHT ON THE CLIFFS**
 (Theme from "Julie")
 MGM 12376 • K12376

BETTY'S BEST *Betty Madigan*
HOLD ME AGAIN, LOVE | **TAKE MINE**
 MGM 12366 • K12366

Dick Hyman
 At the Harpsichord Piano
BLUE DANUBE BOUNCE | **YANCEY SPECIAL**
 MGM 12343 • K12343

Ray Charles Singers
BUTTON UP YOUR OVERCOAT | **MOONLIGHT IN VERMONT**
 MGM 12363 • K12363

BOTH FROM TV SHOWS *The Naturals*
THE BUCCANEERS | **THE BALLAD OF SIR LANCELOT**
 MGM 12358 • K12358
 Packaged in special sleeve

Biggest Sound Track Album of All Time *"THE WIZARD OF OZ"*
 E3464 ST
 X3464 ST

SPECIAL RELEASE
BARRY GORDON
ROCK LITTLE CHILLUN
 and
THAT PRETTY LITTLE GIRL NEXT DOOR
 MGM 12373 • K12373

Hear Barry sing this song on Danny Thomas ABC-TV Show, Nov. 26

CONNIE FRANCIS
I NEVER HAD A SWEETHEART
 and
LITTLE BLUE WREN
 (Both from Alan Freed pic, "Rock, Rock, Rock")
 MGM 12375 • K12375

LERoy HOLMES
BABY DOLL
 and
THE MAID OF NOVGOROD
 MGM 12352 • K12352

CHARLIE APPLEWHITE
MUTUAL ADMIRATION SOCIETY
 and
DON'T TAKE MY HEART
 MGM 12365 • K12365

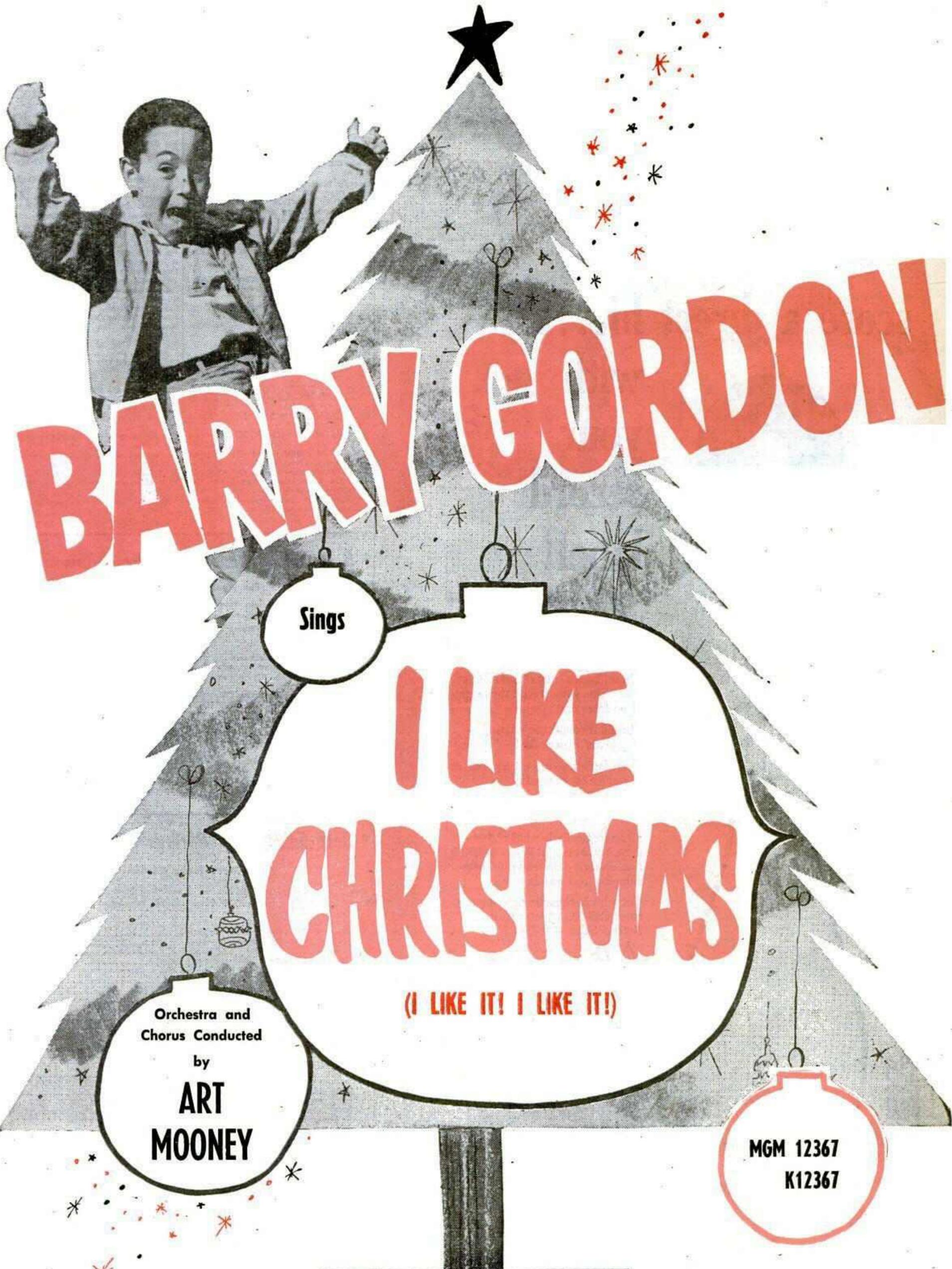
• Territorial Best Sellers

For survey week ending November 7
 Listings are based on late reports secured from top dealers in each of the markets listed.

- Atlanta**
1. Love Me Tender, E. Presley, Vic.
 2. Singing the Blues, G. Mitchell, Col.
 3. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
 4. Green Door, J. Lowe, Dot
 5. True Love, B. Crosby-G. Kelly, Cap.
 6. Tonight You Belong to Me, Patience & Prudence, Lbt.
 7. Cindy, Oh, Cindy, E. Fisher, Vic.
- Baltimore**
1. Love Me Tender, E. Presley, Vic.
 2. Singing the Blues, G. Mitchell, Col.
 3. Just Walking in the Rain, J. Ray, Col.
 4. Green Door, J. Lowe, Dot
 5. Rose and a Baby Ruth, G. Hamilton IV, Pmt.
 6. Cindy, Oh, Cindy, V. Martin, Gly.
 7. True Love, B. Crosby-G. Kelly, Cap.
 8. Blueberry Hill, F. Domino, Imp.
- Boston**
1. Love Me Tender, E. Presley, Vic.
 2. True Love, B. Crosby-G. Kelly, Cap.
 3. Rose and a Baby Ruth, G. Hamilton IV, Pmt.
 4. Honky Tonk, B. Doggett, Kng.
 5. Green Door, J. Lowe, Dot
 6. Hey, Jealous Lover, F. Sinatra, Cap.
 7. Cindy, Oh, Cindy, V. Martin, Gly.
 8. Friendly Persuasion, P. Boone, Dot
 9. I Walk the Line, J. Cash, Sun
 10. Blueberry Hill, F. Domino, Imp.
- Buffalo**
1. Love Me Tender, E. Presley, Vic.
 2. Green Door, J. Lowe, Dot
 3. Friendly Persuasion, P. Boone, Dot
 4. Garden of Eden, J. Valino, Vik.
 5. Don't Be Cruel, E. Presley, Vic.
 6. True Love, B. Crosby-G. Kelly, Cap.
 7. Petticoats of Portugal, D. Jacobs, Cor.
 8. Cindy, Oh, Cindy, V. Martin, Gly.
- Chicago**
1. Green Door, J. Lowe, Dot
 2. Love Me Tender, E. Presley, Vic.
 3. Just Walking in the Rain, J. Ray, Col.
 4. Honky Tonk, B. Doggett, Kng.
 5. City of Angels, Highlights, Bly.
 6. Cindy, Oh, Cindy, V. Martin, Gly.
 7. Don't Be Cruel, E. Presley, Vic.
 8. True Love, J. Powell, Vrv.
 9. Singing the Blues, G. Mitchell, Col.
 10. Friendly Persuasion, P. Boone, Dot
- Cincinnati**
1. Green Door, J. Lowe, Dot
 2. Love Me Tender, E. Presley, Vic.
 3. Just Walking in the Rain, J. Ray, Col.
 4. Blueberry Hill, F. Domino, Imp.
 5. Singing the Blues, G. Mitchell, Col.
 6. Don't Be Cruel, E. Presley, Vic.
 7. True Love, B. Crosby-G. Kelly, Cap.
 8. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
 9. Honky Tonk, B. Doggett, Kng.
 10. Garden of Eden, J. Valino, Vik.
- Cleveland**
1. Love Me Tender, E. Presley, Vic.
 2. Singing the Blues, G. Mitchell, Col.
 3. Green Door, J. Lowe, Dot
 4. Blueberry Hill, F. Domino, Imp.
 5. Friendly Persuasion, P. Boone, Dot
 6. Cindy, Oh, Cindy, V. Martin, Gly.
 7. Ev'ryday of My Life, McGuire Sisters, Cor.
 8. Since I Met You, Baby, I. J. Hunter, Atl.
 9. True Love, J. Powell, Vrv.
 10. Canadian Sunset, A. Williams, Cdc.
- Dallas-Fort Worth**
1. Green Door, J. Lowe, Dot
 2. Love Me Tender, E. Presley, Vic.
 3. Don't Be Cruel, E. Presley, Vic.
 4. Honky Tonk, B. Doggett, Kng.
 5. Just Walking in the Rain, J. Ray, Col.
 6. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
 7. Garden of Eden, J. Valino, Vik.
- Denver**
1. Love Me Tender, E. Presley, Vic.
 2. Don't Be Cruel, E. Presley, Vic.
 3. Green Door, J. Lowe, Dot
 4. Blueberry Hill, F. Domino, Imp.
 5. Singing the Blues, G. Mitchell, Col.
 6. Tonight You Belong to Me, Patience & Prudence, Lbt.
 7. Just Walking in the Rain, J. Ray, Col.
 8. True Love, J. Powell, Vrv.
 9. I Walk the Line, J. Cash, Sun
 10. True Love, B. Crosby-G. Kelly, Cap.
- Detroit**
1. Green Door, J. Lowe, Dot
 2. Singing the Blues, G. Mitchell, Col.
 3. Love Me Tender, E. Presley, Vic.
 4. Blueberry Hill, F. Domino, Imp.
 5. True Love, B. Crosby-G. Kelly, Cap.
 6. Priscilla, E. Cooley, Rst.
 7. Cindy, Oh, Cindy, V. Martin, Gly.
 8. Friendly Persuasion, P. Boone, Dot
 9. Let the Good Times Roll, Shirley & Lee, Ala.
 10. Mama From the Train, P. Page, Mer.
- Kansas City**
1. Love Me Tender, E. Presley, Vic.
 2. Singing the Blues, G. Mitchell, Col.

- Los Angeles**
1. Love Me Tender, E. Presley, Vic.
 2. Don't Be Cruel, E. Presley, Vic.
 3. Green Door, J. Lowe, Dot
 4. Hound Dog, E. Presley, Vic.
 5. Honky Tonk, B. Doggett, Kng.
 6. Just Walking in the Rain, J. Ray, Col.
 7. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
 8. Whatever Will Be, Will Be, Doris Day, Col.
 9. Tonight You Belong to Me, Patience & Prudence, Lbt.
 10. Blueberry Hill, F. Domino, Imp.
- Milwaukee**
1. Singing the Blues, G. Mitchell, Col.
 2. True Love, B. Crosby-G. Kelly, Cap.
 3. Green Door, J. Lowe, Dot
 4. Love Me Tender, E. Presley, Vic.
 5. Honky Tonk, B. Doggett, Kng.
 6. I Walk the Line, J. Cash, Sun
 7. Cindy, Oh, Cindy, V. Martin, Gly.
 8. Hey, Jealous Lover, F. Sinatra, Cap.
 9. Just Walking in the Rain, J. Ray, Col.
- Minneapolis-St. Paul**
1. Singing the Blues, G. Mitchell, Col.
 2. Love Me Tender, E. Presley, Vic.
 3. Green Door, J. Lowe, Dot
 4. Blueberry Hill, F. Domino, Imp.
 5. True Love, B. Crosby-G. Kelly, Cap.
 6. Honky Tonk, B. Doggett, Kng.
 7. True Love, J. Powell, Vrv.
 8. Cindy, Oh, Cindy, E. Fisher, Vic.
 9. Garden of Eden, J. Valino, Vik.
 10. Cindy, Oh, Cindy, V. Martin, Gly.
- New Orleans**
1. Love Me Tender, E. Presley, Vic.
 2. Green Door, J. Lowe, Dot
 3. Singing the Blues, G. Mitchell, Col.
 4. Blueberry Hill, F. Domino, Imp.
 5. Hey, Jealous Lover, F. Sinatra, Cap.
 6. You'll Never, Never Know, Platters, Mer.
 7. Just Walking in the Rain, J. Ray, Col.
 8. Don't Be Cruel, E. Presley, Vic.
 9. Night Lights, N. (King) Cole, Cap.
 10. Cindy, Oh, Cindy, E. Fisher, Vic.
- New York**
1. Love Me Tender, E. Presley, Vic.
 2. Don't Be Cruel, E. Presley, Vic.
 3. Hound Dog, E. Presley, Vic.
 4. True Love, B. Crosby-G. Kelly, Cap.
 5. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
 6. Honky Tonk, B. Doggett, Kng.
 7. Just Walking in the Rain, J. Ray, Col.
 8. Green Door, J. Lowe, Dot
 9. Whatever Will Be, Will Be, Doris Day, Col.
 10. Tonight You Belong to Me, Patience & Prudence, Lbt.
- Philadelphia**
1. Just Walking in the Rain, J. Ray, Col.
 2. Don't Be Cruel, E. Presley, Vic.
 3. Love Me Tender, E. Presley, Vic.
 4. True Love, B. Crosby-G. Kelly, Cap.
 5. Green Door, J. Lowe, Dot
 6. Tonight You Belong to Me, Patience & Prudence, Lbt.
 7. Cindy, Oh, Cindy, E. Fisher, Vic.
 8. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
 9. Hound Dog, E. Presley, Vic.
- Pittsburgh**
1. Love Me Tender, E. Presley, Vic.
 2. Singing the Blues, G. Mitchell, Col.
 3. Blueberry Hill, F. Domino, Imp.
 4. Hound Dog, E. Presley, Vic.
 5. Cindy, Oh, Cindy, V. Martin, Gly.
 6. It Isn't Right, Platters, Mer.
 7. Rose and a Baby Ruth, G. Hamilton IV, Pmt.
 8. You'll Never, Never Know, Platters, Mer.
- St. Louis**
1. Green Door, J. Lowe, Dot
 2. Singing the Blues, G. Mitchell, Col.
 3. Hey, Jealous Lover, F. Sinatra, Cap.
 4. True Love, J. Powell, Vrv.
 5. Cindy, Oh, Cindy, V. Martin, Gly.
 6. Love Me Tender, E. Presley, Vic.
 7. Just Walking in the Rain, J. Ray, Col.
 8. Faithful Hussar, T. Heath, Lon.
 9. Friendly Persuasion, P. Boone, Dot
 10. Don't Be Cruel, E. Presley, Vic.
- San Francisco**
1. Love Me Tender, E. Presley, Vic.
 2. Don't Be Cruel, E. Presley, Vic.
 3. Just Walking in the Rain, J. Ray, Col.
 4. Canadian Sunset, E. Heywood-H. Winterhalter, Vic.
 5. Tonight You Belong to Me, Patience & Prudence, Lbt.
 6. Green Door, J. Lowe, Dot
 7. True Love, B. Crosby-G. Kelly, Cap.
 8. Cindy, Oh, Cindy, E. Fisher, Vic.
 9. Hound Dog, E. Presley, Vic.
 10. Honky Tonk, B. Doggett, Kng.

(Continued on page 44)



BARRY GORDON

Sings

I LIKE CHRISTMAS

(I LIKE IT! I LIKE IT!)

Orchestra and Chorus Conducted by **ART MOONEY**

MGM 12367
K12367

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT



score a direct hit...



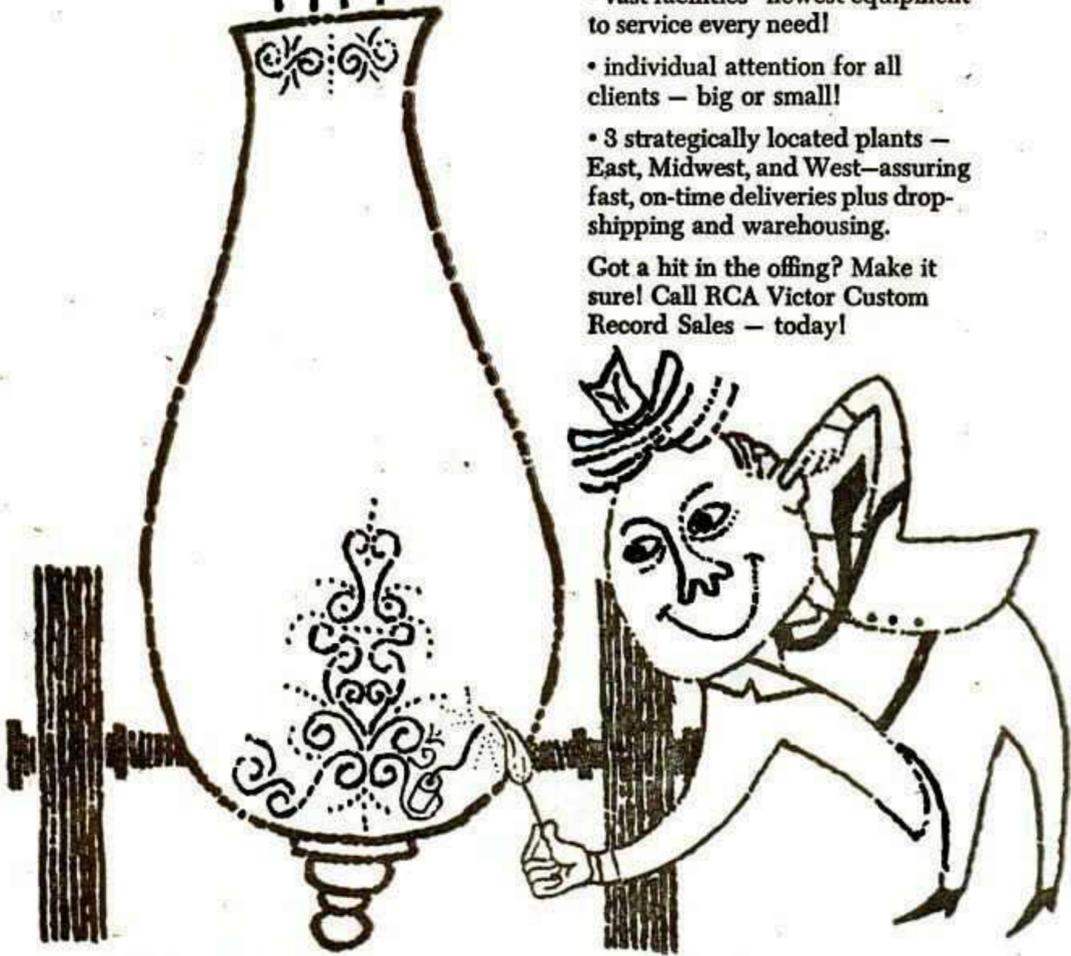
with
your
record
label!

RCA Victor Custom Recording presses most of the independent-label discs that hit...yet it costs no more.

Set your sights on greater sales! These "bonus extras" from RCA Victor line you up with the target at no extra cost!

- brilliant sound engineering — fifty years' experience!
- vast facilities—newest equipment to service every need!
- individual attention for all clients — big or small!
- 3 strategically located plants — East, Midwest, and West—assuring fast, on-time deliveries plus drop-shipping and warehousing.

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• Tunes With Greatest Radio-TV Audience

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

Radio	Television
A House With Love in It (r)—Evans—ASCAP	TOP 30 ON TV
Armen's Theme (R)—Bourne—ASCAP	A House With Love in It (R)—Evans—ASCAP
Baby Doll (R) (F)—Remick—ASCAP	Blueberry Hill (R)—Chappell—ASCAP
Blueberry Hill (R)—Chappell—ASCAP	Bus Stop Song (R) (F)—Miller—ASCAP
Canadian Sunset (R)—Meridian—BMI	Canadian Sunset (R)—Meridian—BMI
Cindy, Oh, Cindy (R)—E. B. Marks—Bryden—BMI	Cindy, Oh, Cindy (R)—E. B. Marks—Bryden—BMI
Friendly Persuasion (R) (F)—Feist—ASCAP	Faith Unlocks the Doors (R)—Duchess—BMI
Giant (R) (F)—Witmark—ASCAP	Friendly Persuasion (R) (F)—Feist—ASCAP
Green Door (R)—Trinity—BMI	Happiness Street (R)—Planetary—ASCAP
Hey, Jealous Lover (R)—Barton—ASCAP	Hear Them Bells (R)—Heartbeat—ASCAP
I Could Have Danced All Night (R) (M)—Chappell—ASCAP	Hey, Jealous Lover (R)—Barton—ASCAP
I Cry More (R)—Famous—ASCAP	Hound Dog (R)—Presley & Lion—BMI
I Don't Know Enough About You (R)—Porgie—BMI	If'n (R)—Chappell—ASCAP
If'n (R)—Chappell—ASCAP	I'm a Little Echo (R)—Kassner—ASCAP
Just in Time (R) (M)—Stratford—ASCAP	It Isn't Right (R)—Mellin—BMI
Just Walking in the Rain (R)—Golden West—BMI	I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
La La Collette (R)—Criterion—ASCAP	Just Walking in the Rain (R)—Golden West—BMI
Love Me Tender (R)—Presley—BMI	Lay Down Your Arms (R)—Ludlow—BMI
Mama From the Train (R)—Remick—ASCAP	Love Me Tender (R)—Presley—BMI
Moderation (R)—Raphael—ASCAP	Mama From the Train (R)—Remick—ASCAP
Money Tree (R)—Frank—ASCAP	Married I Can Always Get (R)—Leeds—ASCAP
Moonlight Love (R)—Elkan-Vogel—ASCAP	Mr. Wonderful (R) (M)—Laurel—ASCAP
My Last Night in Rome (R)—Famous—ASCAP	Mutual Admiration Society (R) (M)—Chappell—ASCAP
Never Leave Me (R)—Leeds—ASCAP	Never Leave Me (R)—Leeds—ASCAP
Night Lights (R)—Bregman, Vocco & Conn—ASCAP	Night Lights (R)—Bregman, Vocco & Conn—ASCAP
On the Street Where You Live (R) (M)—Chappell—ASCAP	Out of Sight, Out of Mind (R)—Kahl—ASCAP
Petticoats of Portugal (R)—Christopher—BMI	The Star You Wished Upon Last Night (R)—Robbins—ASCAP
Tonight You Belong to Me (R)—Bregman, Vocco & Conn—ASCAP	To the Ends of the Earth (R)—Winneton—BMI
True Love (R) (F)—Buxton Hill—ASCAP	True Love (R) (F)—Buxton Hill—ASCAP
When the White Lilacs Bloom Again (R)—Harms—ASCAP	Two Different Worlds (R)—Princess—ASCAP
You Can't Run Away From It (R) (F)—Columbia Pic—ASCAP	You Don't Know Me (R)—Hill & Range—BMI

• Best Selling Sheet Music in Britain

(For Week Ending November 3)

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

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

• Best Selling Pop Records in Britain

(For Week Ending November 3)

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

• Territorial Best Sellers

• Continued from page 42

Seattle	Toronto
1. Love Me Tender, E. Presley, Vic.	1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowe, Dot	2. Green Door, J. Lowe, Dot
3. Singing the Blues, G. Mitchell, Col.	3. Just Walking in the Rain, J. Ray, Col.
4. Just Walking in the Rain, J. Ray, Col.	4. Don't Be Cruel, E. Presley, Vic.
5. Don't Be Cruel, E. Presley, Vic.	5. Blueberry Hill, F. Domino, Imp.
6. I Walk the Line, J. Cash, Sun	6. Hound Dog, E. Presley, Vic.
7. Blueberry Hill, F. Domino, Imp.	7. Cindy, Oh, Cindy, V. Martin, Gyl.
8. Hound Dog, E. Presley, Vic.	8. Honky Tonk, B. Doggett, King.
	9. Tonight You Belong to Me, Patience & Prudence, Lbt.

CURRENT AND BIG!

9748

NEVER LEAVE ME

c/w

Comme Ça

DICK ROMAN

9751

JUST KISS ME

c/w

Don't You Remember

JOAN SHAW

9754

CHAPERONE

and

IF'N

RICHARD HAYES

9758

I'VE GOT A RIGHT TO CRY

and

SODA POP HOP

EYDIE GORMÉ

9760

THE PIANO TUNER

c/w

Hoop Doodly Baby

THE ROVER BOYS

9765

A ROSE AND A BABY RUTH

c/w

If You Don't Know

GEORGE HAMILTON IV

9770

AROUND THE WORLD

From the Motion Picture in Todd A-O
"Around The World In 80 Days"

c/w

Everybody Loves Pierre

DON COSTA

His Orchestra and Chorus

ROCKIN' and ROLLIN' ITS
WAY THROUGH THE ROOF!

9735

IT'S MY WAY

and

ALL I CAN DO IS CRY

WAYNE WALKER

FOUR NEW ONES TO WATCH!

DON'T TRADE YOUR LOVE FOR GOLD

c/w

All That Is Left Of Your Love

JOHN LESLIE

9749

WRITE TO ME

and

THE GAUCHO SERENADE

STEVE GIBSON and the REDCAPS

9750

featuring DAMITA JO

FLIRTANGO and MARACAIBO

BERNIE WAYNE

9752

BROKEN PIN and LONELY WINTER

FREDDIE MONTELL

9763



THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

RECENT POP RELEASES**Coming up Strong**

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

1. **Mama From the Train** **Patti Page**
(ASCAP) Mercury 70971
2. **Two Different Worlds** **Don Rondo**
(ASCAP) Jubilee 5256
3. **Mutual Admiration Society** . . . **Teresa Brewer**
(ASCAP) Coral 61737
4. **Slow Walk** **Sil Austin**
(BMI) Mercury 70963
5. **Petticoats of Portugal** **Dick Jacobs**
(BMI) Coral 61724
6. **Moonlight Love** **Perry Como**
(ASCAP) RCA Victor 6670
7. **Jamaica Farewell** **Harry Belafonte**
(ASCAP) RCA Victor 6663
8. **Just in Time** **Tony Bennett**
(ASCAP) Columbia 40770
9. **Since I Met You, Baby** **Ivory Joe Hunter**
(BMI) Atlantic 1111
10. **Rock-a-Bye Your Baby** **Jerry Lewis**
(ASCAP) Decca 30124

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.

- SINCE I MET YOU, BABY** (Progressive, BMI)—Ivory Joe Hunter—Atlantic 1111—This disk has been amassing solid pop and r.&b. support in the past two weeks and now looks like a "sure thing" in both markets. It is strong in both categories in Los Angeles, New Orleans, New York, Boston, Pittsburgh, Cleveland, Detroit, Nashville, Durham and other cities. Flip is "You Can't Stop This Rocking and Rolling." (Progressive, BMI). A previous Billboard "Spotlight" pick.
- ROCK-A-BYE YOUR BABY** (Mills, ASCAP)—Jerry Lewis—Decca 30124—Lewis' first Decca release has been a surprisingly fast mover from the time of release. It is now selling well enough in a majority of the important sales areas to give it good chart potential. Flip is "Come Rain or Come Shine" (DeSylva, Brown & Henderson, ASCAP).
- JAMAICA FAREWELL** (Shari, ASCAP)—Harry Belafonte—RCA Victor 6663—For Belafonte this is his first big single hit in sometime, his brilliant performance on the LP charts notwithstanding. Boston, Providence, New York, Chicago, Los Angeles, Milwaukee and St. Louis are representative cities that indicate a swelling tide of orders. It is possible, and even likely, that it could attain the top 25. Flip is "Once Was" (Shari, ASCAP). A Billboard "Disk Jockey Programming" pick.
- I'M FREE** (Veronique, ASCAP)—Al Hibbler—Decca 30100—With Hibbler's last hit still fresh in memory, "I'm Free" has had easy sledding. Consumer interest has been reported to be unusually high in Eastern seaboard areas (Boston, Providence, New York, Philadelphia, Baltimore) and it is also piling up good sales reports in Minneapolis, St. Louis, Pittsburgh and other Middle Western cities. Flip is "Nightfall" (Shapiro-Bernstein, ASCAP). A previous Billboard "Spotlight" pick.

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

- THE McGUIRE SISTERS** Coral 61748
GOODNIGHT, MY LOVE, PLEASANT DREAMS
(Quintet, BMI)
MOMMY (Vernon, ASCAP)
The Sister trio should break out fast with this strong coupling. On top, they mix the magic and solid ingredients of two of their biggest former hits, "Goodnight, Sweetheart, Goodnight," and "Sincerely." The flip has a softer touch with those creamy vanilla harmonies.
- GEORGIA GIBBS** Mercury 70998
TRA LA LA
(Snapper, BMI)
MORNING, NOON AND NIGHT (Kahl, BMI)
Her Nibs steps out here with a pay-off pairing. Topside it's a mighty smart cover of Lavern Baker's disking of the tune on the "Tweedle Dee Dee" kick. The flip is another rhythmic romantic ditty that should garner its own healthy share of the loot.
- PATIENCE AND PRUDENCE** Liberty 55040
GONNA GET ALONG WITHOUT YA NOW
(Kellem, ASCAP)
THE MONEY TREE (Frank, ASCAP)
The young ladies follow their "Tonight You Belong to Me" smash with a solid pair. The top side is a cute, whimsical ditty that gets the familiar little girl harmony sound. Flip potential is just about as big with a smartly handled version of a tune that's getting plenty of play via several versions.
- GALE STORM** Dot 15515
ORANGE BLOSSOMS
(Somerset, ASCAP)
MY HEART BELONGS TO YOU (St. Louis, BMI)
Miss Storm can write her own ticket with this pairing. The "Blossoms" side is a commercial weeper that gets a rich and emotional warbling job. The flip is on the more familiar rock and roll ballad kick and it's an equally strong effort.
- ANDY WILLIAMS** Cadence 1303
BABY DOLL
(Remick, ASCAP)
Much as he did recently with a vocal effort on the Eddie Heywood hit, "Canadian Sunset," Williams again figures to make it. Again he's the first with a vocal on a tune with several orks—only versions. Song has a persistent melody and smart singing makes it pay off. Flip is "Since I've Found My Baby," an attractive blues job. (Roosevelt, BMI.)
- DAVID CARROLL** Mercury 71000
ARMEN'S THEME
(Bourne, ASCAP)
This new tune by Ross Bagdasarian has a melody that stays and stays. It has the "third man" touch and this simple but extremely stylish waxing by Carroll qualifies for heft sales and spins. Flip is the standard, "Yearning." (Bourne, ASCAP.)
- DAVID SEVILLE** Liberty 55041
ARMEN'S THEME
(Bourne, ASCAP)
One of the strongest strictly instrumental type tunes to come along, this original version already has heavy competition. However the Seville sound is clean and refreshing and just naturally will draw listeners' attention. Flip is "Carousel in Rome," another lush instrumental (Bourne, ASCAP).

CHRISTMAS

- HARRY BELAFONTE** Victor 6734
MARY'S BOY CHILD
Schumann, ASCAP)
Belafonte is very hot right now with a previously cut single edging up to the paydirt level. This new slicing—a lovely, touchingly sung Christmas Calypso should follow close on the heels of the former. Even tho its appeal would seem limited to the holiday period, it still rates strong attention as a potential chart entry. Flip "Venezuela," the slow, attractive fold standard.
- NORMAN LUBOFF CHOIR** Columbia 40785. **TWELVE DAYS OF CHRISTMAS**
WHAT CHILD IS THIS Columbia 40785
A beautifully arranged coupling of holiday traditionals. The moods vary, but each is done in the highly polished style that has made the group a solid package seller. Top programming material for jockeys and jukes.

Reviews and Ratings * *

- SANFORD CLARK**
A Cheat 81
DOT 15516—Clark's first disk since his "The Fool" smash has this side in a similar vein, with the monotonous figure in back of his talk-sing. Could be the big follow-up in both country and pop. (Debra, BMI)
Usta Be My Baby 75
This is a more routine rockabilly blues chant, with crisp danceable tempo. (Randy-Smith, ASCAP)
- JOHNNY MADDOX**
Solitude 80
DOT 15509—The Ellington standard is played by piano and rhythm and hummed by fem voices. Simple shuffle backing should have wide appeal. A strong commercial disk. (American Academy of Music, ASCAP)
Nickelodeon Tango 76
The sound is of an old-fashioned nickelodeon, plus those fem hummingbirds.
- Catchy theme, smartly produced for a most spinworthy side. (Bermason, BMI)
- DON COSTA**
Around the World 80
ABC-PARAMOUNT 9770 — The pic "Around the World" is getting plenty of attention and so is this title tune, via several major disk entries. This Costa side is colorfully arranged and played and should rate well with spinners. (Young, ASCAP)
Everybody Loves Pierre 76
A gay, frivolous, Frenchie tune that features a doped-up piano. Payoff juke wax. (Pamco, BMI)
- EDDIE FONTAINE AND KAREN CHANDLER**
Til Tonight 79
DECCA 30121—This upbeat, ranchero-inspired tune makes a fine vehicle for the pair. They pack it with excitement. Both
(Continued on page 49)

8 single reasons for solid sales from RCA VICTOR

THE AMES BROTHERS

I SAW ESAU

c/w

THE GAME OF LOVE

(from the Broadway production, "Happy Hunting")
with Hugo Winterhalter's Orchestra and Chorus

20/47-6720

MITCHELL AYRES

GUAGLIONE

c/w

THE AWAKENING OF PEDRO

20/47-6729

JIM EDWARD, MAXINE & BONNIE BROWN

A MAN WITH A PLAN

c/w

JUST-A-LOT OF SWEET TALK

20/47-6730

MARTHA CARSON

GET THAT GOLDEN KEY

c/w

HE WAS THERE

20/47-6724

STUART HAMBLÉN'S ORCHESTRA

DESERT SUNRISE

c/w

THE WHISTLER'S DREAM

20/47-6714

TONY MARTIN

THIS MUCH I KNOW

(from the Broadway production, "Happy Hunting")

c/w

LONELY WINTER

20/47-6731

HENRI RENÉ

LOVE ME TENDER

c/w

THE LITTLE WHITE HORSE

20/47-6728

HANK SNOW,

The Singing Ranger and his Rainbow Ranch Boys

STOLEN MOMENTS

c/w

TWO WON'T CARE

20/47-6715

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KING 4950 **KING 5000**

BILL DOGGETT

OTIS WILLIAMS AND HIS CHARMS
GYPSY LADY
I'LL REMEMBER YOU
 DE LUXE 6098

LITTLE WILLIE JOHN
I'VE BEEN AROUND
SUFFERING WITH THE BLUES
 KING 4988

CONFIDENTIAL **BUBBER JOHNSON**
 KING 4988

HARLEM NOCTURNE
 KING 4978
EARL BOSTIC

COME ON AND GET IT
 FEDERAL 12285
THE MIDNIGHTERS

I WON'T PLEAD NO MORE
 b/w
CHONNIE-ON-CHON
 FEDERAL 12290
JAMES BROWN
FAMOUS FLAMES

ROCKIN' UP A STORM
 b/w
A LOCK OF YOUR HAIR
 KING 4985
BOYD BENNETT
AND HIS ROCKETS

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

BILLY GAYLES
I'M TORN UP
 b/w
IF I NEVER HAD
KNOWN YOU
 FEDERAL 12265

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VOX JOX

By JUNE BUNDS

GIMMIX: H. A. Bridge, executive veepee of KMHT, Marshall, Tex., cements a close relationship with teen-agers, via a mobile unit, tagged "Red Rover," which he recently utilized to cover a three-broadcast of a local homecoming celebration. . . . Mutual is airing a half-hour Saturday night remote from The Red Hill Inn, Camden, N. J., owned and operated by WKDN, Camden, DeeJay, Harvey Houston. The club, first jazz nitery in the area, has booked Les Brown, Dave Brubeck, Count Bassie, Chris Connor, Gene Krupa, Woody Herman, Gerry Mulligan, Duke Elling-

week. . . . Taking a leaf out of KRNT, Des Moines, jock Don Bell's promotion book, Dave Dreis, KENT, Shreveport, La., currently staging a drive in his city to convince movie theater and pool managers that they should establish "student" prices for kids who are neither "under 12" nor out of school and therefore unable to pay adult admission prices.

CHANGE OF THEME: Eighteen-year-old jock, Johnny Duncan, WMOR, Morehead, Ky., has a new show for the housewife "Wax Works," in addition to his regular rock and roll seg. . . . Guy Curtis has left WSKI, Montpelier, Vt., and joined WADK, Newport, R. I. . . . Del Clark, ex-all-night spinner at WRIT, Milwaukee, has joined WJJD, Chicago. . . . Gary Aldridge, youngest deejay at KMCM, McMinnville, Ore., has started a new show, featuring panel discussions of new releases by local high school students. Aldridge needs info on new disks and artists. . . . Early morning jock Bob Day,

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

- NOVEMBER 16, 1946:
 1. Rumors Are Flying
 2. Five Minutes More
 3. Ole Buttermilk Sky
 4. To Each His Own
 5. You Keep Coming Back Like a Song
 6. South America, Take It Away
 7. The Old Lamplighter
 8. This Is Always
 9. If You Were the Only Girl
 10. The Whole World Is Singing My Song
- NOVEMBER 17, 1951:
 1. (It's No) Sin
 2. Because of You
 3. Cold, Cold Heart
 4. Down Yonder
 5. I Get Ideas
 6. Undecided
 7. And So to Sleep Again
 8. World Is Waiting for the Sunrise
 9. Loveliest Night of the Year
 10. Domino

tor. and artists of similar name stature. Houston sets aside a special section for teen-agers, with drinks for that division restricted to soft.

THIS 'N' THAT: Jan Torfs, only deejay of the Belgian National Broadcasting System (BNRO - NIR, Brussels) is heard all over Western Europe. His programs are "Dutch-spoken." . . . Another interesting item which arrived too late to make the DeeJay Special issue last week was a report on Al Meltzer, WHEN, Syracuse, N. Y., who is doing a thriving trade in teen-age record hops. Meltzer estimates he's played to more than 10,000 "happy hoppers" in Syracuse last March. He also stages hops in outlying areas. . . . Alan Field, WMLV, Millville, N. J., is starting an album seg on his show and needs LP's.

Youth runs the turntables these days, with 16-year-old Charles Ratliff, a veteran spinner at KJBC, Midland, Tex., and 15-year-old junior high school student Henry (Hank) Ash holding now a 6:30-7 a.m. and 3-5:30 p.m. daily stint over WGLC, Centerville, Miss. . . . Program director-deejay, Leo McElroy, KAVR, Apple Valley, Calif., married one of his listeners last week. They met when she called and requested a record on his show. . . . Eddie Callaher, WTOP, Washington, D. C., presented a juke box to the Teen Club of St. Dominic's Church recently, in line with the station's support of the Washington Music Guild's drive to combat juvenile delinquency.

Paul Cowley, WKLO, Louisville, has papered one whole wall of his bachelor apartment with LP covers. "Real wild effect," says Cowley, "particularly with some of the covers around these days." . . . Bob Bassett, WHIM, Providence, has just concluded a 17-week series, spotlighting bio information on a different composer each

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.

- Saginaw, Mich. "Singing the Blues," Guy Mitchell, Columbia.
- Huron, D. D. "Green Door," Jim Lowe, Dot.
- Portland, Me. "A Rose and a Baby Ruth," George Hamilton IV, ABC-Paramount.
- Martinsville, Va. "True Love," Bing Crosby & Grace Kelly, Capitol.
- Baton Rouge, La. "Just Walking in the Rain," Johnnie Ray, Columbia.
- Las Vegas, Nev. "I Walk the Line," Johnny Cash, Sun.
- New York City "Cindy, Oh, Cindy," Eddie Fisher, Victor.

WNIX, Springfield, Vt., has added another new show to his daily schedule. He now spins 'em from 1 a.m. to noon across the board.

Scott Muni, formerly at WSMB, New Orleans, is now doing an all-night show over WAKR, Akron, and wants artists to call him any time from midnight to 5 a.m. to participate in on-the-air phone interviews. . . . Jack Sterling has replaced Bob Haymes in a mid-morning spot over WCBS, New York, thereby expanding his present show to 9 a.m. . . . Dave Hunter has left KITS, Springfield, Mo., to join WFTL, Fort Lauderdale, Fla.

Steve May has augmented his daily schedule at WMMW, Meriden, Conn., with a new Sunday show, tagged "Tribute," dedicated to a different disk artist each week. . . . Another WMMW jock, Jerry Fleming, has a new format of his morning show, tagged "Slow and Easy." . . . Ex-all-night jock at WINS, New York, Bob Roth, has taken over the 9-10 a.m. show at WSAV, Savannah, Ga. He's also program director. . . . John Carlson, KLOU, Lake Charles, La., has taken over the 6-9 a.m. spot on his station, giving him six hours a day on the air "with the pops, except Saturday afternoons when we wail with modern jazz."

Reviews of New Pop Records

Continued from page 46

sides will get attention from the jocks. (Melhedd, ASCAP)
As Far as I'm Concerned... 77
 and then combine prettily in this leisurely, relaxed ballad. A listenable The duo alternates lyrics line for line

DAVID ROSE ORK
 Midnight on the Cliffs
 (Theme From "Jodie")79

Climbing to No. 1
DON RONDO
TWO DIFFERENT
WORLDS

Jubilee 5256

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Name _____
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M-G-M 12376—Lush orked arrangement of a highly listenable piece of pic material. Should get a strong jockey reception. (Ardmore, ASCAP)
Holiday for Trombones... 76
 Looks like a close relative to the predecessor, "Holiday for Strings," with a very similar theme and treatment. Another good jockey entry and jocks will doubtless also compare it with the older "strings" side. (Rose, ASCAP)

THE ROVER BOYS
Whoop Doodly Baby78
 ABC-PARAMOUNT 9760 — Another in the long-dormant "Sh-Boom" and "Oop Shoop" school that's just ridiculous enough in the lyric department to be dangerous. Despite material, the singers put plenty into it. Should be watched. (Hawthorne, ASCAP)

The Piano Tuner... 73
 This is all about Guido the piano tuner from Sicily. (Seems to have kinship with somebody else who was an organ grinder man.) (Iris-Trojan, BMI)

JOAN SHAW
Don't You Remember?78
 ABC-PARAMOUNT 9751—Here's a powerful wailer with an exciting church chord rhythmic backing. Gal really sells this with all stops out. Could be plenty of action. (Peer, BMI)
Just Kiss Me... 76
 The chick gets into the spirit of the occasion as she belts out the romantic commands. Smart thrashing with solid vocal and ork backing. (Roosevelt, BMI)

BAKER KNIGHT
Bring My Cadillac Back77
 DECCA 30135—The singer's got the blues. His baby's gone and his Cadillac, too. Set in a loud honking rock and roll frame, Knight's shouted vocal has impact. Teen-agers will dig this. (Bubis, BMI)
I Cried... 73
 A blues of the restrained type. Knight puts convincing emotion into the lyric. The rock and roll backing is tasty. Nice listening. (Bubis, BMI)

BILLY VAUGHN ORK
Sweet Lullaby76
 DOT 15514—Vaughn makes a strong bid for an "Old Favorites" slot on the nation's juke boxes with this bright-sounding dinking featuring humming chorus, piano, guitar, etc. (Joy, ASCAP)
Creole Love Call... 74
 The deep indigo Ellington opus is orked in Ellington fashion, but with more of a rock and roll beat that should appeal to many jocks and dancers. (Mills, ASCAP)

THE NATURALS
(When Your Heart Is)
Feeling Foolish in Brazil76
 M-G-M 12374—The mixed group get off a nicely arranged and sung version of the cute tune, also waxed by Bernie Nee. If there's action on the song this can get a good share. (Cromwell, ASCAP)
'Erbert... 70
 A comical play on the cockney dia-

lect. Has amusing aspects and could be a good floor number. (Roncom, ASCAP)

FREDDY MARTIN ORK
Moonlight Love75
 VICTOR 6718—Martin's reading of the pop version of "Claire De Lune" is tasteful—quiet and full of mood. Nice instrumental for jocks. (Elkan-Vogel, ASCAP)
I'll See You in Cuba... 74
 Martin does the pretty Berlin tune with a light touch and a lilting beat. The Martin men contribute an attractive vocal. (Berlin, ASCAP)

SAM (THE MAN) TAYLOR ORK
A Sunday Kind of Love74
 M-G-M 12377—First-rate instrumental version of the haunting standard, with the Gene Lowell Singers contributing pleasant sub-vocal sounds in background. Good mood music wax for jocks. (Maurice, ASCAP)
Nightfall... 74
 Tasteful treatment of the lovely title theme from the new Columbia movie, highlighted by Taylor's fine sax solo work and vocalizing (no words, just sounds) by the Gene Lowell Singers. (Shapiro-Bernstein, ASCAP)

SCOOBY DOO ALL STARS
Moonglow74
 ZEPHYR 006 — A single from the Zephyr album, "Scooby Doo." Side is an excellent instrumental, with an unusual staccato arrangement of the great standard. (Mills, ASCAP)
Ernie's Journey... 74
 Also from the album. This is a driving instrumental, marked by clean and sharp musicianship. Both this side and flip are excellent for deejay programming. "Ernie" is Ernie Freeman. (Westwind, BMI)

BOB ROUBIAN
Come on Home74
 CAPITOL 3584—Roubian, warbler on Cliffie Stone's "Popcorn Song," goes rockabilly on a bluesy ballad-with-a-beat. Well-produced side with chorus and danceable beat. Merits spinning. (Barton, BMI)
Pauline, Pauline, Pauline... 73
 Another good rockabilly side, this one in a more conventional r.&b. vein, at a brighter tempo. There's potential here. (Central, BMI)

FRANKIE LESTER
The Money Tree74
 VIK 0242—The relaxed quality that the singer has in this reading adds much to the appeal of the material. Competition will be keen on this tune, but Lester will come in for a share of the loot. (Frank, ASCAP)
Love Is a Feeling... 72
 Another bright, up-tempo opus, in which Lester expatiates on the splendors of love. A happy, kicky side. (E. H. Morris, ASCAP)

ROGER COLEMAN
One More Kiss (Sjung Och Le)74
 M-G-M 12380—An appealing waltz melody which Coleman sings with help from Leroy Holmes ork and Gene Lowell singers. Attractive wax for box listening and perhaps for jocks, too. (Cromwell, ASCAP)
In Hamburg When the
Nights Are Long... 71
 Coleman shows pleasing talent on his reading of this mundane tune. He should even better with better-tailored material. (Sheriton, ASCAP)

JUNE PERRY
Something Tells Me74
 MERCURY 70990—In her debut disk, Miss Perry shows herself to be a legit type singer who can handle a spacious ballad like this with complete authority. The lush string backing sets off her rich pipes to a "T." (Mellin, BMI)
In Your Arms... 70
 Another fancy (perhaps over fancy) ballad with leisurely backing by strings. It's a pleasure to hear a fine voice like Miss Perry's, and she ought to win friends with jocks very easily. (Mellin, BMI)

CYRIL STAPLETON ORK
Maids of Madrid74
 LONDON 1697—A pretty waltz melody with naturally a Spanish flavor. There is imaginative instrumental blend here and sound engineering that makes for easy listening. A nice jock candidate. (Leeds, ASCAP)
Highway Patrol... 70
 Ork features a march tempo with superior sound cutting and arrangement. It is extremely good listening of its kind, but only moderate sales potential is indicated. More of a showcase for the Stapleton aggregation than anything else. (Leeds, ASCAP)

ORQUESTA SUBLIME
Angoa73
 PANART 1940—Two excellent, authentic imported Cuban cha-chas on this disk, with the fiddles and flute featured along with vocal group and strong rhythm. Great for dancers, and a potential hit platter in Latin neighborhoods.
Bombon Cha... 73
 As above.

THE THOMPSON SINGERS
Caravan73
 VERVE 2027 — Interesting mixed-chorus reading on the exotic Ellington standard. Something new for jocks. (American Academy, ASCAP)
Perfidia... 72
 Smartly produced choral treatment of

(Continued on page 50)

Breaking Big in Market
After Market
Across the Nation

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SILO



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 Year Old
 Sensation

DEAR
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Reviews of New Pop Records

Continued from page 49

the Latin American oldie. (Peer, BMI)

VICKI BENET Tea for Two... DECCA 30044—An inspired revival of the standard. The chanteuse spikes it with a chorus in French and a breathless, intimate delivery. A novelty deejays will be able to use for change of pace. (Harms, ASCAP) Sam's Song (The Happy Tune)... 72 The thrush alternates between English and French every few words here, and the effect is cute. Her pert delivery makes an attractive production of the side. (Wells, ASCAP)

JOHNNY ANDREWS Marriage and Divorce... 73 UNIQUE 367—Here's an off-beat item that stacks up as interesting programming material for jocks with sentimental fem audiences. Andrews talk-sings his way thru the title words, with each letter representing a timely thought, a la "M-O-T-H-E-R" (e.g., "C is for the courtroom. E is for the end," etc.) (Myers, ASCAP) Stephanie... 70 Okay delivery of pretty, leisurely paced ballad, but flip has more play-potential. Tune is from new George Sanders movie, "Death of a Scoundrel." (Lamas, ASCAP)

EARTHA KITT I'm a Funny Dame... 72 VICTOR 6727—Thrush chants sweet ballad from upcoming musical "Happy Hunting," applying standard Kitt treatment. Side will make a good jock spin and tilt interest among singers admirers. (Chappell, ASCAP) Put More Wood on the Fire... 72 Another typical Kitt treatment of this calypso beat. Double entendre of lyric may keep it off air play, but it is amusing and well delivered. (Remick, ASCAP)

ALAN DEAN Rock and Roll Tarantelle... 72 RAMA 211—Italian-flavored novelty. Alan Dean chants it with occasional phrases in dialect. He's backed by a chorus, which gives a big sound to the side. A change of pace for the deejays. (Kahl, BMI) Life Is But a Dream... 71 Dean's chanting gives a big sound to this ballad. Tempo is slow and measured, with a marked beat. (Maureen, BMI)

DON JOHNSTON Born to Love One Woman... 72 MERCURY 70991—Johnston's first Mercury slicing shows him to be a talent to watch. He has a firm grip here in this fast "Shadrack" like material, and seems mighty personable on first impression. (Mellin, BMI) How Many?... 70 Johnston has a nice way with a ballad, too. He charges this one with believable emotion. Deserves exposure. (Mellin, BMI)

JACKIE PARIS Don't Hurt the Girl... 72 MERCURY 70992—A rather sophisticated ballad which has a nice enough sound. Not likely to go big in the sales end, however. (Beechwood, BMI) Tell Me Something Sweet... 69 Another soft, easy-going melodic ballad, sung with warmth and feeling by Paris. (Regent, BMI)

BOB THOMPSON ORE Seven Men From Now... 71 SEPHYR 004—From the Warners film of the same name comes the tune. It's an instrumental here, with some stirring passages and a plaintive melody. For jocks. (Artists, ASCAP) Goodbye, Old Girl... 70 The haunting melody from "Damn Yankees" as a melodic, tasteful instrumental. For deejays. (Frank, ASCAP)

PATTI AUSTIN I Get a Message... 71 VICTOR 6580—The tyke, who has been cold to the boys, finally gets a message from one. Cute material. (Sheldon, BMI) Super-Cala-Faga-Listic... 70 Novelty with a catchy, nonsense lyric, sung by a tyke. Some jocks will like it for a change of pace. (Shalimar, BMI)

WILLIAM LEWIS Fall in Love With Me... 70 VIK 0243—An honest-to-goodness Irish tenor in a pretty ballad that gives good exercise to his silvery pipes. He puts heart and soul into this material and makes a nice impression. (Torch, ASCAP) Go to Dublin... 69 An Irish-flavor march-tune into which Lewis, backed by chorus, breathes fire. It has a stirring, fighting quality that would be heady fare around March 17. (Templeton, ASCAP)

THE TRACEY TWINS Do You Ever Think of Me?... 70 RESERVE 114—The twins, two gals, offer a fetching reading of the great standard. Backed by the Dick Lurie Quintet is full of nostalgia and bounce. (Miller, ASCAP) A Place of

Your Own Called Home... 68 Nice harmonizing by the Tracey girls. Same nostalgic-type arrangement as the flip. (Reserve, BMI)

MARC FREDERICKS ORK The Blue Jean Rhapsody... 70 ECLIPSE 1650—A typical rock and roll beat pervades this instrumental bit. Fredericks piano in spotlight. (Mills, ASCAP) The Isle of Romance... 67 A full ork backs Fredericks on piano in this Latin-paced instrumental wax. (Mills, ASCAP)

DYLAN TODD Timber... 69 VICTOR 6711—The fine folk song is dramatically done by Todd. Arrangement by Todd is powerful, as is the simple, arresting backing. (Goday, BMI) Golden Spurs and a Silver Saddle... 68 A smart coupling for the flip. This side has a rollicking beat and a Western folk flavor. Jocks will like the offbeat material. (Southern, ASCAP)

THE TERRY SISTERS The Last Row of the Balcony... 69 SELMA 104—Several other groups have waxed this attractive teen-age-bait rhythm-ballad, but the sisters' version has enough sales-savvy to capture some spins. (Craft, BMI) Falling Star... 68 The gals sing with commendable enthusiasm on an appealing ballad with effective lyrics. (Conley & Craft, BMI)

THE CUES Prince or Pauper... 68 CAPITOL 3582—Pleasant and well-delivered ballad from the group. Doubtful, however, that sales repercussions will be more than so-so. There isn't too much originality in production. Just another competent entrant in its field. (Jungnickel, ASCAP) Why?... 66 Group on a somewhat faster kick for about the same results. (Roosevelt, BMI)

DICK D'AGOSTIN What Gave You the Idea?... 67 ACCENT 1046—Personable vocalizing with a good beat on a catchy rock and roll item. (Meteor, BMI) I'm Your Daddy-o... 67 Bouncy rock and roll-styled vocal on a hard driving rhythm tune. (Sound, BMI)

SPARKLE MOORE Skull and Cross Bones... 67 FRATERNITY 751—Gal pulls a fem Presley and belts out a catchy rock and roll ditty with style and drive. (Buckeye, ASCAP) Rock-a-Bop... 66 Same comment. (Buckeye, ASCAP)

LYLE GRIFFIN AND (LORD) RICHARD BUCKLEY Flight of the Saucer Pts. 1 and 2... 60 HIP 302—Probably one of the most (Continued on page 54)

A SMASH! FATS DOMINO HONEY CHILE 5407



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• C&W Best Sellers in Stores

For survey week ending November 7

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

This Week	Last Week	Weeks on Chart
1. SINGING THE BLUES (BMI)—M. Robbins.	2	9
<i>I Can't Quit (BMI)—Col 21545</i>		
2. CRAZY ARMS (BMI)—R. Price.	1	24
<i>You Done Me Wrong (BMI)—Col 21510</i>		
3. I WALK THE LINE (BMI)—J. Cash.	4	24
<i>Get Rhythm (BMI)—Sun 241</i>		
4. DON'T BE CRUEL (BMI)—E. Presley.	3	16
<i>HOUND DOG (BMI)—Vic 20-6604</i>		
5. LOVE ME TENDER (BMI)—E. Presley.	5	5
<i>Any Way You Want Me (ASCAP)—Vic 20-6643</i>		
6. SEARCHING (BMI)—K. Wells.	6	20
<i>I'd Rather Stay Home (BMI)—Dec 29956</i>		
7. SWEET DREAMS (BMI)—F. Young.	7	22
<i>Until I Met You (BMI)—Cap 3443</i>		
8. CONSCIENCE, I'M GUILTY (BMI)—H. Snow.	8	16
<i>Hula Rock (BMI)—Vic 20-6578</i>		
9. YOU ARE THE ONE (BMI)—C. Smith.	9	17
<i>Doorstep to Heaven (BMI)—Col 21522</i>		
10. BEFORE I MET YOU (BMI)—C. Smith.	11	4
<i>WICKED LIES (BMI)—Col. 21552</i>		
11. ACCORDING TO MY HEART (BMI)—J. Reeves.	12	3
<i>Mother of a Honky Tonk Girl (BMI)—Vic 20-6620</i>		
12. I'M A ONE-WOMAN MAN (BMI)—J. Horton.	10	10
<i>I Don't Like I Did (BMI)—Col 21538</i>		
13. I TAKE THE CHANCE (BMI)—J. E. & M. Brown.	13	24
<i>Goo Goo Dada (BMI)—Vic 20-6480</i>		
14. TURN HER DOWN (BMI)—F. Young.	—	1
<i>I'll Be Satisfied With Love (BMI)—Cap 3549</i>		
15. I'VE GOT A NEW HEARTACHE (BMI)—R. Price.	—	1
<i>WASTED WORDS (BMI)—Col 21562</i>		

• Review Spotlight on . . .

C&W RECORDS

JIM EDWARD AND MAXINE BROWN

A Man With a Plan (Acuff-Rose, BMI)

Just a Lot of Sweet Talk (Dandelion, BMI)—RCA Victor 6730—An exceptionally listenable coupling by the smart twosome. The topside is a light, humorously-styled airing with a superior lyric. On the flip, the pair engage in a sparkling back and forth routine about convertibles and moonlight. Smart wax here.

• This Week's C&W Best Buys

GO AWAY WITH ME (Lowery, BMI)—The Wilburn Brothers—Decca 30087—When this record was "Spotlighted," it was pointed out how much stronger a powerhouse the Wilburns become with each release. "Go Away With Me" has become established in most important markets in a minimum amount of time. Richmond, Birmingham, Nashville, the Carolinas are just a few of the markets that are doing very well by these boys this time around. Flip, which is getting fair play in some areas, is "Great Big Love" (Gil, BMI).

STOLEN MOMENTS (Tannen, BMI)—Hank Snow—RCA Victor 6715—Snow is showing typical good form with his latest record, available in most places not much more than 10 days. It is racking up good sales figures in all major Southern markets checked, and also in other areas like Chicago, Buffalo, St. Louis, New England, etc. Will probably not be long in hitting in the charts. Flip is "Two Won't Care" (Cedarwood, BMI). A previous Billboard "Spotlight" pick.

• C&W Territorial Best Sellers

For survey week ending November 7

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

Birmingham

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

Charlotte

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Don't Be Cruel, E. Presley, Vic.
4. Love Me Tender, E. Presley, Vic.
5. Conscience, I'm Guilty, H. Snow, Vic.
6. I Walk the Line, J. Cash, Sun
7. I Take the Chance, J. E. & M. Brown, Vic.
8. Sweet Dreams, F. Young, Cap.
9. Taking My Chances, H. Thompson, Cap.

Dallas-Fort Worth

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

Houston

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Don't Be Cruel, E. Presley, Vic.
5. Just One More, G. Jones, Sdy.

Memphis

1. Crazy Arms, R. Price, Col.
2. Singing the Blues, M. Robbins, Col.
3. I Walk the Line, J. Cash, Sun
4. Let the Whole World Talk, J. Newman, Dot
5. Turn Her Down, F. Young, Cap.

Nashville

1. Singing the Blues, M. Robbins, Col.
2. I've Got a New Heartache, R. Price, Col.
3. You're Running Wild, Louvin Brothers, Cap.
4. Love Me Tender, E. Presley, Vic.
5. Don't Be Cruel, E. Presley, Vic.

New Orleans

1. Don't Be Cruel, E. Presley, Vic.
2. Singing the Blues, M. Robbins, Col.
3. Crazy Arms, R. Price, Col.
4. I Walk the Line, J. Cash, Sun
5. Conscience, I'm Guilty, H. Snow, Vic.

Richmond, Va.

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Don't Be Cruel, E. Presley, Vic.
4. Love Me Tender, E. Presley, Vic.
5. Hound Dog, E. Presley, Vic.

St. Louis

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

• Most Played C&W in Juke Boxes

For survey week ending November 7

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	14
<i>HOUND DOG (BMI)—Vic 20-6604</i>		
2. CRAZY ARMS (BMI)—R. Price.	3	21
<i>You Done Me Wrong (BMI)—Col 21510</i>		
3. I WALK THE LINE (BMI)—J. Cash.	2	21
<i>Get Rhythm (BMI)—Sun 241</i>		
4. SINGING THE BLUES (BMI)—	4	7
<i>I Can't Quit (BMI)—Col 21545</i>		
5. JUST ONE MORE (BMI)—G. Jones.	5	5
<i>GONNA COME GET YOU (BMI)—Starday 264</i>		
6. LOVE ME TENDER (BMI)—E. Presley.	7	2
<i>Any Way You Want Me (BMI)—Vic 20-6643</i>		
7. POOR MAN'S RICHES (BMI)—B. Barnes.	6	8
<i>Those Who Know (BMI)—Starday 262</i>		
8. SEARCHING (BMI)—K. Wells.	8	19
<i>I'd Rather Stay Home (BMI)—Dec 29956</i>		
9. SWEET DREAMS (BMI)—F. Young.	9	17
<i>Until I Met You (BMI)—Cap 3443</i>		
10. BEFORE I MET YOU (BMI)—C. Smith.	10	6
<i>WICKED LIES (BMI)—Col 21552</i>		

• Most Played C&W by Jockeys

For survey week ending November 7

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.

Week This	Last Week	Weeks on Chart
1. CRAZY ARMS—R. Price.	2	26
<i>Col 21510—BMI</i>		
2. SINGING THE BLUES—M. Robbins.	1	9
<i>Col 21545—BMI</i>		
3. I WALK THE LINE—J. Cash.	3	24
<i>Sun 241—BMI</i>		
4. ACCORDING TO MY HEART—J. Reeves.	9	8
<i>Vic 20-6620—BMI</i>		
5. SEARCHING—K. Wells.	7	19
<i>Dec 29956—BMI</i>		
6. DON'T BE CRUEL—E. Presley.	4	14
<i>Vic 20-6604—BMI</i>		
7. LOVE ME TENDER—E. Presley.	5	4
<i>Vic 20-6643—BMI</i>		
8. POOR MAN'S RICHES—B. Barnes.	—	2
<i>Starday 262—BMI</i>		
9. YOU ARE THE ONE—C. Smith.	6	20
<i>Col 21522—BMI</i>		
10. SWEET DREAMS—F. Young.	8	21
<i>Cap 3443—BMI</i>		
11. TRYIN' TO FORGET THE BLUES—P. Wagoner.	—	1
<i>Vic 20-6598—BMI</i>		
12. I'VE GOT A NEW HEARTACHE—R. Price.	14	2
<i>Col 21562—BMI</i>		
13. WASTED WORDS—R. Price.	—	1
<i>Col 21562—BMI</i>		
14. I'M A ONE-WOMAN MAN—J. Horton.	—	10
<i>Col 21538—BMI</i>		
15. BEFORE I MET YOU—C. Smith.	10	2
<i>Col 21552—BMI</i>		

• Reviews of New C&W Records

JOE MAPHIS AND ROSE LEE

I'm Willin' to Try . . . 82
COLUMBIA 21568 — A powerful weeper. When Rose Lee takes the first chorus there won't be a dry eye in the house. Should get very strong exposure. Watch it.
Let's Pull Together . . . 76
Country ballad done in the traditional style, with a religious touch to the lyric. Will sell well.

MITCHELL TOROK

Drink Up and Go Home . . . 80
DECCA 30134—Torok warbles in persuasive fashion on this cover of Freddie Hart's hit. An appealing reading with bright bar-room-type piano backing. Fine for jocks and juke. (Vidor, BMI)
Take This Heart . . . 77
Warmly expressive reading on an attractive ballad with a pop-ish flavor. (Copar, BMI)

MARVIN RAINWATER

(Sometimes) I Feel Like Leaving Town . . . 79
M-G-M 12370—Rainwater continues to impress, this time with an especially listenable bit of philosophy. A sad, sad tale and it gets a clean, solid reading by the singer. Rates spins. (Acuff-Rose, BMI)
Get Off the Stool . . . 75
Here's a jumpin', swingin' bit of nonsense with verse after verse of patter. Good and loud for juke, but flip should be the seller. (Tree, BMI)

JIMMY MURPHY

Grandpaw's a Cat . . . 78
COLUMBIA 21569—Strong country blues. Murphy chants the lyric with

a fine feeling for the idiom, which is strongly oriented to the rockabilly style. (Acuff-Rose, BMI)
Baboon Boogie . . . 77
Country blues with a novelty lyric. Murphy's vocal is of the back-shack sound type, and a good job he does. (Acuff-Rose, BMI)

JIMMY MARTIN

You'll Be a Lost Ball . . . 77
DECCA 30118—Sock reading by Martin and the Sunny Mountain Boys on a fast-moving country novelty with amusing lyrics. (Golden West, BMI)
Hit Parade of Love . . . 76
Martin warbles with plenty of showmanship and friendly exuberance on a rapid-paced rhythm item with spirited backing. (Old Charter, BMI)

BILLY WALKER

Little Baggy Britches . . . 76
COLUMBIA 21566—Walker sells a humorous little ditty about a small fry with tenderness and sincerity. (Barton, BMI)
So Far . . . 72
This side has a rock and roll flavor, with Walker warbling straight on a ballad while a group sings with an insistent r.&r. beat behind him. (Barton, BMI)

ARNOLD PARKER

People Laugh at a Fool . . . 75
STARDAY 570—Wistful warbling on an appealing weeper. (Starrite, BMI)
Find a New Woman . . . 73
Parker sells a bouncy rock and roller. (Continued on page 52)

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Roy Acuff starred on the Prince Albert portion of "Grand Ole Opry" over the NBC radio network Saturday (10), with Johnny and Jack and Kitty Wells as special guests. . . . Cedarwood Publishing Company, Nashville, reports that it has four of the 15 tunes on the November BMI Pin-Up Sheet. The ditties are "According to My Heart," by Jim Reeves; "Before I Met You," by Carl Smith; "I'm a One-Woman Man," by Johnny Horton, and "Teenage Boogie," by Webb Pierce.

Wilf Carter (Montana Slim), who spent the summer in Canada, is now at his home in Winter Park, Fla., recuperating from an operation which he recently underwent in New York. . . . The second c.&w. show of the season at the Armory, Akron, Sunday, October 28, attracted 5,200 paid admissions, with the "WVVA Jamboree" folk, of Wheeling, W. Va., supplying the entertainment. Pee Wee King and Redd Stewart were the added attractions. The next show for the King and Stewart duo will be at the Fairgrounds Coliseum, Louisville, November 18, when they will be one of the features of a 15-act "Grand Ole Opry" package. . . . Andy Jackson and the Tuxedo Texans, new Western swing combo, are currently holding forth at Christ Boulahanis' Memory Ranch, Chicago. Boulahanis credits the Tuxedo Texans with giving the new club its best business since its opening.

The Blackwood Brothers' Quartet's new RCA Victor release is "The Good Book," the song with which they won the Arthur Godfrey "Talent Scouts" show for the second time recently. The Blackwoods were permitted to go on the Godfrey show the second time (Continued on page 52)

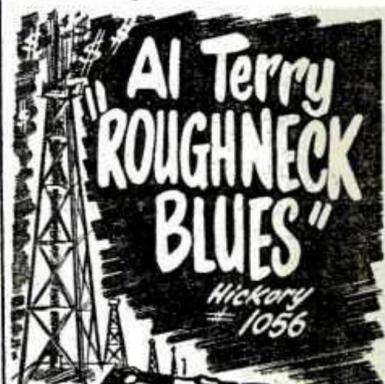
Billboard Picks!

LONESOME TRAIN

and
LAUGHING BACK
THE HEARTACHES
Johnny Bond

Columbia 21565

RED RIVER SONGS, INC.
5927 Sunset Blvd., Hollywood, Calif.



"WOND'RING 'BOUT YOU"

and
"ARKANSAS MOUNTAINS"

by
House Brothers Quartet
STATE CALLA RECORD CO.
2039 Burnett Way
Sacramento 18, Calif.

Capitol Records Repacts Wagner

HOLLYWOOD — Capitol Records last week renewed its contract with the Roger Wagner Choral, signing the choral conductor to a new five-year contract effective July 2, 1957. Wagner completes his present pact on that date. New pact reportedly calls for an increase in album releases.

Getting Bigger!
I'M A BELIEVER
 Don Julian & The Meadowlarks
 #405

DID YOU HAVE FUN
 Vernon Green & The Medallions
 #407

DOOTONE RECORDS

Rising Fast as THE New Hill
WERLY FAIRBURN
 New Rock-Billy Sensation
"ALL THE TIME"
 b/w
"I'M A FOOL ABOUT YOUR LOVE"
 Savoy 1503

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An Outstanding Record
SCOTTY MANN and THE MASTERS
 singing
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 and **"THE MYSTERY MAN"**
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Going Strong Nationwide
THE CLEFTONES
STRING AROUND MY HEART
 b/w
HAPPY MEMORIES
 Gee 1025

GEE

220 W. 42 ST., N. Y. C.

Vee-Jay #218
"SKID ROW"
 b/w
"THE GOLD COAST"
 TOMMY DEAN'S ORCH.

VEE-JAY Records, Inc.
 2129 S. Michigan Ave. Chicago
 Phone: CALumet 5-6141

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

dawn RECORDS
 39 West 60th Street
 New York 23, N. Y.
 circle 6-9705

This Week's R&B Best Buys

SINCE I MET YOU, BABY (Progressive, BMI)—Ivory Joe Hunter—Atlantic 1111—See this week's Pop Best Buys.

ON MY WORD OF HONOR (Mr., BMI)—B. B. King—RPM 479—This past week this record has been "bustin' out all over." It hit the Los Angeles, St. Louis and Cincinnati territorial charts and zoomed into No. 13 slot on the over-all national retail chart. In areas where it has not made much impact so far, preparations should be taken not to be caught short when demand quickens. Flip is "Bim Bam" (Modern, BMI).

I PUT A SPELL ON YOU (Shalimar, BMI)—Screamin' Jay Hawkins—Okeh 7072—Whenever this disk has been delivered, it has sparked great interest. Its wild sounds have set off waves of enthusiasm that are getting wider and wider. Eastern sales have been most noteworthy up to this point, New York, Philadelphia and Buffalo being particularly good. Now it is starting to roll in the Middle West and South, too. Flip is "Little Demon" (Black, BMI). A previous Billboard "Spotlight" pick.

AIN'T GOT NO HOME (Arc, BMI)—Clarence Henry—Argo 5259—Strangely enough, another disk that features odd vocal sounds is getting tremendous play on the retail level. Something of a "sleeper," this record bounced on to the Detroit territorial chart this week and is also reported to be a top seller in New Orleans, Boston, Philadelphia and Durham are other spots that reported that it had taken off. Flip is "Troubles, Troubles," (Arc, BMI).

Review Spotlight on . . .

R&B RECORDS

BILL DOGGETT

Slow Walk (Norway, BMI)—King 5000—Sil Austin's version of "Slow Walk" made a sensational jump on to the national listings this week, but Doggett has a complete reading that has considerable promise, despite the head-start of the other. Imaginative styling, with its terrific beat, could also find its way to the charts. Flip is "Hand in Hand," on a sweeter, more poppish kick. Also has jockey appeal.

JIMMY REED

You've Got Me Dizzy (Conrad, BMI)
Honey Don't Let Me Go (Conrad, BMI)—V-J 226—Undoubtedly this is one of the strongest Southern-type waxings in months. The funky instrumentation of the backing and Reed's incomparable vocal stylings sell from note one. Southern records of this quality, of course, go about as readily in the North as the South. The material and beat of "Dizzy" give it an edge; but "Honey," a rhythm ballad, also has sound appeal.

SAM PRICE

Rib Joint (BMI)
Tishomingo (BMI)—Savoy 1505—Considering how favorable the market is now for instrumentals, this smartly conceived double-header should have it easy going. Price, a jazz cat from way back, is at the piano and sparks his honking tenor man to just about blow his brains out on "Rib Joint." The tune "Tishomingo" harks back to Clarence Williams, and in this reading features some tasty noodlings on piano and guitar, while the tenor man growls away in an older gutbucket jazz tradition. Listening to satisfy the sound.

SMILEY LEWIS

No, No (Reeve, BMI)
Shame, Shame, Shame (Remick, ASCAP)—Imperial 5418—After a pretty piano intro, Lewis swings into "No, No," a slow blues, with much heart and masterfully crafted style, making a strong impression on both the emotional and technical levels. The flip is a tune from the pic "Baby Doll" and sports a fast, pounding rhythm. Lewis packs it with a lot of excitement.

R&B DISK JOCKEY PROGRAMMING

LINCOLN CHASE

She Walked Me By (Raleigh, BMI) — Dawn 221 — The deejay hungry for material out of the common run will have a ball with this. The clever, trickily paced lyric and imaginative arrangement of the backing make for a truly fresh listening experience. Chase, as vocalist and cleffer, deserves a double round of kudos. Flip is "The Love I Have for You" (Raleigh, BMI), another fine Chase composition; a pop-type ballad.

FOLK TALENT & TUNES

Continued from page 51

because the group was reorganized after an airplane accident two years ago claimed the lives of two members. On the flip side of the new release is "Give Us This Day," . . . Pappy Anderson, after 30 years of promoting and managing in the country and western field, has joined the Tom Packs Circus organization, with headquarters in St. Louis. During the outdoor season just ended, Anderson was advance promotion man with the racks Western unit.

Brenda Lee makes her second appearance on the "Perry Como Show" November 17 singing her Decca Christmas release, "I'm Gonna Lasso Santa Claus" and "Christy Christmas." On the occasion of her first trip to the Como show several weeks ago, the nine-year-old country music cutie spent a full week in New York being interviewed by magazine writers and syndicated columnists, accompanied by "Ozark Jubilee's" press re-

(Continued on page 54)

R&B Territorial Best Sellers

For survey week ending November 7

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. **Honky Tonk**, B. Doggett, Kng.
2. **Blueberry Hill**, F. Domino, Imp.
3. **Let the Good Times Roll**, Shirley & Lee, Ala.
4. **In the Still of the Night**, Satins, Emb.
5. **Love Me Tender**, E. Presley, Vic.
6. **Congo Mambo**, G. Gable, Exc.
7. **I Can't Quit You Now**, O. Rush, Cba.
8. **Lonely Avenue**, R. Charles, Atl.
9. **Don't Be Cruel**, E. Presley, Vic.
10. **Green Door**, J. Lowe, Dot

Charlotte

1. **Blueberry Hill**, F. Domino, Imp.
2. **Honky Tonk**, B. Doggett, Kng.
3. **Brown-Eyed, Handsome Man**, C. Berry, Chs.
4. **Love Me Tender**, E. Presley, Vic.
5. **Oh, What a Nite**, Dels, VJ
6. **Don't Be Cruel**, E. Presley, Vic.
7. **Green Door**, J. Lowe, Dot
8. **Too Much Monkey Business**, C. Berry, Chs.
9. **Still**, L. Baker, Atl.
10. **Sweet Little Angel**, B. B. King, RPM

Chicago

1. **Honky Tonk**, B. Doggett, Kng.
2. **Blueberry Hill**, F. Domino, Imp.
3. **Green Door**, J. Lowe, Dot
4. **Love Me Tender**, E. Presley, Vic.
5. **Slow Walk**, S. Austin, Mer.
6. **Keep It to Yourself**, S. B. Williamson, Che.
7. **Don't Be Cruel**, E. Presley, Vic.

Cincinnati

1. **Honky Tonk**, B. Doggett, Kng.
2. **On My Word of Honor**, B. B. King, RPM
3. **Canadian Sunset**, H. Winterhalter-E. Heywood, Vic.
4. **ABC's of Love**, Teen-Agers, Gea
5. **Don't Be Cruel**, E. Presley, Vic.
6. **Slow Walk**, B. Doggett, Kng.
7. **Sufferin' With the Blues**, L. W. John, Kng.

Detroit

1. **Slow Walk**, S. Austin, Mer.
2. **Let the Good Times Roll**, Shirley & Lee, Ala.
3. **Honky Tonk**, B. Doggett, Kng.
4. **Blueberry Hill**, F. Domino, Imp.
5. **Ain't Got No Home**, C. Henry, Arg.
6. **Keep It to Yourself**, S. B. Williamson, Che.
7. **Dimples**, J. L. Hooker, VJ

Los Angeles

1. **Honky Tonk**, B. Doggett, Kng.
2. **Don't Be Cruel**, E. Presley, Vic.

3. **Blueberry Hill**, F. Domino, Imp.
4. **Goodnight My Love**, J. Belvin, Mod.
5. **Love Me Tender**, E. Presley, Vic.
6. **In the Still of the Night**, Satins, Emb.
7. **On My Word of Honor**, B. B. King, RPM
8. **Canadian Sunset**, H. Winterhalter-E. Heywood, Vic.
9. **Confidential**, S. Knight, Dot
10. **Since I Met You, Baby**, I. J. Hunter, Atl.

New Orleans

1. **Blueberry Hill**, F. Domino, Imp.
2. **Honky Tonk**, B. Doggett, Kng.
3. **In the Still of the Night**, Satins, Emb.
4. **I Can't Quit You Now**, O. Rush, Cba.
5. **Lonely Avenue**, R. Charles, Atl.
6. **After the Lights Go Down Low**, A. Hibbler, Dec.
7. **She's Got It**, Little Richard, Spa.

New York

1. **Honky Tonk**, B. Doggett, Kng.
2. **Blueberry Hill**, F. Domino, Imp.
3. **Thousand Miles Away**, Heartbeats, Hul.
4. **It Isn't Right**, Platters, Mer.
5. **Slow Walk**, S. Austin, Mer.
6. **Oh, What a Nite**, Dels, VJ
7. **Bad Luck**, B. B. King, RPM

Philadelphia

1. **Blueberry Hill**, F. Domino, Imp.
2. **Honky Tonk**, B. Doggett, Kng.
3. **Oh, What a Nite**, Dels, VJ
4. **Thousand Miles Away**, Heartbeats, Hul.
5. **You'll Never, Never Know**

St. Louis

1. **Blueberry Hill**, F. Domino, Imp.
2. **Honky Tonk**, B. Doggett, Kng.
3. **Please, Please, Please**, J. Brown, Fed.
4. **Slow Walk**, S. Austin, Mer.
5. **Bad Luck**, B. B. King, RPM
6. **Heeblie Jeeblies**, Little Richard, Spa.
7. **I Can't Quit You Now**, O. Rush, Cba.
8. **Keep It to Yourself**, S. B. Williamson, Che.
9. **Oh, What a Nite**, Dels, VJ
10. **On My Word of Honor**, B. B. King, RPM

Washington, D. C.

1. **Honky Tonk**, B. Doggett, Kng.
2. **Blueberry Hill**, F. Domino, Imp.
3. **Oh, What a Nite**, Dels, VJ
4. **Hound Dog**, E. Presley, Vic.
5. **Love Me Tender**, E. Presley, Vic.
6. **Thousand Miles Away**, Heartbeats, Hul.
7. **Green Door**, J. Lowe, Dot
8. **Don't Be Cruel**, E. Presley, Vic.
9. **Too Much Monkey Business**, C. Berry, Chs.
10. **I Gotta Get Myself a Woman**, Drifters, Atl.

Reviews of New C&W Records

Continued from page 51

with verve and a good beat. (Starrite, BMI)

LONNIE BARRON

Teen-Age Queen74
SAGE 230—here's the specter of the teen-age queen rockin' down the aisle to become a bride. Whole job is very close to "Seventeen," and performance by Barron is good. (Sage & Sand, BMI)

Please, Blue Heart70
 A pleading, bleating ballad of anguish. Barron registers okay here, but flip has more of a kicker. (Sage & Sand, BMI)

RITA ROBBINS

Break the News Gently to Billy73
VICTOR 6726 — Miss Robbins quivers properly on this tender thought. Plenty of intrigue in evidence as gal goes away with the fellow's best buddy. Gal has a pop quality. (Jungnickel, ASCAP)

Too Late71
 A slow-paced ballad, again slanted heavily to pop markets. Flip has more meat to it. (Century, BMI)

BILLY BLEDSOE

Folks Are Talking72
BAKERSFIELD 106 — A first-rate country disk by a top-flight talent. Typical theme, as sung here, has a good chance at the money. (Chris, BMI)

One at a Time68
 Point of the tune is obvious, but Bledsoe labors it over a full side. Flip is stronger. (Bakersfield, BMI)

BILLY WORTH

Too Many Times71
M-G-M 12372—Here's a gently swinging melody which finds Worth issuing a dire warning to his partner in amour. Has a nice lilt which can easily attract spins. (Acutt-Rose, BMI)

Then You're Really Making Love68
 Not much of substance here with message of love practically buried in cliches. Flip has the power. (Acutt-Rose, BMI)

CHARLES GORE

She Just Walked In70
KING 4987—An all-right warble on a so-so theme. (Mar-Kay, BMI)
Post Office68
 Light-weight country novelty that's unlikely to start a riot. (Mar-Kay, BMI)

WESTERN ALL STARS

Linda Lou69
ARCADIA 110 — Blues, rockabilly style, with competent vocal and solid instrumentation. Plenty of beat for the boxes. (Arcadia, BMI)
Rockin' an' a Rollin'66
 A bluesy side, with the vocal backed by relaxed, effective instrumentation. (Arcadia, BMI)

ANDY DOLL

Goodbye, Mary Ann68
STARDAY 587—Andy Doll and His Ridge Riders of Oelwein, Ia., are a popular Midwestern country ensemble, and fans of theirs will be glad to find them on records. A pleasant three-quarter time lilt. (Starrite, BMI)

Honey Dew

.66
 The vocal on this side, a lively up-tempo rhythm number, is competent but not delivered with much feeling or conviction. (Starrite, BMI)

FIDDLIN' WILLIE

Down in Brazos Valley67
SARG 141 — Here's an appealing Western tune with a bright melody. Key Twins handle a lilting vocal with gutty fiddles in backing. (Ozark, BMI)

Our Secret Rendezvous

.66
 More "slippin' around" going on here in a very down-to-earth country theme. Key Twins handle vocal in emotional style. (Ozark, BMI)

JOHNNY McADAMS

Is There No Love for Me, Love?66
SPADE 1929—McAdams sings the blues in plaintive Presley-style and a solid r.&r. flavored beat. (Hess & Jones, BMI)
Nick o'Clock66
 Same comment. (Hess & Jones, BMI)

R&B Best Sellers in Stores

For survey week ending November 7

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.		14	HONKY TONK (Parts I & II) —B. Doggett	King 4950—BMI
2.		6	BLUEBERRY HILL (ASCAP) —F. Domino	Imperial 5407
3.		14	DON'T BE CRUEL (BMI) —E. Presley	Vic 20-6604
4.		5	LOVE ME TENDER (BMI) —E. Presley	Any Way You Want Me (BMI)—Vic 20-6643
5.		4	GREEN DOOR (BMI) —J. Lowe	The Little Man in Chinatown (BMI)—Dot 15486
6.		2	OH, WHAT A NIGHT (BMI) —Dels.	
7.		1	SLOW WALK (BMI) —S. Austin	Jo-Jo (BMI)—Vee Jay 204
7.		1	SLOW WALK (BMI) —S. Austin	Wildwood (BMI)—Mercury 70963
8.		4	BROWN-EYED, HANDSOME MAN (BMI) —C. Berry	Chess 1635
9.		16	LET THE GOOD TIMES ROLL (BMI)	Shirley & Lee
10.		12	IN THE STILL OF THE NIGHT (BMI) —Satin.	Jones Girl (BMI)—Ember 10005
11.		4	IT ISN'T RIGHT (BMI) —Platters	You'll Never, Never Know (BMI)—Mercury 70948
12.		1	THOUSAND MILES AWAY (BMI) —Heartheats	Oh, Baby, Don't (BMI)—Hull 720
13.		1	ON MY WORD OF HONOR (BMI) —B. B. King	Bim Bam (BMI)—RPM 479
14.		1	KEEP IT TO YOURSELF (BMI) —S. B. Williamson	Key (BMI)—Checker 847
15.		9	CANADIAN SUNSET (BMI) —E. Heywood-H. Winterhalter	This Is Real (ASCAP)—Vic 20-6537

Most Played R&B in Juke Boxes

For survey week ending November 7

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.		13	LET THE GOOD TIMES ROLL (BMI)	Shirley & Lee
2.		6	BLUEBERRY HILL (ASCAP) —F. Domino	Honey Chile (BMI)—Imperial 5407
3.		4	BAD LUCK (BMI) —B. B. King	SWEET LITTLE ANGEL (BMI)—RPM 468
4.		11	HONKY TONK (Parts I & II) —B. Doggett	King 4950—BMI
5.		9	IN THE STILL OF THE NIGHT (BMI) —Satin.	Jones Girl (BMI)—Ember 10005
6.		2	I CAN'T QUIT YOU NOW (BMI) —O. Rush	Sit Down, Baby (BMI)—Cobra 5000
7.		12	HOUND DOG (BMI) —E. Presley	Don't Be Cruel (BMI)—Victor 20-6604
8.		1	JUANITA (BMI) —C. Berry	Whatcha Gonna Do When Your Baby Leaves You? (BMI)—Atlantic 1112
9.		2	YOU'LL NEVER, NEVER KNOW (BMI) —Platters	It Isn't Right (BMI)—Mercury 70948
10.		2	OH, WHAT A NIGHT (BMI) —Dels.	Jo-Jo (BMI)—Vee Jay 204

Most Played R&B by Jockeys

For survey week ending November 7

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.		7	BLUEBERRY HILL —F. Domino	Imperial 5407—BMI
2.		12	HONKY TONK (BMI) —B. Doggett	King 4950
3.		5	LOVE ME TENDER —E. Presley	Vic 20-6643—BMI
4.		10	IN THE STILL OF THE NIGHT —Satin.	Ember 10005—BMI
5.		17	LET THE GOOD TIMES ROLL —Shirley & Lee	Ataddin 3325—BMI
6.		4	BROWN-EYED, HANDSOME MAN —C. Berry	Chess 1635—BMI
7.		13	DON'T BE CRUEL —E. Presley	Vic 20-6604—BMI
8.		2	SWEET LITTLE ANGEL —B. King	RPM 468—BMI
9.		3	A B C'S OF LOVE —Teen Agers	Gee 1022—BMI
10.		8	I CAN'T LOVE YOU ENOUGH —L. Baker	Atlantic 1104—BMI
11.		2	YOU'LL NEVER, NEVER KNOW —Platters	Mercury 70948—BMI
12.		2	HONEY CHILE —F. Domino	Imperial 5407—BMI
13.		1	JUANITA —C. Willis	Atlantic 1112—BMI
14.		1	OH, WHAT A NIGHT —Dels.	VeeJay 204—BMI
15.		3	SHE'S GOT IT —Little Richard	Specialty 584—BMI

RHYTHM-BLUES NOTES

By GARY KRAMER

Sil Austin's "Slow Walk" has jumped into the national r.&b. retail chart this week and captured the No. 7 slot in a terrific show of strength. The success of this instrumental underlines the point emphasized in a Billboard story not long ago that the potential for r.&b. instrumentals again is unusually good. Bill Doggett's "Honky Tonk" still is the top-selling disk in the field, and going great guns in the pop market as well. Doggett, incidentally, has also recorded in "Slow Walk" and is off to a good start with it. Other recently issued instrumentals that are beginning to spark territorial action include "Tricky" by Gus Jenkins (Flash), "Harlem Nocturne" by Earl Bostic (King), "Ernie's Journey" by the Scooby Doo All-Stars (Ernie Freeman) (Zephyr), "Juke Joint" by Sonny Thompson (Chart), "Paging Walk" by Red Prysock (Mercury), "Good Time Express" by Milt Buckner (Capitol), "Rib Joint" by Sam Price (Savoy) and "Blues in My Heart" by Sam (The Man) Taylor (M-G-M). Another instrumental out quite a while, but still going strong, is "Congo Mambo" by Guitar Gable (Excello).

Hollywood Records has come up with a well-timed LP for the holiday market. Title of the package is "Merry Christmas, Baby," which is also the title of the lead-off tune, a perennial favorite by Charles Brown. It is a fine collection of established r.&b. Christmas numbers, "Lonesome Christmas" by Lowell Fulson, "Sleighride" by Lloyd Glen, "Christmas Blues" by Jimmy Witherspoon and other selections by Johnny Moore's Blazers, the Jackson Trio and Mabel Scott. Six of them are also being released in an EP set. . . . King Records also has issued three new LP's this week. One is called "After Hours" with selections by Sonny Thompson, Earl Bostic, Ace Harris, Jimmy Nolen, Bill Doggett, Todd Rhodes, Washboard Bill and others. The other two offer instrumentals by Earl Bostic and by Big Jay McNeely.

Laverne Baker is causing eyes to pop on her current Southern tour. She is being chauffeured about in an \$8,500 car used by Grace Kelly and her hubby, Prince

Rainier, of Monaco, on their recent American visit. The vehicle is equipped with powder bar, telephone desk, writing desk and mink rungs on the floor. The thrush moves on to the Caribbean area on the completion of her tour to bring them their first taste of American rhythm and blues. If she sings the songs of her new release, "Tra La La" and "Jim Dandy," she'll wow them.

Don Robey, president of Peacock and Duke Records, is recuperating after being thrown from one of his prize stallions while calf-roping. Nevertheless, he reports that he is elated with the showing of Little Junior Parker's "Mother-in-Law Blues" and the initial order on Elmore Morris' new one, "Indeed I Do." . . . Earl Bostic, so long a beloved fixture in the New York-Philadelphia area, is pulling up stakes to locate permanently in Los Angeles. . . . Della Reese, thrush on the Jubilee label, is making a big impression currently at the Apollo Theater in New York. Critics see her as perhaps the most important staff "comer" about.

An unusual thing in the current releases is an r.&b. version of a new film tune: "Baby Doll" by Smiley Lewis (Imperial). . . . A new Manhattan emporium called "Neapolitan City" is hyping interest by advertising the "musical battle of the century." Some leading Dixielanders are being pitted against a Rock and Roll aggregation. . . . "Is Rock and Roll Music?" was the provocative topic of discussion on a WCBS-TV, New York, program last week. Gilbert Seldes took the negative side; John Mehegan, jazz pianist and Juilliard Prof, was "70 per cent pro," but Sam (The Man) Taylor clearly was 99 and 44-100 in rock and roll's corner.

Reviews of New R&B Records

- G-CLEFS**
 'Cause You're Mine . . . 82
 PILGRIM 720—Fast tempo swinger that gets a smoothly blended harmony job from the "Ka Ding Dong" kids. Their fans, particularly those on the East Coast, will respond to this. (Greta, BMI)
 Please Write While I'm Away . . . 70
 Group kicks off a slow rhythm side for moderate effect. Backing sound helps. (Greta, BMI)
- CLARENCE SAMUELS**
 Chicken-Hearted Woman . . . 78
 EXCELLO 2093—Singer hits a solid beat with a blues of his own clefting. Backing has funky Southern sound. Good territorial possibilities. (Excellorec, BMI)
 Got No Place to Call My Own . . . 76
 Another clefting by singer, but in rhythm ballad style. (Excellorec, BMI)
- LIGHTNIN' SLIM**
 Bad Luck and Trouble . . . 77
 EXCELLO 2096 — Deep Southern blues, with typical authentic guitar and harmonica backing. Lightnin' Slim's vocal is full of flavor, and the song tells a story. Undoubtedly will be a good seller regionally. (Excellorec, BMI)
 Have Your Way . . . 76
 A rhythm side, and a strong one, like the flip. Slim's material is down to earth and holds the listener. Fine authentic sound. (Excellorec, BMI)

(Continued on page 54)

CHESSE #1641

"I'LL BE SPINNING"

by
Johnnie & Joe

CHESSE RECORD CO.
 4750 S. Cottage Grove Ave.
 Chicago 15, Ill.
 Phone: Kenwood 8-4342

Smash R & B Christmas Release

RUDOLPH THE RED-NOSED REINDEER

THE CADILLACS

Josie 807

Josie RECORD
 1650 Broadway, New York City

Argo #5259

"AIN'T GOT NO HOME"

by
CLARENCE HENRY

"Frog Man"

ARGO RECORDS

4750 S. Cottage Grove Ave.
 Chicago 15, Ill.
 Phone: Kenwood 8-4342

COVERS - SHMOVERS
 ATLANTIC has the HITS

Brand New Release

TRA-LA-LA

From the motion picture
 Rock Rock Rock

and

JIM DANDY

Lavern Baker

ATLANTIC 1116

Smashing Already

SINCE I MET YOU BABY

IVORY JOE HUNTER
 Wrote it!
 IVORY JOE HUNTER
 Sings it!
 ATLANTIC 1111

Breaking for the Charts!

JUANITA

Chuck Willis

ATLANTIC 1112

And introducing

RANDY WRIGHT

with
 "WHAT MY HEART DIDN'T KNOW"
 AND
 "SNAKE IN THE GRASS"
 ATLANTIC 1118

ATLANTIC RECORDING CORP.
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Reviews of New Pop-Christmas Records

BARRY GORDON
I Like Christmas (I Like It, I Like It).....85
M-G-M 12367—Young Gordon, who had one of last year's Christmas hits, has another strong contender in this cheery material. He belts it out with real zeal, and his enthusiasm is certain to be caught by other youngsters. The arrangement is colorful and very effective. Packaged in special yellow sleeve that is an attention-getter. (Hampshire House, ASCAP)

Zoomah, the Santa Claus From Mars....75
The lyric concerns a Martian Santa Claus who will bring earthlings Martian toys. An original idea, with some possibilities commercially. Most kids will probably still prefer the reindeer bit, however. (Hampshire House, ASCAP)

CLIFFIE STONE ORK
Jingle Bells.....77
CAPITOL 3585—Ragtime band version of the standard. It's got a happy sound and a brisk, steady beat. Juke box possibilities a-plenty. (Central Songs, BMI)

Rudolph the Red-Nosed Reindeer....77
Similarly styled instrumental. Cornball but nice. (St. Nicholas, ASCAP)

THE FOUR LADS
Mary's Little Boy Chile.....77
COLUMBIA 40788—A Calypso version of the Christ child story is delivered by the Four Lads with sincerity and a deft tempo. (Schumann, ASCAP)

The Stingiest Man in Town....76
The boys warble attractively on an entertaining ditty from the forthcoming TV spec of the same title (based

FOLK TALENT AND TUNES

Continued from page 52

lations man, Don Richardson. . . . The Sons of the Pioneers' stuttering comic, Shug Fisher, appeared as special guest on "Ozark Jubilee" Thursday (8), with Chet Atkins slated to occupy that slot later in the month.

Rusty and Doug, following a two-week tour of Canada set by their rep, Uncle George Featherstone, moved into Wheeling, W. Va., Saturday (3) for a shot on "WWVA Jamboree." From there they hopped to Nashville for the deejay frolic. The week of November 12, Rusty and Doug play thru Western New York, following with a week of return dates in Canada. They work the week of November 26 in Pennsylvania, and split the December 3 week between Canadian and Michigan dates. On December 17, the lads begin a swing thru the Carolinas. Their newest on the Hickory label is "Mr. Love."

on Dickens' "Scrooge"). Disk should pull some play, but material is more in the special show tune class than the pop groove. (Harms, ASCAP)

THE ANDREWS SISTERS
Silver Bells.....76
CAPITOL 3583 — Versions of this abound, but this is going to be the favorite of many jocks this year. Aside from the smooth vocal styling by the Andrews (backed by children's chorus), the array of bell sounds heard in the background makes for an appealing gimmick. (Paramount, ASCAP)

A Child's Christmas Song....70
"Peter," a boy soprano, offers a Christmas prayer in song, and it has a natural, sincere ring. The Andrews Sisters add support in the harmony department. Kiddies may like this one. (Fantasy, BMI)

Reviews of New R&B Records

Continued from page 53

RANDY WRIGHT
Snake in the Grass.....76
Unusual material, sung in a forceful, emotional style by Randy Wright. Jocks will find this a side out of the common groove. (Panther, ASCAP)

What My Heart Didn't Know....76
This side is a waltz, with a tender lyric, an artful arrangement, and a fine performance by Wright. The warbler has a unique sound. (Walden, ASCAP)

SONNY THOMPSON
Juke Joint (Part 1 and 2).....76
CHART 633 — Solid instrumental with catchy beat and strong play potential for jukeboxes. Stand-out piano, guitar and sax solo work on moody blues theme. (Pelican, BMI)

BILLY VEE
I Want Your Love.....75
KING 4986—Lots of sparkle in this one with singer chanting a slow tune of own cleffing. Has an individual style and the ability to generate excitement. (Benghazi, BMI)

Don't Wait Too Long....72
Same type of projection of another of singer's cleffing efforts. A talent to conjure with. (Benghazi, BMI)

EDDIE BO
Tell Me Why.....74
APOLLO 504—A satisfying blues. Eddie Bo chants it with a touch of shouting style, but not extreme. Instrumentation has a Southern touch, with excellent work by the horns. (Bess, BMI)

Hey Bo....72
Instrumental, featuring colorful percussion and a Latin beat. (Bess, BMI)

THE DAVID CLOWNEY BAND
Movin' 'n' Groovin'.....73
EMBER 1010—Real rhythm beat on this instrumental. Good sound and good arrangement. Can easily spark counter interest. (Ninny, BMI)

Soft Lights....67
Band is on similar kick here. Not quite as good as flip, but taste is evident in planning and projection. (Ninny, BMI)

EARLSTON FORD
He Made Us All.....71
MERCURY 70984—Robust warbler, sounding like a cross between Roy Hamilton and the Platters' lead, belts out a love ballad with a religious slant. It's well done and has a chance. (Jim Jam, BMI)

Please Open Your Heart....70
A more conventional rock and roll ballad, belted in even less inhibited fashion than the flip. (Stanson, BMI)

THE CARDELLS
Helen.....56
MIDDLE-TONE 011—Rock and roll group of moderate quality in a sub-par sound recording. Not much potential here. (Middleton, BMI)

Lovely Girl....55
Bass carries the lead on a less impressive effort. (Middleton, BMI)

Number of Releases This Week

Label	Pop	C&W	R&B
ABC-PARAMOUNT	3	—	—
ACCENT	1	—	—
APOLLO	—	—	1
ARCADIA	—	1	—
ATLANTIC	—	—	3
BAKERSFIELD	—	1	—
CADENCE	1	—	—
CAPITOL	3	—	—
CHART	—	—	1
COLUMBIA	1	4	—
DECCA	4	—	—
DOT	4	—	—
ECLIPSE	1	—	—
EMBER	—	—	1
ESTA	—	1	—
EVENT	—	1	—
EXCELLO	—	—	2
FRATERNITY	1	—	—
HIP	1	—	—
K-PEP	—	1	—
KING	1	1	2
LONDON	1	—	—
MERCURY	3	—	1
M-G-M	4	2	—
MIDDLE-TONE	—	—	1
PANART	1	—	—
PILGRIM	—	—	1
RAMA	1	—	—
RESERVE	1	—	—
SAGE	—	1	—
SARG	—	1	—
SELMA	1	—	—
SPADE	—	1	—
STARDAY	—	2	—
UNIQUE	1	—	—
VERVE	1	—	—
VICTOR	4	1	—
VIK	2	—	—
ZEPHYR	2	—	—
TOTAL	43	22	13

Reviews of New Jazz Records

JERI SIMPSON
In My Black Lace.....72
SUN-KIST 700—A sultry performance. Material has a slow, Latin beat and the instrumentation features guitar and bass. Jeri Simpson's vocal is very sexy.

Sugar....71
This side has the touch of material, and the instrumentation gives it a jazz feeling.

THE RICK JONES QUARTET
Now Hear This.....70
PIV 1004—Gwenn Johnson is featured vocal soloist in this light novelty. She is backed by male vocal group and a jazz quartet consisting of alto sax, drums, piano and bass. Limited commercial possibilities. (Vip, BMI)

Singin'....67
A brisk up-tempo instrumental, with alto soloist Jones making some fine solo contributions, and piano breaking in for a well-conceived interlude. (Vip, BMI)

Reviews of New Pop Records

JAN WINSTON
Bargain Day.....52
KING 4982—Thrush warbles a torchy lament which unfortunately leaves a listener with a slow pulse beat. Trio backing is pleasant, but there is not much else here. (Duchess, BMI)

Songs My Mother Used to Hum....51
Sentimental "mother" ballad which would spark doubtful interest even on Mothers' Day, as here projected. (Taylor, ASCAP)

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Jot down that number. It's important. It's the telephone number of The Billboard's Servicer at the outdoor convention which will start at the Hotel Sherman, Chicago, the weekend following Thanksgiving Day.

Offered in co-operation with the Showmen's League of America, The Billboard's Servicer will provide many free services to make your stay at the convention more pleasant.

Located in the Hotel Sherman lobby, The Billboard's Servicer will offer a free paging service.

That is why the number above is important. Anyone calling you at that number will be able to have you paged over a special public address system.

Anyone leaving a message at that number will know that the message will be held until you pick it up.

Otherwise, The Billboard's Servicer will serve to make your convention stay as enjoyable as possible.

A battery of house phones will be set up in it to enable you to locate people in the hotel.

Phones also will be provided for free outside local calls. Information sought by conventiongoers will be furnished.

Another service will be The Billboard's convention directory, listing room numbers of carnivals, booking agencies, etc.

Showmen's League of America members will register at the booth.

The Servicer will be open daily, Sunday, November 25, thru Wednesday, November 28, on the following schedule:

Sunday—1 p.m. to 8 p.m.
Monday—10 a.m. to 8 p.m.
Tuesday—10 a.m. to 8 p.m.
Wednesday—10 a.m. to 6 p.m.

Saskatoon Annual Snares Record

SASKATOON, Sask.—An operating surplus of \$127,351 for the year, the highest on record, was reported at the annual shareholders' meeting of the Saskatoon Industrial Exhibition, Ltd.

The surplus, slightly higher than last year's record \$127,210, was regarded as surprising because unfavorable weather during exhibition week resulted in lower gate and grandstand attendance. During the week, eight all-time records were established.

Capital expenditures undertaken during the year totaled \$46,729. These included paying for three new food concession booths, cattle washing facilities, swine show ring, drainage, re-stuccoing and painting of the Stadium.

Capital expenditures already approved by the board for next year include a new race barn costing \$24,000, greenhouse costing \$2,000, drainage costing \$9,550. Continuation of the policy of replacing dilapidated eating concessions will likely require a capital outlay of \$15,000.

Indication was that further capital expenditures will be recommended by the buildings and grounds committee so that next year's capital program could run as high as \$75,000 to \$100,000.

The livestock entry at the summer fair was one of the largest in recent years. A 30 per cent increase in prize money in the cattle section was believed responsible for the bigger entry.

J. A. Mighton was re-elected president of the board of directors. Other officers re-elected include Dr. V. E. Graham and Roly Howes, vice-presidents; Robert Thomas, honorary president; A. D. Munro, honorary treasurer; C. C. T. Robertson, C. Agar, A. H. Browne, honorary vice-presidents. H. H. Sommerfeld was elected honorary vice-president to succeed the late Robert Shannon. S. N. MacEachern continues as manager.

Seattle Civic Center Voted; Wicklund Dies Few Days Before

SEATTLE—Voters have approved a \$7,500,000 bond issue which calls for a civic center and improvements to the present Civic Auditorium.

Success of the referendum came only a matter of days after the death of Lawrence D. Wicklund, manager of the Auditorium, whose efforts have been credited with

Groscurth Plans Circus For Carnival Still Dates

Takes Page From Siebrand; Maps 100G Outlay for Rides, Equipment

TAMPA — The Blue Grass Shows will go out with \$100,000 in new rides and show equipment and at its still dates will offer a circus show as a free attraction, Owner-Operator C. C. (Specks) Groscurth announced at his home here.

Already ordered is a new 12-car Dodgem, to be delivered to the show's Largo, Fla., winter quarters January 1. The ride is to be housed

in an all-new building, Groscurth said.

He is currently negotiating for the purchase of a Scrambler. Recently he bought a steam calliope which had been with the King Bros.' Circus and the calliope now is being overhauled and reconditioned.

Special Title, Paper

Groscurth emphasized that the circus would be offered as a free

attraction only at still dates. During that period the show will operate under the title of Groscurth's Combined Circus and Carnival. Special paper for the still date period already has been ordered.

Admission price to the show lot will be upped from the 20 cents charge of the past to 25 cents during the still date season.

Groscurth added that the circus will run about 45 minutes and current thinking is to put on two shows a night, probably at 8:30 p.m. and 10:30 p.m., with extra matinees on Saturdays and holidays.

Already he has signed Will Hill's elephant, dog and pony act, for the circus.

Idea From Siebrand

In announcing that he will come out with the circus for still dates, Groscurth explained that he had been much impressed by the success of the Siebrand circus-carnival operation and that he spent a week, in company with his wife, on the Siebrand show during the past season, studying the operation. He then decided to adapt the idea, which he believes will greatly increase still date business.

While on the Siebrand show, he was also impressed by the lighting. As a result, he says he will buy a new power plant and will also make a large outlay to equip his show with fluorescent from front to back. Other major expenditures will include one for some new trucks.

His show enjoyed excellent business during the past season, Groscurth said, adding, "I am plowing back the profits."

The show closed October 27 at Jennings, La., and the equipment was trucked to the fairgrounds at Largo, where it is wintering for the fourth year. It will come out in mid-January to play Florida dates and stay out to mid-March. Then it will move to Owensboro, Ky., where it will be readied for the regular season, which will open the first week of May at Owensboro.

Groscurth said that he will attend the Chicago outdoor convention late this month, accompanied by the show's secretary, M. G. Stokes, and Earl D. Backer, general agent.

GAC-H. Plans Sale of Ducats In Advance

NEW YORK—An experienced professional group will be used to sell grandstand tickets in advance at some of the major fairs contracted by the GAC-Hamid Agency, according to plans announced here by George A. Hamid Sr.

The group, unidentified at this time, but in session with GAC-Hamid execs the past week, specializes in selling performances to industry.

This group, which it is said would pay its own way, presumably with earnings off the top, would sell blocks, or possibly an entire stand, to chosen area industrial or large retail outlets. The success of such an undertaking would be a definite boon to fairs.

Grossman Org Inks Canadian B Fairs

REGINA, Sask. — Grossman Entertainment Services, of Des Moines, will provide the grandstand revue, "Fantasies of 1957," for the 12-member Class B fairs loop in Western Canada next season.

The contract was awarded Monday (5) at the fall convention of the Western Canada Fairs Association in the Hotel Saskatchewan here after a 20-hour pre-convention session of the attractions committee had considered eight bids.

The Grossman office was represented by John Planalp and Peg Longnecker, with Planalp making the presentation.

The line-up for the proposed show includes the Valencianos, trampoline and casting; Prof. Merrill, comedy musical; Burns and White, comedy, with Danny White as emcee; Delbosq, musical wonder horse; the Gascas, slack wire; the O'Dells, balancing; the Royal-Aires, five-person singing group; V-Roy

and Company, thrill act, and the Kayettes, eight-girl line.

Eight Bidders

Other bidders were: Zemater Theatrical Agency, Chicago, Charles and Jack Zemater; Barnes-Carruthers Theatrical Enterprises, Chicago, Randolph Avery; Tom Drake Agency, Kansas City, Mo., Mr. and Mrs. Tom Drake; Associated Entertainment Services, Toronto, Mr. and Mrs. J. Oldroyd; KBD Enterprises, Calgary, Bob Di Paolo; Gus Sun Agency, Springfield, O., Gus Sun Jr.; Hubert Castle, Dallas, Hubert Castle and George Hamilton.

Aut Swenson, of Springfield, Mo., also appeared before the fairmen on behalf of his Thrillcade.

Member fairs of the B loop are Weyburn, Sask.; Estevan, Sask.; Portage la Prairie, Man.; Carman, Man.; Yorkton, Sask.; Melfort, Sask.; Lloydminster, Sask.; Vermilion, Alta.; Vegreville, Alta.; Red Deer, Alta.; North Battleford, Sask., and Prince Albert, Sask.

At a luncheon on the first day of the convention, the 75 delegates paid tribute to the 30 past presidents. Roses were placed at the head table in memory of deceased leaders, and plaques were presented to the 16 living past presidents.

Deceased presidents are J. Duncan, Yorkton; G. B. Jamieson, Melfort; V. Forster, Camrose; W. T. Moore, Yorkton; Dr. J. A. Munn, Carman; Charles Grobb, Portage la Prairie; Matt Alsager, Lloydminster; Irwin Dean, Estevan; H. E. Keddy, Melfort; Joseph Trimble, Portage la Prairie; Gordon Cook, Lloydminster; J. B. Holden, Vegreville; Frank E. Clark, Carman, and John Wilson, Carman.

Receiving plaques were: Frank Wright, North Battleford; C. C. Gambles, Prince Albert; R. Patterson, Red Deer; Fred Zabel, Weyburn; S. C. Heckbert, Vermilion; W. H. Johnstone, Moose Jaw; Vic Bjorkland, Red Deer; C. S. La-Croix, Prince Albert; A. M. Shaw, Vegreville; A. M. Brownridge, Portage la Prairie; A. J. Bater, North Battleford; W. H. Wilkinson, Yorkton; J. G. Wilkinson, Moose Jaw; George K. Ross, Lloydminster and Prince Albert; J. C. Hyde, Portage la Prairie.

activities in planning the civic center and concert hall, he was active in the Shrine and served as chairman of the Shrine Circus for several years, and was active in Shrine Ice Carnival projects.

Surviving are his widow, Bertha E. Wicklund; a brother, Lloyd; two sisters, Mrs. Blanche Knowles and Mrs. Grace Wickwire.

inspiring the civic center project and with leading the move to build the civic center around the auditorium area.

Wicklund died October 23 in a Seattle hospital, and had been ill five weeks. A vice-president of the International Association of Auditorium Managers, Wicklund attended the IAAM convention at El Paso this summer and described there the campaign that had been waged in order to set up the civic center plans.

Johnston Steps In

Taking over as both Civic Auditorium manager and as a participant in the campaign for the bond issue was Donald L. Johnston, 31, who has been assistant manager. Johnston joined the auditorium staff in 1951 after producing an auto show.

The bonds will finance \$250,000 in improvements for the Civic Auditorium, including acoustics treatment. The money also is earmarked for building a concert hall as part of the civic center.

Wicklund Passes

Wicklund, 58, was secretary, ticket seller and assistant manager of a theater in the 1920s. He also was the first business agent of the stage hands union in Seattle. He became assistant manager of the Civic Auditorium and Ice Arena in 1939 and was appointed manager in 1953. In addition to his

Barnes-Carruthers to Push For Fairs in East, Canada

CHICAGO — Barnes-Carruthers Theatrical Enterprises, fair-booking office, which has long been dominant in the Midwest, will push vigorously into Eastern United States and Canada, Sam J. Levy Sr., president, announced.

Two additions to the fair-selling force have been made. They are James H. Lee and Stuart McClellan. Lee joined the staff in August and spent several months visiting fairs in the East. McClellan moves into the fair department from the convention-special events department which he heads.

The decision to go after Eastern U. S. and Canadian fairs is part of a two-year expansion program, Levy said. He indicated that additional personnel may be added and that new offices in some key cities may be opened.

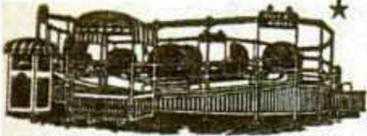
Levy announced that Randolph F. Avery, long-time sales representative, has been promoted to vice-president. He will head up the sales effort in the East.

Besides Levy and Avery, other offices and sales representatives are: Fred H. Kressman, senior vice-president and general sales representative; Sam J. Levy Jr., Midwest sales rep.; William H. Burke, treasurer; Billy Senior, Central States sales representative.

Several new package units, including a kids' show, "The Little Nippers," which will feature name acts, and an ice show, are to be offered to fairs. Other new attractions to be submitted to fairs will be announced prior to the Chicago fair convention at the end of this month.

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Arizona State Fair Starts Out Strong

PHOENIX—The Arizona State Fair chalked up an attendance of 88,553 thru Wednesday (7), fifth day of the 10-day run which ends here Monday (12). While the figure was reported "most satisfactory," comparison with the same period last year was difficult. The fair opened on Friday in 1955 and this year got under way on Saturday (3).

George N. Goodman, executive secretary, and Ralph Watkins Jr., assistant executive secretary, both serving their first year in their

posts, were shooting to beat the '54 record of 255,957. The attendance last year was 238,343. In 1955, some trouble was encountered in acquiring the final figure because of a front gate admission stub that was sold attached to tickets for "Ice Capades," which played its second year then.

The fair's operation was changed for the current run with the Siebrand Bros.' Circus & Carnival featured on the midway for the first time. Contract called for the carnival to present the free show on the Plaza stage. For the past four years this had been produced by the Hollywood (Calif.) Theatrical Agency.

Change Format

The Siebrands changed the show's format from a vaudeville to a circus type. The basic show, produced by Frank E. Roche, the director of the four-piece band and emcee, included Los Eddies, transpoline; the Andens, dog act; Mario

(Continued on page 63)

IMCA Skeds Banquet, Annual Meet

SHREVEPORT, La.—The International Motor Contest Association will hold its annual awards banquet in Kansas City and its annual business meeting in Chicago this year, Joe T. Monsour, association president, announced.

The drivers meeting and awards banquet will be held December 1

(Continued on page 63)

YAM PIES VIA AIR TO IKE AND GOVERNOR

FLORENCE, S. C.—Cashing in on the association with a well-known name has always been a top publicity winner, and the Eastern Carolina Agricultural Fair did well in this regard in October. Winning potato pies were flown by Eastern Airlines to both President Eisenhower and Governor Timmerman. Papers duly noted that the winning pies were made from winning yams, judged earlier in the day on which they were baked.

Sault Arena Reports Big Business Year

SAULT STE. MARIE, Ont.—Business activity was good for the Sault Memorial Gardens during the past year despite inroads by TV and a shortage of traveling attractions, Building Manager H. W. J. Barnett reported.

Attendance for weekly wrestling shows doubled. Five months of roller skating was ahead of 1955's receipts and attendance held steady.

Name bands drew well during the summer, with one exception. Among those winning were the Billy May orchestra, Glenn Miller orchestra, PeeWee Hunt and Blue Barron with the Crew Cuts. Don Messer and Mart Kenny, two Canadian bands, also drew well.

Basketball, One-Nighters
Basketball features included Red Olson's All-American Red Head

(Continued on page 63)

NEW! KIDDIE RIDES

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

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800 Case Avenue, Jacksonville, Illinois



Heart Attack Is Fatal to Ken Warfield

MIAMI—Kenneth Warfield, 65, husband of Lottie Mayer, with whom he had been associated ever since their marriage 37 years ago in presenting the Disappearing Water Ballet, died here suddenly Sunday night (4) of a heart attack.
Before his marriage to Lottie Mayer, who with him had operated the Disappearing Water Ballet the past season on the Royal American Shows, he had been an actor in stock companies, amusement director at the Army installation at San Antonio during World War I, and later the producer of a minstrel show which played the Pantages circuit.
Funeral services were held Wednesday at Lithcogow's Funeral Home here, with interment in Showmen's Rest, Southern Memorial Cemetery.

Swift Current, Sask., Drops Harness Races

SWIFT CURRENT, Sask.—The harness race meet which has been held under the sponsorship of the Swift Current Exhibition and Agricultural Association for the past three years has been canceled for 1957. Further meets will be held when they can be incorporated with the Frontier Days Celebration and Exhibition. Harness races had been tried on a trial basis, but poor attendance forced the decision to cancel.

Three Arena Bond Issues Win Approval; Two Fail

CHICAGO—Voters in Baltimore, Seattle, and Greensboro, N. C., gave their okay Tuesday (6) for bond issues which will finance construction of civic centers and auditorium-arenas in those cities.

But similar proposals were rejected by balloting in San Diego, Calif., and Boise, Idaho.

The Baltimore referendum for \$6,000,000 in bonds gives the green light to the project there for an arena that would have 10,000 permanent and 3,000 portable seats. The mayor's current proposal is to use the present site of Carlin's Amusement Park for this building. (See separate story in Parks Section.)

Seattle, Greensboro

Approval of the bond issue at Seattle puts \$7,500,000 in the works for a civic center to be built in the area that includes the present Civic Auditorium. And that bond issue includes \$250,000 for auditorium improvements. (See separate story.)

The Greensboro voters approved a \$3,000,000 bond issue by a

margin of five to one. That plan calls for a municipal memorial auditorium to be built.

While approval came in some cities, other voters were turning down similar requests.

At San Diego, a referendum for \$8,500,000 in bonds to pay for a convention hall and civic center was tossed out. And Boise, Idaho, voters turned down a \$1,900,000 bond issue for a proposed public auditorium.

'Holiday on Ice' Units Showing 10-12% Increase

MINNEAPOLIS—Business for units of "Holiday on Ice" has been up between 10 and 12 per cent so far this season, it was reported at Holiday on Ice, Inc., offices here last week.

An exception was Columbus, O., a regular "Holiday" stand, where this year's business was off about 18 per cent because "Ice Capades" played an outdoor date there six weeks ahead of the "Holiday" engagement.

Meanwhile "Holiday's" overseas shows are on the move. The 1956 European edition, which completed that route, will go to South Africa and open at Capetown on February 7. The present European unit will go to North Africa next September and October. The show has bookings in Casablanca, Oran, Tunis and Tripoli.

The Far East unit is playing Tokyo now and will go to Nagoya, Japan, then Saigon, Indo-China, and finally return to Europe.

Troy Hills Dates Set

TROY HILLS, N. J.—Dates have been set for the 1957 edition of the Morris County Fair, manager Swante Swenson says. The event will run from Monday, August 19, to Saturday, 24.

Dedicate Stadium At Live Oak, Fla.

LIVE OAK, Fla.—Dedication was held Friday (9) for the new 2,000-seat Coliseum here at a homecoming celebration also featuring a high school football game. The coliseum was erected at a cost of \$180,000 and will be offered for use for fairs, athletic contests, touring shows, and other activities. It was built with county funds.

The structure was formally presented to the people of the county by Leon L. Avery, chairman of the Suwannee County Commission, and Louis C. Wadsworth, president of the Chamber of Commerce.

Medicine Hat Org Re-Elects Higdon

MEDICINE HAT, Alta.—For the 11th straight year shareholders of the Medicine Hat Exhibition and Stampede Company have returned Mark Higdon as president and Dirk Scholten as managing director.

Vice-presidents are Henry Cavan and Lorne Thompson. Ed Elford was returned as secretary-treasurer.



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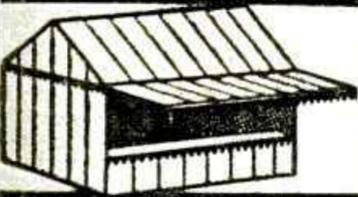
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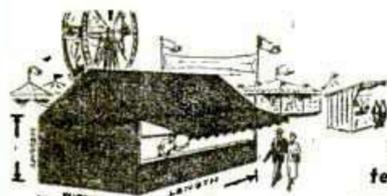
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'In Person' Tabs \$9,800 At Kitchener

KITCHENER, Ont.—The "Biggest in Person Show" grossed \$9,800 with an attendance of 4,998 at the Kitchener Memorial Auditorium here Tuesday (30), it was reported by Building Manager H. M. (Bob) Crosby.

Coming up at the building the Canadian National Ballet on November 9 and the Val Balfour Group's Passion Play on November 13. Two Monday nights of midgits wrestling drew 3,500 each. Hockey and skating events are going okay.

Crosby pointed out that the building's annual industrial exhibition in September (24-29) drew more than 40,000 people, breaking a previous record by 7,000.

N. C. to Ark. To Fla. Date

ROCKY MOUNT, N. C.—Tight scheduling for hypnotist Joana Brandon, resulting from a rain-enforced rerun of the Rocky Mount Fair, had her closing at the fair on November 3, leaving at 7:55 a.m. the next day by air, arriving at 3:36 p.m. in Fort Smith, Ark., and being onstage at 5:30 for the Home Show. Next stop is Miami, where she opens Saturday (14) in the Science Show.

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Dumont: Lucedale, Miss.
Glades Am. Co.: Ocala, Fla.
Great Southern: Augusta, Ga.
Jack's United: Marrero, La.
Latin American: Crystal City, Tex., 13-18;
Hebronville 20-Dec. 2.
Miller, Ralph R.: Plaquemine, La.
Moore's Modern: Laredo, Tex.
Page Bros., No. 2: Greenville, Miss.
Pelican State: Church Point, La.
Royal Jack: Barnwell, S. C., 19-24.
Royal Jack: Blakelyville, S. C.; Barawell 19-24.
Shop-O-Rama: Clifton, Ariz.
Stephens, C. A.: Wauchula, Fla.
Tibbs & Keeler: Lakeland, Ga.
Tidwell, T. J.: Andrews, Tex.; Midland 19-24.
Tinsley, Johnny T.: (Fair) Augusta, Ga.; Greenville, S. C., 19-Dec. 1.

Circus Routes

Beatty, Clyde: Winter Haven, Fla., 13;
Orlando 14; Ocala 15; Lakeland 16; Clearwater 17; St. Petersburg 18; Tampa 19; Sarasota 20.
Davenport, Orrin: Kansas City, Mo., 13-17.
Hamid-Morton: Boston, Mass., 16-18 and 23-25.
Henson Bros. Indoor: Camden, Tenn., 13; Murray, Ky., 14; Mayfield 15; Union City, Tenn., 16; Dyersburg 17.
Parks, Tom: New Orleans, La., 16-25.
Polack Bros. Eastern: Wilmington, N. C., 15-17.
Polack Bros. Western: Little Rock, Ark., 14-16; Springfield, Ill., 22-24; Charleston, W. Va., 29-Dec. 2.
Ring Bros.: Vidalia, La., 12; Centerville, Miss., 13; Magnolia 14; Summit 15; Monticello 16; Tyertown 17; Kentwood, La., 19-24.
Strong, John A.: (schools) Los Angeles, Calif., 13-30.

Ice Shows

Holiday on Ice of 1956: La Crosse, Wis., 14-18; Bangor, Me., 21-25.
Holiday on Ice of 1957: Norfolk, Va., 13-14; Richmond 15-19; Canton, O., 21-25; Toledo 26-Dec. 2; Kansas City, Mo., 4-9.
Ice Capades, 16th Edition: Mexico, City, Mex., 13-19; El Paso Tex., 22-23; San Diego, Calif., Dec. 1-9.
Ice Capades 17th Edition: Buffalo, N. Y., 13-18; Syracuse 19-25; Toronto, Ont., 26-30; Montreal, Que., Dec. 2-9.
Shipsteads & Johnson's Ice Follies of 1957: Cincinnati, O., 13-25; Hershey, Pa., 27-Dec. 8.

Miscellaneous

Burke's Wild Cargo: Lancaster, S. O., 13-15.
Hitler's Armored Car, Jack W. Burke, Mgr.: Florence, S. C., 13-14; Albemarle 15-17; Sanford 18-19.

Charles Tiede, Racine, Wis., CFA, visited in Chicago Wednesday (7).

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THE FINAL CURTAIN

BECK—Chris H.,

52, president of the fair board of the Sonoma County Fair, Santa Rosa, Calif., November 1 in an airplane crash near Willcox, Ariz. (See Fairs and Expositions for details.)

BASSO—Louis,

52, veteran food and drink concessionaire at the Sonoma County Fair, Santa Rosa, Calif., November 1 in an airplane crash near Willcox, Ariz. (See Fairs and Expositions for details.)

BEDINI—Gene,

81, old-time comedy juggler, November 8 in New York. A native of Russia, he was raised in Paris and appeared widely in the U. S. with units and as single. While with Al Green's "Gay Nineties" in Montreal, he slipped on ice and was injured. Another sidewalk fall recently compounded his condition. He had lived with a cousin, Bessie Clifford, New York. Survivors also include Miss Clifford's sisters, Dolly Eckels and Martha McCaffery, and a niece, Denise Sydell Phillips. Services in Riverside Memorial Chapel.

CARRE—Mrs. Louise,

79, widow of the former circus manager, Alfred Carre, died in Paris, October 13. Survived by four sons, Albert, Ernest, Fredy and Harry Carre—all circus horse specialists. The Carre dynasty was particularly well-established in Holland and France.

CARTER—Kenneth,

57, secretary-manager of the Sonoma County Fair, Santa Rosa, Calif., November 1 in an airplane crash near Willcox, Ariz. (See Fairs and Expositions for details.)

DAVIS—Don D.,

63, at one time business manager of the T. A. Wolfe and K. G. Barkot shows, October 27 at Hamilton, O., of a heart attack. Davis also toured musical revues, playing both under canvas and in theaters. Survived by a son, Donald, of Greenwood, Ind.; a daughter, Garnette Boyd, of Valdosta, Ga.; his mother, Mrs. Zella Davis, of Fort Wayne, Ind.; two brothers, three sisters and three grandchildren. Interment at Washington Park Mausoleum, Indianapolis.

MATTHEWS—Harry C.,

59, kiddie park operator, October 26 at Compton, Calif. A one-time candidate for mayor, he was active in civic affairs. He held award merits from the Sister Kenny Foundation and Spastic Children's Foundation. A Compton resident for 13 years, he operated the Tiny Town Park for most of that time. Survived by his widow, Beatrice; two daughters, a son and seven grandchildren.

MILLETTE—Jimmie,

38, trapeze artist and member of a circus family which traces its lineage to Dan Rice, at Los Angeles November 7 following a heart attack. He did a head-balancing trapeze act, just as his father, Ira, and grandfather, Ed, had done before him. He had been with Ringling Bros. and Barnum & Bailey Circus, Hagenbeck-Wallace, King Bros. & Cristiani, and Clyde Beatty circuses, among others. From 1942 to 1945 he was with the Seabees, serving in the Pacific theater. Burial Monday (12) at the military cemetery, San Francisco.

NEWTON—Mrs. Mary S.,

widow of Bill (Honest Bill) Newton, veteran circus trapper, November 4 at the home of her she is survived by a son, Cly, daughter, Mrs. Bernice Peters, Miami. Besides her daughter,

who also toured with circuses. Burial in Miami.

REDMOND—Frank,

84, veteran circus and carnival man, who retired nine years ago after 40 years in outdoor show business, Wednesday (7) in St. Francis Hospital, Cincinnati, following a long illness. Redmond joined Ringling Bros.' Circus when in his 20's and spent most of his active career with the show as cook and handy man for performers. At one time he left the show to work with carnivals for several years, later returning to the Big One. During the winter when the show was in quarters Redmond and his wife, Elizabeth, worked as carnival concessionaires in the South. Besides his widow, he is survived by a sister, Mrs. Glena Baglan, Cincinnati, and seven nieces and nephews. Requiem high mass Saturday (10) in St. Pius Church, with burial in St. Joseph Cemetery.

RUSSELL—Sidney,

82, long-time member of the Lethbridge (Alta.) Exhibition board, October 27 at Lethbridge. He and his wife were the pioneer couple chosen by the city to be presented with a plaque at the 1956 Lethbridge and District Exhibition for the contribution they made to Southern Alberta over the years. Burial was in Lethbridge.

WARFIELD—Kenneth,

husband of Lottie Mayer with whom he was associated 37 years in presenting the Disappearing Water Ballet, November 4 in Miami. (Details in General Outdoor section.)

YALE—Chick,

circus clown, October 28 at a hospital at Albuquerque, N. M., following surgery for the removal of a tumor from his throat. He was a clown and table rock performer with many indoor circuses in recent years and earlier with outdoor circuses.

IN LOVING MEMORY

FRED G. MILLER

(Aerialist)

Who Passed Away

Nov. 15, 1951

EMILY MILLER

EILEEN MILLER HELTON

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In Loving Memory of

MATTHEW J. (SQUIRE) RILEY

Died November 3, 1948.

"Always in our hearts."

LILLIAN & MARK

Due to a regrettable error

the above expression of commemoration was omitted from the issue of Nov. 3

IN MEMORIAM

FRED WAITE

Died November 7, 1953.

"You are with us in spirit, dear Pat."

Your Friends,

3 FEATHERS

IN MEMORY

of My Husband

FRANK R. JONES

Who passed away November 10, 1954.

Sadly missed.

MARION JONES

FAIRS-EXPOSITIONS

NOVEMBER 17, 1956

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

59

Three Calif. Execs Die in Airplane Crash

SANTA ROSA, Calif.—Funeral services for the three Sonoma County Fair officials who were killed when their plane crashed and burned Thursday (1) in Arizona were held here and in Petaluma, Calif., last week.

Killed when their plane went down near Wilcox were Kenneth Carter, 57, fair manager; Chris Beck, 52, fair board president, and Louis Basso, 52, long-time fair concessionaire.

The fatal crash occurred as the private plane, owned and piloted by Beck was taking off from an airstrip on a farm. An eyewitness was the farm owner, former Sonoma County Supervisor Richard C. Miller with whom the fair men had visited before taking off after lunch. Cause of the crash was not immediately known.

Carter had lived here for approximately 25 years and had been associated with the fair in various capacities, including that of horse show manager, before he was appointed manager two years ago succeeding the late H. Jack Liebau. Carter became the fair's first full-time manager this year.

Beck, a Petaluma rancher-stockman, had been a member of the fair board since the 1940's and was named board president two years ago following the retirement of Joseph T. Grace, who headed the group for years.

Basso, a native of Italy and a local resident for 50 years, had food and drink concessions on the fairgrounds here and at other Northern California expositions.

Carter is survived by his widow,

Lorraine; a son, Donald R. (Punkey) Carter, both of this city; a brother, Vincent, and a sister, Mrs. Gertrude Murphy, both of Albany, Ore., and a grandson. Beck leaves his wife, Lucille, and a son, Chris H. Beck Jr., both of Petaluma. Basso is survived by his widow, Bernice; a daughter, Karen; his mother, Mrs. Mamie Basso; a sister, Mary Scagliola; three brothers, Fred J., Victor and Joseph, the latter residing in Sacramento.

Craig Renamed At No. Battleford

NORTH BATTLEFORD, Sask.—A. Millar Craig was re-elected president of the North Battleford Agricultural Society at the fair's annual meeting. Gordon Shepherd and T. Alex Boulton were returned as vice-presidents.

N. W. Symonds, secretary, reported a profit of well over \$10,000 had been shown on the 1956 exhibition. Honorary life membership plaques were presented by Craig to George Cockburn, H. S. Stewart, J. W. Bawden, E. J. Partridge, A. C. Edinborough, R. V. Hullebush and W. C. Webb.

Jacksonville Tops 1955 With 100,000

JACKSONVILLE, Fla.—Combined paid and free attendance hit the 100,000 mark, it was claimed by the Greater Jacksonville Agricultural and Industrial Fair which drew to a close Saturday (3). It was the fair's second annual edition, and the attendance was reportedly a third better than last year's 75,000.

The event, it appeared, established itself solidly with this edition, and plans for the 1957 fair will be taken up in January at a directors' meeting. Dates have already been set for November 14-23, and the Cetlin & Wilson Shows will return with the midway.

Weather broke favorably on Thursday (1) after being threatening during the early days. At that time, admissions were down 5,000, but the weather, paired with civilian and Navy paydays, enabled the figure to climb during the final three days. Event was shut on Saturday.

Final Day Big

About 25,000 crowded in on closing day, with all children being admitted free, as they were on the first Saturday of the fair. Chances are good for mid-week school days thru school board co-operation next year. Some 25,000 kiddies passing thru the free gate on the two Saturdays, added to the total paid admissions, made for the over-all total of 100,000.

Intention is to retain the Gator Bowl as site of the fair in future years, due to the institutional work which has gained the stadium wide identification in the nation. A street address means nothing in advertising, one official noted, but the Gator Bowl is a recognized location.

The stadium eaves were filled with commercial exhibit space, while agriculture and arts and crafts occupied three large tents on the outfield of the city baseball stadium across the street.

Ted Chapeau, of the sponsoring Variety Clubs, has managed the two editions of the fair, as president of the fair association. A \$10,000 premium kitty was disbursed.

Calgary to Spend 200G On Stage, Added Seats

CALGARY, Alta.—A new attractions platform, additional seats and a performers' tunnel will be built at a cost of \$200,000, directors of the Calgary Exhibition and Stampede have decided. Work is expected to be completed by the spring of 1957.

The project will provide some 1,000 additional seats in front of the new movable 50 by 100-foot stage. The stage will be drawn onto the race track each evening following the chuck wagon races and

will replace the present permanent platform in the enclosure.

A tunnel will be built from the dressing rooms in the grandstand to the platform. A sloping paved area from the grandstand to the race track will have a three-foot drop.

Also discussed was a proposal for a new exhibits building which would provide curling facilities in the winter. Consideration was also given to a large-scale program of renovations and additions to grandstand seating facilities.

60,000 Scores Gate Winner For Savannah

SAVANNAH, Ga.—The best Coastal Empire Fair in the event's seven years closed Saturday night (3), with officials claiming an admission total in the neighborhood of 60,000, an increase of 5 per cent.

Sponsoring Exchange Club devotes much of the proceeds to the Jefferson Athletic Club for Boys. Its outstanding feature this year was the livestock show and expanded swine division.

A second school day was held on Friday, since the scheduled one, Tuesday, suffered at the gate from threatening weather. The dime gate for kids prevailed.

Successful events held during the week included greased pig scrambles, a model airplane demonstration, and a closing night award of a free trip to Cuba. A high act performed daily, and the Gooding Amusement Company provided the midway. Hunter Leaf, fair promotional chairman, reported that Gooding has been signed for 1957 after producing an increase in ride and show grosses.

George Park is fair president, and manager is Meredith Thompson.

FAIR MEETING DATES

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 20-21, Emery Boucher, Coliseum, Exhibition Park, Quebec 3, secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 26-28, Frank H. Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

West Virginia Association of Fairs, Huffman Hotel, Charleston, December 7-8, James T. Hetzer, P. O. Box 589, 307 Bank Arcade, Huntington, secretary.

Western Fairs' Association, Hotel Del Coronado, Coronado, Calif., December 3-6, Louis S. Merrill, Sacramento, Calif., general manager.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 10-12, C. S. Miller, Tipton, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 2-4, Win H. Eldridge, 315½ E. Mill Street, Plymouth, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 6-8, William H. Clark, 360 Walnut Street, Franklin, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 7-9, Harold C. Pederson, 3521 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9, Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Exhibitions, Governor Hotel, Jefferson City, January 10-11, Rollo E. Singleton, Department of Agriculture, State of Missouri, Jefferson City, secretary.

Georgia Association of Agricultural Fairs, Atlanta, January 14, Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 15-17, Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

South Carolina Association of

Fairs, Jefferson Hotel, Columbia, January 16, Tom Craig, 618 Montgomery Building, Spartanburg, secretary.

Association of Tennessee Fairs, Hotel Andrew Jackson, Nashville, January 17-18, L. E. Griffin, P. O. Box 90, Nashville, secretary-treasurer.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 17-18, Corbin Green, P. O. Box 776, Hickory, secretary.

Western Canada Association of Exhibitions, Prince Edward Hotel, Brandon, Man., January 18-20, Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, Jefferson Hotel, Richmond, January 20-21, William E. Finch, Fairgrounds, Danville, secretary.

Michigan Association of Fairs and Exhibitions, Fort Shelby Hotel, Detroit, January 20-22, Harry B. Kelley, Hillsdale, secretary-treasurer.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 21, William C. Lynn, Room 615, 1 West State Street, Trenton 8, secretary.

Massachusetts Agricultural Fairs' Association, Hotel Hawthorne, Salem, January 21-22, Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 23-24, Roy E. Symons, Skowhegan, secretary.

Pennsylvania Association of County Fairs, Abraham Lincoln Hotel, Reading, January 23-25, Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 24-25, L. Doc Cassidy, 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, (Continued on page 60)

A NEW GRANDSTAND SHOW FOR 1957 FOR FAIRS AND CELEBRATIONS SAM HOWARD'S WATER FROLICS

Beautiful Bathing Girls, Novelty Acts, all necessary scenery, music and marvelous lighting effects.

Will play on percentage basis or flat price.

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H. G. SAPERSTEIN at Annual Outdoor Convention, Sherman Hotel, Chicago, Nov. 26-28 or 410 So. Beverly Drive, Beverly Hills, Calif.

Carlin's Top Spot For Balto. Project

Voters Approve Civic Center Which Would Replace Park Started in 1919

BALTIMORE—Baltimore voters have approved the \$6,000,000 bond issue for a civic center here, for which the Carlin's Amusement Park location has been strongly urged as a site. The vote was 105,253 for, and 54,078 against.

The city administration in September came out for the Carlin's location (The Billboard, September 22). If this plan goes through and the prospects are favorable—it would mark the end of another oldtimer among the nation's amusement parks. Carlin's history dates back to 1919.

Some business and civic groups have opposed the location and urge instead a downtown spot for the coliseum and other elements. Mayor D'Alesandro said he will keep the question of a site open until January 15, by which time any alternate site would have to be proposed.

'55 Last Full Season

It was in 1919 that John J. Carlin Sr. opened a dance hall in a wooded area in the suburbs, the first element in what was to develop into a full-scale funspot. In recent years, however, there has been a steady de-emphasis at the park, to where 1955 was the last full season.

Since then practically all of the rides have been disposed of, and this year just the pool and rink remained in operation. Carlin's Iceland rink was gutted by fire last January, depriving Baltimore of a two-story stucco building which had been the home of the Baltimore Clippers of the Eastern Hockey League. The team finished its season at the new Coliseum in Charlotte, N. C.

Last November a three-alarm fire damaged several concession stands and other midway proper-

'Dry' Voting Shocks Spots At Salisbury

Frolics, Bowery And Others Lose Liquor Licenses

SALISBURY, Mass. — For the first time since the repeal of prohibition this resort town, with its big beach area, has voted "dry." The surprise election result means that some 40 establishments, including Denuis Mulcahy's 1,200-seat "Frolics," automatically lose their liquor licenses on the last day of November.

Owners and employees of bars, cafes and liquor stores are in a turmoil, and some citizens have expressed concern for the town's economic future. Adjacent Hampton Beach over the years has provided many customers for the Salisbury spots. With the dry vote, there will be many surprised vacationers next season who will make their customary jaunts from Hampton, also dry, in order to visit package stores or niteries. The search will be futile in 1957, however.

What the effect will be on spots like the "Frolics" and "The Bow-

(Continued on page 65)

ties. In previous years, a 10-alarm fire damaged the park in 1937, and the dance hall was burned out in 1928.

Future Plans Muled

William J. Fischer, president of the operating corporation, has noted his intention of remaining in the amusement field. Several ideas are being considered, all pending completion of the civic center plans. The amusement park spot has long been identified with all manner of sports and other events and attractions, its proponents say.

The civic center would have permanent seating for 10,000 persons and removable seating for an additional 3,000. The tract, at Park Circle and Druid Hill Park, contains 39 acres, and is served by four bus lines and is crossed by the Western Maryland rail line.

Disposition of the Carlin's rides has left Baltimore with one amusement park, Gwynn Oak.

Houston Firm Plans Building 3 Kiddielands

HOUSTON—A new firm here has announced plans to build a local chain of three kiddielands, and it has leased part of the land for the first one.

Organized as the Peppermint Parks, Inc., the corporation has William H. Watson as president and general manager, and John M. Sheesley as vice-president and treasurer.

A pylon in the form of a giant peppermint stick will identify each of the three parks. The first location is at Post Oak and Westheimer and consists of about five acres. More space will be added and the layout will include a Miniature Train, Merry-Go-Round, Ferris Wheel, Whip, Skyfighter and live ponies. A \$200,000 investment is contemplated.

The first spot is expected to be in operation by Christmas time. Locations for the others are being sought in the neighborhoods picked out by the company.

KIDDIELAND BONANZA

Summer in November Brings Joe to East

NEW YORK—An unheralded July in November has given heart and found money to kiddie ride operators thruout the East. The bonanza arriving for the weekend prior to Election Day, and on the holiday itself, was surprising and rewarding.

In the metropolitan area, Kiddielands were given a patron workout just like on a mid-summer day. The moppet parks, almost without exception, reported fine business.

Sharing in the boom were such beachside spots as Coney Island and the Rockaways, where city dwellers head for boardwalk strolling whenever fall and winter weather turns mild. Scooters, Carousels and Kiddielands on the Island took in fair money, and

Rockaways' Playland likewise did well.

Long stretches of peak crowds were experienced by New York's many neighborhood Kiddielands.

The spurt was doubly appreciated since it trailed one of the East's poorer summer amusement seasons, with rainfall appearing on a good number of weekends like clockwork.

All operators concerned would rather have had the weather—clear skies, bright sunlight and temperatures in the high 60's—at a better time of the year. But, with no inclination to bite the hand that feeds them, they took advantage of the weather break while they could.

Fair Meetings

• Continued from page 59

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.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 28-30. H. C. McClellan, Arlington, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 7-9. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 11-12. Leonard T. Barnes, P.O. Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Berlin High School, Berlin, March 9. Joseph C. Bartlett, North Haven, Conn., secretary.

Schott Renamed Coney Prexy; '56 Season Okay

CINCINNATI—Edward L. Schott was re-elected president of Coney Island, Inc., Monday (5) at the annual board meeting held in company offices here. At the same time he reported that the 1956 season was satisfactory, altho unfavorable weather held results below

those in 1955, and said that the park staff is to begin work immediately on general improvement for next year.

Schott, who is beginning his 22d term, succeeded his father, the late George F. Schott, as president of the park in July, 1935, and has served as its president and general manager since then. Under his guidance the park has achieved international recognition as a model amusement park, while Schott has become widely known as an authority in his field. He served as advisor in the planning, construction and operation of Walt Disney's Disneyland in California and also has served as president of the National Association of Amusement Parks, Pools and Beaches.

Other re-elected officers are Fred E. Wessellmann, vice-president and chairman of the board, and Ralph G. Wachs, secretary-treasurer. Re-elected directors are Robert B. McClure, Charles Sawyer, Charles Sawyer Jr. and John M. Towle, all of Cincinnati, and John P. Williams, Dayton, O.



EDWARD L. SCHOTT

NAAPPB Completes Convention Plans

CHICAGO—Final plans for the annual convention of the National Association of Amusement Parks, Pools and Beaches took shape last week and Executive Secretary Paul H. Huedepohl said all would be in readiness in advance of the November 25-28 conclave.

Huedepohl put emphasis on the need for park association members to get reservations to his office as soon and as completely as possible.

A new advance reservation system is being used this time and it is expected to speed the registration procedure when the convention starts.

Big Attendance Seen

Outlook, Huedepohl said, is for attendance equal to or exceeding that of last year. Applications for hotel rooms are heavy. The reservation system is bringing in more advance reservations for the banquet and ball than the previous system and Huedepohl said that it was shaping up well.

The secretary also said that tables at the banquet were being assigned on a first come first served basis.

Final draft of the convention program was being prepared late last week. It was to show a schedule little changed from that detailed in The Billboard last week.

Several booth spaces remain unsold at the annual outdoor trade show. There are about seven locations unsold, it was reported.

30G FROM TV

Miss America 157G Revenue Nets \$4,613

ATLANTIC CITY—The 1956 Miss America Pageant showed a net profit of \$4,613.14, according to the financial statement presented to the pageant board of directors. Board President Hugh Wathen reported that income received totaled \$157,621.12, while expenses amounted to \$153,007.98.

Ticket sales during the four nights of pageant competition in Convention Hall netted \$81,700.80, while television rights, given again this year to the Philco Corporation for its Saturday night 90-minute telecast of the finals, brought \$30,000. Program book sales netted \$14,668.93; ticket sales for the evening Boardwalk parade brought \$12,001.89; Philco advertising rights contributed \$10,000 and the Florida Citrus advertising brought \$5,000.

Other income was received from sales of the official program for preliminary Miss America Contests amounting to \$3,234.64; the Miss Atlantic City Ball, \$303.20; the Coronation Ball, \$111.80, and the official pageant photographer, \$600.

Staging Biggest Nut

Staging of the pageant provided the largest expense item of the 1956 pageant, costing \$52,292.49. Of this, the Convention Hall received a total of \$11,787.07—\$8,487.07 in rent and \$3,300 as an 11 per cent commission on the television rights fee. In addition, \$22,636.93 was paid to stagehands, sound crew, electricians, carpenters, painters, ushers, guards and other Convention Hall employees. A total of \$17,868.49 was divided amongst the pageant director, producer, master of ceremonies, stage set designers, musicians and others.

Other expense items included payment of \$27,966 for salaries; publicity and advertising, \$14,236.02; real estate costs of \$8,644; entertainment and travel expenses of \$6,600.49; office expense and upkeep totaling \$6,220.50, and new scholarships for talented non-finalists, \$4,800.

Wathen explained that surplus receipts over expenses are used in computing the budget for the next Miss America Pageant. The Miss America Pageant, Inc., is a non-profit organization.

NEW YORK—Van Myers, director of concessions at Wometco Theaters, Miami, was named general chairman of the '57 convention and trade show to be held by the National Association of Concessionaires in Miami next year.

ROLLER RUMBLINGS

**Skating Foundation—
A Dream Come True?**

By C. V. (CAI) SEFFERINO
Price Hill Roller Rink
Cincinnati

Last week I received a circular announcing creation of the Roller Skating Foundation of America, sponsored and fully underwritten by the Chicago Roller Skate Company and dedicated to a nationwide effort to promote and publicize the roller skating business. For the past 15 years I have been pleading, thru articles in The Billboard, for such a movement. It is going to be interesting and gratifying to me to watch results of such a grand effort.

I have every confidence in the ability of Irwin Rosee, who is to handle the package, and in the business know-how of Chicago Skate's Joseph Shevelson, active in the guidance of the project. Recently I have had talks with these men and have exchanged correspondence with them. It is my opinion that in the RSFA the rink operator and the entire industry are being presented the greatest opportunity they have ever had.

Up to Operators

If operators fail to give every effort in co-operating with the RSFA, then I feel that the business will forever remain a hopeless, plodding industry successful in only the spots where men are willing to listen and to energetically promote their individual properties. If operators are negative, then the upswings and downswings of the business will continue and will be accepted by a few stagnant minds as another phase in the heredity of the business.

This foundation is a big thing; bigger than any individual or organization, and I don't want to be misinterpreted in this statement. I believe in the Roller Skating Rink Operators' Association of America and I am grateful to it and to its

founding leaders—Victor J. Brown, Fred A. Martin, Fred Freeman and Earl Van Horn—for their great personal contributions to it. The United Rink Operators, composed of some of the most brilliant minds in the business, is an offspring of the RSROA, born thru misunderstanding, jealousy and hatred which never should have prevailed but which will probably never be reconciled. These organizations, I assume, will continue to foster their own baby (selling roller skating to those who already have been sold on the sport). In the past I have been disappointed that these associations did not adopt a more realistic attitude toward the promotion of the business end of skating, but regardless of this real or imagined shortcoming, it must be admitted that they have served as the only lifeline of good publicity the industry has enjoyed, and I say with thanks that without their efforts roller skating would have died a horrible death years ago.

I don't know the answer to the problems of these associations, and I do not have the right to suggest a solution, but I am sure that with their sincere co-operation, the foundation may be the cornerstone of a healthy roller skating industry, one not merely dedicated to the proposition that rinks are the world's most popular baby-sitting agencies.

Four-Point Program

In my conversations with Messrs. Rosee and Shevelson I presented a four-part plan for a national promotional effort. They were: (1) A tie-in with Bill Love's (New York Journal-American) Roller Skating Queen contest on a national basis, with entries from every State, thus giving the operator an opportunity to hold his business during the waning months of March, April and May. Such a promotion would be readily accepted by any newspaper or TV station in the country. (2) A publicity campaign beamed at the adult and the billion dollars he spends each year in reducing weight and keeping physically fit. (3) Exploitation of the angle that roller skating is a family recreation. (4) Presentation of a championship before 50,000 or more people instead of before relatives of a few hundred contestants. If necessary, this might entail the giving away of the contests to some charitable project of the newspapers in the city in which the contests are held. As an added gimmick I suggested the award of scholarships to some of the most deserving skaters.

Apart from the above, it was suggested that a fund be set up for research into rink music. Proper music is one of our greatest needs. Too often the heavy backgrounds of rink music give our establishments the atmosphere of funeral parlors.

These ideas are passed on to readers of The Billboard in the hope that they will kindle some thought for the advancement of roller skating. They are opinions of one person and I do not know how many of them have been accepted. Personally, I believe that if they are used, operators will be eating high within a short time. I might add that I am not proud of the fact that a big rink like my brother's in Cincinnati has closed for want of support.

**RSFA Sets Group to Work
With Youth Fitness Org. . . .**

NEW YORK—A non-partisan roller skating committee to co-operate with President Eisenhower's Council on Youth Fitness is being formed by the Roller Skating Foundation of America, according to RSFA and Chicago Skate Company Prexy Ralph Ware Sr. Members will be recruited from the Roller Skating Rink Operators' Association of America, United Rink Operators, independent ops, manufacturers and the press.

Press members to be invited include Al Schneider, The Billboard; Art Goodfellow, publisher of National Roller Skating Guide, and N. Y. Journal-American skating writer, Billboard correspondent and Roller Guide assistant editor Bill Love.

Formation of the committee, with Ware as temporary chairman, followed a three-and-a-half-hour conference Wednesday (7) between Dr. Shane MacCarthy, director of the President's Council, and foundation officers. Representing the RSFA were Ware, Joseph F. Shevelson, its executive secretary-treasurer, and Irwin N. Reese, vice-president in charge of public relations.

The meeting took place at the Security Building, Washington, and was observed by Shirley Povich, sports editor of The Post and Times Herald.

Speaking for the Foundation, Shevelson and Ware explained roller skating's problems, its contribution to national physical fitness and the purpose of the organization. MacCarthy pledged to encourage the construction and use of playgrounds, streets and other facilities for the sport and to co-operate with rink activities.

"Roller skating fits into our program because it is healthful, body-building and at the same time, fun," said McCarthy. "What's more, it allows full family participation and that is very important in any program for youth."

The President's Council on Youth Fitness consists of Vice-President Richard Nixon, chairman; the attorney general of the United States, and the secretaries of the Interior, Agriculture, Labor, and Health, Education and Welfare.

Out-of-Rink-Classes

Aid Carbone Box-Office . . .

HAVERHILL, Mass. — Attilio Carbone, operator of Skateland here, credits organized out-of-rink skating classes with having helped his box office and the sport in general in Haverhill. In co-operation with the YWCA girls' activity program, Skateland's professional, John J. Milazzo, conducts three classes each Thursday afternoon at the Y for girls ranging from grade school age to high school teenagers, says Mrs. Anna Milazzo.

These classes are open to youngsters who already skate freely and maintain balance. The first, for high schoolers, is devoted to basic skating skills and the teaching of a skating routine. Included are turning, backward skating, the arabesque, bunny hop, etc.

The second class is for grade school children who are beginners. This class is geared especially to Girl Scouts who want to meet the requirements of their skating merit badge. This group is offered work on forward and backward skating, stroking, the circle waltz, the spiral and other skills.

The remaining class is for grade school girls who are more advanced. It emphasizes progressive stroking, outside edges and forward cross rolls. In all groups the professional stresses posture and grace.

**Prizes at Rialto's
Hallowe'en Party . . .**

SPRINGFIELD, Mass. — Rialto Roller Rink here staged a Hallowe'en Party October 30, with

DROP ACTS, SHOWS

**Hershey Talent \$
Put to Advt. Use**

HERSHEY, Pa.—In spite of rainy weather during the 1956 season, Hershey Park registered the biggest grosses of its 49-year history. Increased emphasis on group picnics is credited by George W. Bartels, manager, with helping to boost business.

"Hundreds of industrial plants, schools, lodges and church organizations were contacted by Cyril J. Little, of the park's promotion department, who offered special group rates, plus visits to the Hershey Chocolate Corporation plant and free admission to the Hershey Museum. Much of the advertising and promotion budget was previously used for free talent.

School business in May and early June accounted for a lion's share of receipts. As many as 70 busloads of children, some of them from 100 miles away, were counted on a single day.

Industrial, church and club picnics took up where the school groups left off. Quite a few special trains brought thousands of visitors, including the Leeds and Northrup group, of Philadelphia; the Reading picnic, and several large church groups from all over the area.

A new park brochure, an attractive promotional piece, was designed by Richard H. McCrone, publicity director. Some 25,000 copies were distributed to hotels, tourist homes, motels and motor clubs over a four-State area.

Acts and Shows Dropped

Free aerial acts and the twice-weekly park "gimmick" shows were dropped, and the money was channeled into newspaper and radio advertising. Free Sunday and holiday concerts were retained, however, and emphasis was put on special attractions.

The United States Navy Band and the Women's Air Force Band came in for free Sunday concerts, attracting capacity crowds. Meanwhile, appearances by local orchestras were discontinued and free attractions were chosen from the area's better brass bands and variety troupes.

The Pennsylvania Dutch Days, a folklore fair which has been a park feature for eight seasons, was further expanded. As a result, an estimated 200,000 persons jammed the park for four days during the last week of August. This Dutch festival, which began as a one-day affair, has grown by leaps and bounds and now includes many agricultural features usually reserved for fairs.

There is free gate to Dutch Days, as there is to the park at all times. Admission to all Dutch Day events, including entertainment and the agricultural show, is also free.

The park's big free zoo was also expanded to include a new outdoor monkey island. A huge rockpile, honeycombed with caves to house

the simians, is the focal point of the display. It is surrounded by a moat filled with water, and access is by a specially constructed walk.

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No. 4089

FLORIDA STRONG FOR BEATTY SHOW

Railroad Strike Threatens in Georgia; Show Nearing End of 12-Week Season

HOLLYWOOD, Fla. — Clyde Beatty Circus played to two straw houses here Thursday (8) and then moved on Miami, where it had a three-day weekend stand set. The Miami stand promised to be one of the high points of a successful tour of Florida.

The show plays nine more towns in the State, the final one being Sarasota, where it closes its season on Tuesday (20). The show is expected to go into quarters at Sarasota, but no announcement about exact location has been made.

The winning tour of Florida followed the Beatty show's route thru Georgia.

Rail Crews Quit

The Atlanta stand wound up with a score of four large crowds, it was reported. It made a 126-mile jump on a branch line to reach Columbus, Ga., at about 10 a.m. October 31. That afternoon show started at about 4:15 p.m. and

pulled one-third of capacity. The night show had half of capacity. Auspices had sold about 3,000 tickets, and the date was a break-even affair.

During the day in Columbus, the Central of Georgia Railroad notified the show that a strike of four rail unions was pending but that an injunction would prevent an interruption of service. The show was to move 100 miles to Albany via the Central.

At 10 p.m. that night (31) the strike was called and train crews left work. The show train was loaded and ready to move on schedule, but it was 6 a.m. before confusion about the strike and injunction was straightened out and the train was moved.

Fine 30-Week Season Ends For Blackpool

BLACKPOOL, England — Tower Circus here has closed one of its best seasons, the final Saturday playing to three full houses. A 30-week season was strong right thru the year. The usual party and giving of medals and bouquets took place following the final show.

Acts were the Two Matanzas, tumbling; Miss Irene, working Tibor Alexander's dogs; Theda Sisters, trapeze; Jozsi Vinicky, working Krone's golden horse Pegasus; Heltanos, hand and head slides on wire; King Kong, human gorilla; Gilbert Houcke, working Krone's Royal Bengal Tigers; Vinicky, working Krone stallions; See-Hee Troupe, acro: Five D'Angolys, juggling; Vinicky, working Krone's Shetland ponies; Zemgannos, flying act, and clowns Charlie Cairoli and Paul, Tom and Jerry, Jimmy Scott and Jimmy Buchanan.

Band was led by Erik Ogden, equestrian director was Harold Holt and ringmaster was Jimmy Lytton. The final party was addressed by H. Douglas Bickerstaffe, chairman of the Tower Company.

Von Elephants At GOP Spree

WASHINGTON — Two elephants from Von Bros.' Circus, Judy and Dixie, took part in the Republican Party victory celebration at the Sheraton Park Hotel here election night, Tuesday (6). Henry and Freddie Vonderheid were on hand with their elephants. Later the baby elephant, Dixie, was turned over to the National Zoo at Washington.

James Haley Re-Elected

SARASOTA, Fla. — James A. Haley, former president and director of Ringling Bros. and Barnum & Bailey Combined Shows, Inc., was re-elected to the U. S. House of Representatives in balloting on Tuesday (6).

ALUMINUM

Mills Buys King Poles From Hunts

BURLINGTON, N. J. — Some of the King Bros.' Circus equipment acquired recently by the Hunt family has been turned over to Mills Bros.

Jack Mills, it is reported, made a deal this week for all the aluminum center and quarter poles the Hunts had gotten, and also for two low-bed, drop frame trailers.

The equipment will be picked up at Hunt quarters the end of this month, when the Mills elephant Burma is brought to New York on the 28th for a video appearance. The poles will replace the wooden ones Mills has been using.

Concello, Valdo Seek Houston for Ringling

HOUSTON — Booking efforts by Ringling Bros. and Barnum & Bailey Circus are continuing, and the scene of operations switched this week from New York to Houston.

Arthur Concello, executive director of the show, and Pat Valdo, director of personnel, arrived here to talk with Shrine officials about that organization sponsoring a Ringling appearance in Houston next year. The Shrine's 1956 show is in progress now at the Coliseum.

The pitch for Houston and Shrine auspices may mark a switch in Ringling's new approach. In most other spots where the show has made contacts it was understood that it was not using local

auspices. But it was noted that the show could swing readily from town to town between a sponsored and an unsponsored operation.

Concello came here after spending a number of days in New York and elsewhere. He was in nightly communication with John Ringling North in New York. He also was in touch with arena executives in conferences about booking the proposed new version of Ringling-Barnum.

3 Animal Acts At Chimp Farm

DANIA, Fla. — Animal attractions from three circuses are quartered at the Chimp Farm here. They are the Beers-Barnes elephants, David Hoover's Lions and Roland Raffler's pig act. Bill McLellan's alligator wrestling show also is here, along with the assortment of chimps and monkeys.

Spot is a tourist attraction, with some of the visitors arriving on sight-seeing boats. John and Dorothy Ash are farm operators.

Beers-Barnes elephants also were quartered here last winter. They are worked several times daily. The Hoover lion act was with Hunt Bros.' Circus and is scheduled to go with that outfit again next summer. David Hoover is related to the Beers-Barnes family.

Raffler recently bought a half interest in the Brooks Stock Company. He and members of the Kriel Family of circus acts will have that show out next season, with Raffler offering his pig act there.

Tex Carson Cancels Out Final Stand

CELINA, Tex. — This stand was canceled by the Tex Carson Circus Friday (2) when it was found that a heavy rain the day before had made the lot too soft. The town was the last one on the show's 1956 route. From here the circus went to its Hugo, Okla., winter quarters.

CLYDE CONCLUDES WINNING SEASON

Signs Wallendas for Repeat in 1957; Hagen Circus Also Scores Hefty Year

CHICAGO — Howard Suesz' circus operations have wound up a highly successful year and he is laying 1957 plans for both his Clyde Bros.' indoor show and Hagen Bros.' under-canvas circus.

Clyde Bros.' fall route was a big winner, he said. Opening at Shreveport with superior business, the show also did strong business at Dodge City and Salina, Kan. Other stands also were very good, with the exception of Omaha. The final stand of this route was La Crosse, Wis., where money was up but attendance was down some.

When the Clyde show reopens in February, the Great Wallendas will be with it. Karl Wallenda has signed to bring on 18 people and several acts and to produce special numbers. Other personnel will be named later, Suesz stated.

Suesz said the fall tour of Clyde Bros. was up about 15 per cent, but this gain was moderated on the year by the show's summer tour. At that time the circus did well on its Ontario route. But this was followed by three weeks of rain in New York State, and the show just broke even there.

The show owner also reported that while business as a whole was up, he found that concession takes were off. The indoor circus generally holds floss and novelty concessions on its dates.

Hagen Up 15-20%

While Clyde Bros. was scoring, Suesz' outdoor Hagen Bros.' Circus also was doing well. That show reported a season up 15 to 20 per cent over last year's. Robert Couls is manager of the enlarged show.

In reviewing Hagen's season, Suesz said that its route was continually good except for one week in Indiana and a stretch of several days when Hagen was behind Kelly-Miller in Arkansas.

Acts Announced For Macon Shrine

MACON, Ga. — The Great Eugene, high-wire act, has been contracted for the Macon Shrine Circus for the third time, W. J. Bailey, circus chairman, announced. The wire act will close the show, which starts Monday (19).

For the first time the show will use a circus band. Philip Doto, who had the band with the Cristiani circus, will furnish a five-piece band for the Macon date. Formerly the music was played on the organ at the auditorium.

Among acts contracted are Eddie Hendricks and Helene, trap and wire; John Scott's dogs, Oscar Konyot's troupe of three chimps and a collie dog; Gabby and Kitty Wendt, aerialists; Ward Hall and company, sharpshooting and juggling. Bailey said three more acts will be booked and contracts are out and expected to be received in the next few days.

Harlingen Pleases Polack Western

HARLINGEN, Tex. — Polack Bros.' Circus pulled good business here with its Western unit playing under auspices of the Shrine Club. Three-day stand averaged 5,000 persons per performance, according to one report, and the final show pulled 6,500 at the ball park location.

Coming up is a meeting at Oklahoma City between Suesz, Couls and general agent Joe McMahon. At that time the final outline for Hagen Bros. 1957 edition will be drafted.

Suesz said that it seemed certain the tented show would operate with an enlarged advance force of five billposters next year. It also is planned that the show will carry a concert and it probably will have some pit shows on the midway.

There is a strong likelihood that the 1957 Hagen Bros. will be showing more animals and that it will have more seats and more canvas at that time.

Suesz said he had not decided whether to troupe his small school unit, Rex Bros., in the South this winter.

He also reported that trainer Tony Smaha has been making great progress with the Howard Elephants, three young bulls which Suesz bought about a year ago and which Smaha recently took over.

Gloria Gretona Hurt

At La Crosse, Gloria Gretona sustained a wrist injury that required 21 stitches. The accident happened when a dressing room window broke, and she was out of the Gretona high wire act until the final night. At that time another member became ill, and Gloria returned to work. The act was with Clyde Bros. last season and returned for the La Crosse date this time. The Wallendas had a previous commitment.

Show played the Mary E. Sawyer Auditorium in La Crosse. Earlier, it was at the Mayo Civic Auditorium, Rochester, Minn. It had attendances there of 700 and 900 on the first day and 3,000 and 2,000 on the second. First day's business was light because of Hal-loween.

Cole Completes 31-Week Tour

SULPHUR, La. — The George W. Cole Circus completed its season Saturday (10) at Trinity, Tex., giving it a tour of 8,688 miles in 31 weeks. The show has enjoyed very good business on the year.

At Sulphur on Thursday (1) the show had a light afternoon and a three-quarters night house. Here and at some other recent towns football competition was stiff and rain hit another spot.

At a late hour last week the show had not announced where it planned to winter. In the past it has gone to Hugo, Okla., but for several years there have been plans to park elsewhere. Reason would be to avoid the traffic jam of shows and agents when it and other Hugo shows open in the spring. Towns close in to Hugo have been over-worked by shows.

The Cole show was negotiating with several locations, one of them at Hot Springs, Ark., but the final selection of quarters was not yet known.

Scotty the Clown (Doc Caudler), who claims to be the second oldest such performer in the country, has been working the advance for Polack shows in Philadelphia and Baltimore. He plans to start work as a Santa Claus in a Baltimore store before long.

UNDER THE MARQUEE

By TOM PARKINSON

Four stitches were taken to close a wound in the side of Katherine Cacchini after she was injured in the whip-cracking act she and her husband had with the Cristiani Circus. She completed her act, then fainted, but made the night show.

Vanda Cristiani and Chester Cable, of the Cristiani show, were married recently in Pascagoula, Miss. . . . Valerie Jacqueline Bartok, daughter of the Dr. Milton Bartoks, and Edward Starr were married Friday (26) in Sarasota, Fla., and will live in California. She is Miss Sarasota of 1956. Her father operates the Bardex Medicine Show.

Wally Ahlberg, John Hartwig and Gordon Wheeler caught Clyde Bros. at Rochester, Minn. . . . Veteran troupier Bob Calloway would enjoy mail, he writes from Thorp's Nursing Home, Bristol, Ind. . . . Naomi McDowell, Nashville, Ill., calliope player, was piano accompanist for her brother, a violinist, when he offered his original "Dixieland Blues" at a Ted Mack amateur audition in St. Louis.

Don Rey reports that he and Jimmy Goff provided the music for the American Royal Horse Show in Kansas City. On the program with Gene Autry, Annie Oakley and the Autry troupe were the Alberto Zoppe riding troupe with Cucciola. Red Robbin, groom for the riding act, was injured when accidentally struck by a revolving bar.

Leo McKenzie, Wichita, Kan., fan, was a visitor in Chicago last week. . . . Burlesque comedian Mickey Markwood writes from New Orleans that he recalls he and others used make-up much like that of Emmett Kelly's many years ago and that he got his tramp clown idea from an early comic strip, "Hoagen's Alley."

Prof. George J. Keller writes that he and his wild animal act made several West Coast fairs as well as some in the Middle West. He will be with Orrin Davenport's show at Wichita and Kansas City.

IMCA Banquet

Continued from page 56

in the Continental Hotel, Kansas City. Drivers and car owners will meet with officers and directors in the morning with the social event scheduled for 7:30 p.m. The meeting was originally scheduled to be held in Chicago but was moved to Kansas City due to the many other activities during the Windy City outdoor meetings.

Monsour said that the point fund will be distributed among the leading 15-point winners of both stock car and speedway car divisions. He said the cash pool will exceed the \$4,500 which was disbursed last year to the leading 10 drivers in both divisions. The exact amount should be between \$4,500 and \$6,000 with the exact amount to be set at the Chicago meeting of officers and directors.

The latter meeting will be held in Chicago's Hotel Sherman on November 26. The program will include reports, recommendations for rule changes and the election of officers for 1957. Additional rules change recommendations will be accepted at the Kansas City driver meeting. Final action on all proposals will be made by the new officers and directors at a Kansas City meeting on December 2.

Monsour pointed out that the increased money in the point fund was derived from the IMCA Racing Club which was organized last spring and now has 51 business members and several hundred individual members. The club is managed by John Libby, assistant secretary of the Minnesota State Fair. Major project of the club this year was the publication of an IMCA Year Book, which will trace the 40 years of the auto racing organization.

Then Keller will make the Evansville, Ind., Shrine Circus, followed by an appearance on "Big Top" December 1. After that the act goes to Hawaii for E. K. Fernandez. During his long stay at Disneyland, Keller bought a ranch at Lake Malibu in Southern California and will headquarter there hereafter.

Turnaway crowd for the Harry Atwell Luncheon Club Tuesday (30) included Gene Whitmore, Sam Stratton, Alex Irwin, Dave Friedman, Scott Hall, Win Partello, Babe Boudinot, Nat Green, Dwight Pepple, George Green, Homer Briant, George Davis, Al Sweeney, Marion W. Organ and Harry Bert, as well as others.

Doc Capell's Shop-O-Rama is playing Texas towns. . . . Six members of the Trenton, N. J., Clown Club were scheduled to be on the TV show, "Strike It Rich," Tuesday (6).

Charlie Campbell visited with F. S. Wolcott, former owner of the Rabbit Foot Minstrels, at Port Gibson, Miss., recently. Campbell had one of his walk-thru shows exhibiting there. Campbell also has heard from agents in the area who are booking for Ben Davenport and for Ring Bros. Circus. . . . Gene Christian returned home to Bradenton, Fla.

TV show "Wide Wide World" for Sunday (11) was to have a circus section which would include views of the Sarasota high school circus, the Two Hemispheres bandwagon, the Sullivan Hall of Fame and Ringling art museum.

Forrest E. Wilson, attorney for the Cleveland Grotto Circus, which is produced by Orrin Davenport, is entering St. Luke's Hospital at Cleveland Tuesday (13) for a mastoid operation and would like mail.

Catching the Clyde Bros.' show at La Crosse, Wis., were CFA'ers Frank Van Epps, Robert Sherwood and Herman L. Rick.

C. S. Primrose, long-time circus contracting agent, entered Oak Park Hospital, Oak Park, Ill., for surgery last week. He would enjoy mail.

John (Chubby) Guilfoyle, retired wild animal trainer of Brownsville, Tex., visited Polack Western at Harlingen. Photos of fan Tom Inabinette and Polack elephant Opal were used on TV in Harlingen. Polack people visited in Old Mexico while at Harlingen. . . . Jo Smith, fan and pro photographer of San Antonio, has completed a

Sault Ste. Marie

Continued from page 56

Girls' Basketball Team once and the Harlem Magicians another time. A hypnotist, Garrett, played one night. A top Canadian TV show, with Cliff McKay and Monique appeared at the Sault building. Hank Snow, Dusty Owens and Ernest Tubb were among the country and western names from "Grand Ole Opry" which played the building.

Nearly 10,000 persons saw the fall fair sponsored by the arena, and all booth space for it was sold. Event included a nightly fashion show, an afternoon dog show and a nightly vaude show booked thru Leo B. Salkins Agency and Edna Welt.

The annual Rotary Community Night was centered around the arena and an estimated 40,000 people saw the parade that preceded the opening of the midway at the arena parking lot.

Hockey has been doing well, and negotiations were under way for an ice show.

movie of leading acrobatic troupes this season. . . . Ross Paul, of the Polack staff, is off the sick list.

Visiting Dr. William Mann at the National Zoo, Washington, in recent days were June Badger, of Hunt Bros.; Mrs. Bumpy Anthony and her sister, and Mr. Pfeiffer, who was with Barnes in 1923 and now has an animal farm at Millington, N. J.

Fans at the Clyde Bros.' stand in Rochester, Minn., included Dr. H.

Ariz. State Fair

Continued from page 56

and Rosemary, unicycle; the Four Belfors, Risley; Kinko, clown contortionist; the Two Ds, bars; Barbara Autry, rope spinning; the Smetonas, perch; Ted DeWayne Troupe, teeterboard, and the Flying Murillos, trapeze. The program was varied with Alvino Rey and his electric guitar for the first seven nights; Pancho and Danita, Latin dancers, and Jose's Hollywood Chimps.

The grandstand attraction included horse and big car racing. Gene Holter and his animal show were featured in front of the grandstand for two nights, Saturday and Sunday (3-4) and pulled satisfactory crowds despite the cold. Friday (9) and Monday (12) nights were highlighted by Bill McGaw's Tournament of Thrills, which debuted the 1957 Fords. Finals for the Miss Arizona contest were held Thursday night (8) under the direction of Phil Arden.

Harrald Harper was in charge of public relations and directed the press luncheon on Sunday (4) which replaced the cocktail party and dinner usually held the night before the fair opened.

With Ken Baker as director of special events for the third year, the 10 local radio and television stations offered a 10-hour marathon on Wednesday. The Dukes of Dixieland were flown in from the Thunderbird in Las Vegas and were featured with The Saints, and Jerry (Strings) Allen. Four TV stations supplied their selected acts for the marathon.

Add Amos and Andy

The stars of the "Amos and Andy" television show were added to the program for four days starting Friday (9). They were booked thru McDonald of the Associated Booking Corporation, Hollywood. Also booked thru this agency was Bill Williams, who is Kit Carson of TV, and he appeared on Friday as part of the kids' day activities Harry (Mophead, the Clown) Ross played the independent midway and contacted 60,000 kids before the fair opened.

The concessions department acted to stop pitch sales in the commercial exhibit building. Harvey Johnson, manager of the Maricopa County Fair in nearby Mesa and concessions superintendent, said that it was "hard to draw the line." The decision to change over had the concessionaires affected in a stew the first few days of the event.

Freedman's Concessions had novelties on the independent for the 11th consecutive year and W. B. Carter was back for the 10th year with roasted peanuts. W. R. Jones presented for the first time his "Living Desert" exhibit as Frank Murray offered his "Mobile Aquarium."

Publicity was handled by Tom Tarbox and Jim Lindstrom for John Turner & Associates, which held contract for advertising and promotion.

Big tops for the "Atoms for Peace" show and commercial displays were furnished by Pan American Amusement Corporation, Hollywood.

H. Conley, the John Hartwigs, the Gordon Wheelers, the Gary Davisons, the Dave Hacketts, the Wally Ahlbergs and Hawthorne Rettinger.

Aerialist Ullaine Malloy writes from South Bend, Ind., that she recalls seeing Bert Doss, Billy Ward and Rose Sullivan do triples in flying return acts at various times in past years.

Richard (Iodine) Iannone, Ringling-Barnum advance ticket agent, has been handling the advance sale for "Holiday on Ice" at Norfolk, Va., after which he will return home to Florida and work the advance sale for the State Fair at Tampa. . . . Prof. W. H. Agnew, who has a petrified man exhibition, writes that the Flint, Mich., newspaper recently carried some historical recollections about minstrels. He's planning to be back at the Chain of Rocks Park, St. Louis, soon.

Catching the Kelly-Miller show's final stand of the season were the A. Morton Smiths, James Boles, the Raymond McMillans, Jimmy Hamiter and Tommie Randolph. . . . On the Beatty show's lot in Atlanta was E. W. Adams, former ticket man on various circuses, who reports that the Beatty movie, "Ring of Fear," was playing Atlanta drive-in theaters prior to the show's stand there.

C. W. Finney, former general agent, reports that a savings and loan outfit in Aurora, Ill., is using a circus parade photo in an advertising mailing piece. . . . Paul Van Pool, Joplin, Mo., reports that the Merle Evanses were guests at his home recently. Van Pool was in Texas recently and visited Jean Allen, formerly with Cole Bros. On the way back he saw Bill Woodcock at Hugo, Okla. Ivan S. Douglas, who had the big top on Hagen Bros. visited in Joplin.

C. W. (Red) Sonnenberg, now with the NBC Opera, was expecting to see Bill McGough, former Ringling-Barnum ticket boss, while he was in the Fort Worth-Dallas area.

Cecil Eddington, clown, is at his Milwaukee home and is making appearances for the T. A. Chapman department store thru the Christmas season. He started this season with King Bros. . . . Mills Bros. Circus has booked some Ohio stands for next spring and has promotion crews at work.

Gil Gray Circus was playing El Paso, Tex., last week, and this was the final date of the year. . . . Happy Spitzer, who was with Hunt Bros. Circus this season, also was with Bob Dietch's Kiddieland Zoo for six weeks and now is vacationing in Florida.

H. R. Ray and family, back in Canton, O., quarters after a stay at Bill Green's animal farm in Ver-

mont, have hosted Ray Markel, Lloyd Bender, Betty Money, the Curtis McClands and others. Hope Ray went to Sarasota to join her sister.

Bill Woodcock, elephant engineer, tells about catching Hagen Bros. at Paris, Tex., and Tex Carson Circus at Bridgeport, Tex. On Hagen he visited with Bob Couls, manager, and with George Vest, veteran organ player. The Carson show closed Saturday (3) and the Gil Gray stock with it goes to Las Cruces, N. M. Included were three elephants, two pony drills and the camels-guanacos-goat combination.

Jorgen Christiansen is back in Fulton, Ind., near Rochester, and writes that other circus people headquartered there include the Gretonas, Lambertis, Zoppe-Zavattas, Johnnie Ladi Zoppe and Oglie Zavatta.

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WOM Ends Season, Returns to Quarters

Building, Weather Problems Overcome And Good Season Builds at Fairs

RICHMOND, Va.—The World of Mirth Shows returned to winter quarters here at mid-week after closing Monday (5) at the Augusta (Ga.) Exchange Club Fair. Despite a number of obstacles, including the loss of considerable time to rain, the season was termed a highly successful one.

The show equipment was moved to the grounds of the Virginia State Fair and stored in the principal exhibit building there. The show train will remain on a siding in South Richmond, several miles away.

Augusta gave the show a strong closing week as good weather prevailed. Grosses ran well ahead of last year and even outpaced the gate attendance. A final day, Monday (5), was added for the colored population. Business was fair.

Early Problems

Difficult problems faced the show in the early part of its season occasioned by the need to rebuild and replace a number of units which had been sold to the Dominican Republic where they had been in use thruout the winter at the World's Fair at Ciudad Trujillo. Some of the equipment was returned to this country only a few days in advance of the season's opening Decoration Day week at Plainfield, N. J.

Rides were bought as replacement units, and decorative features were constructed en route with the last of the building accomplished just before the show entered its first fair. By the time it arrived in Ottawa for the Central Canada Exhibition the show was back to full strength.

Partly to ease the job of rebuilding, the show played a tight area in New Jersey to consume about half of its still date time. Only average business resulted. The remaining still dates were somewhat spotty.

Fairs Good

Business at fairs was good, altho bad weather was experienced at virtually all of these events. There is little doubt that the grosses at some events would have been well ahead of former years except for

Fair Time Names Barker Gen. Supt.

PHOENIX — Chet Barker was named general superintendent of Fair Time Shows, Inc., by the carnival company's president, Olivia Waldron, at the Arizona State Fair here where the corporation had rides on the Siebrand Bros.' Circus & Carnival midway.

The show ended its 1956 tour of 19 weeks here and will winter in California.

Mrs. Waldron said that the show had three major rides on the Siebrand midway. She also announced that negotiations are under way to add two more major devices to the line-up of 14.

Prior to joining Fair Time early this year, Barker was with the Frank W. Babcock United Shows for several years.

losses of important working time to the weather.

Many thousands of dollars were lost to the rains that beat down on the Central Canada Exhibition and the fairs at Brockton, Mass.; Trenton, N. J., and Anderson, S. C. However, an over-all upsurge in business at fairs this year resulted in earnings keeping pace with last year even in the face of so much rain.

Frank Bergen, general manager, and Bernard (Bucky) Allen, concession manager, will attend an annual meeting of the Central Canada Exhibition in Ottawa prior to attending the National Showmen's Association Banquet and Ball in New York on Wednesday (21).

Arizona State Fair Okay for Siebrand

PHOENIX — Siebrand Bros. Circus & Carnival reported business up to expectations at the Arizona State Fair thru Wednesday (7), fifth day of the 10-day fair, which closed Monday (12).

The show featured a line-up of 31 kid and major rides, including three majors of the Fair Time Shows, Inc., 10 shows and concessions using 3,000 feet of space.

While the concession space was reported the same as in former years, a different layout allowed for more flash for the rides and shows. Rides were spotted down the center of the midway with the concessions interspersing and on the sides.

The line-up of shows included four owned by the carnival plus John T. Branson's pygmy horses and sealion shows, Burns' Crime Show, Clark's Monkey, Gordon's Snakes and Pete Kortess' Side Show.

Kortess' booking here marked the first time in 10 years that he has appeared in the West. The attractions included Iko and Eko, sheep-haired boys; Dick Manly, glass blower; electric girl; monkey girl; Rasmus Nielsen, Scandinavian strong man; Harold Smith, musical glasses; Mamie Carneau, sword swallower; Denny and Ethel, smallest married couple; Chief Whiteman, fire act; Josephine, girl in the fish bowl and June Brown,

Al Sweeney Heads League Officer Slate

CHICAGO — Al Sweeney, president of National Speedways, Inc., and veteran auto race promoter, will be the nominee for president of the Showmen's League of America, with the election set for Monday November 26.

Other on the ticket are Jack Duffield first vice-president; Bill Carsky, second vice-president, and John Gallagan, third vice-president. Bernie Mendelsin will be up for re-election as treasurer, and George W. Johnson is slated for the secretary post.

Tampa Club Opens Season November 12

TAMPA — The Greater Tampa Showmen's Association will hold its first meeting of the fall season on November 12, Sam Gordon, president, announced.

Members have been arriving back here daily, and Eddie Lowe has the clubhouse and grounds in shape for the winter social season.

Renewals for the club's hospitalization plan are now due, according to Harry Julius, treasurer, who pointed out that over \$8,000 was paid out this season in claims.

The homecoming party and dance will be held in the clubrooms on November 17, with music by Jimmy Robert's ork.

Chaplain George Rinlin is in St. Joseph's Hospital here in Tampa.

sword box. Sam Alexander, man of many faces, was also on the date. Eddie Hagen and John Dutton worked as talkers with Kenneth Meeker and Roblin Grant handling tickets. Red McKittrick and Marie Kortess also worked the run.

The Siebrand show closes its 37 weeks' tour here with dates in New Mexico, Montana, Idaho, Texas, Utah and Colorado.

The show management was host at a party given Thursday night (1) in the Arizona Showmen's Association clubrooms. P. H. Siebrand, show's assistant manager, is president of the group.

In addition to the owners, P. W. and Hiko Siebrand, other officials include William R. Siebrand, concessions manager; Don Hanna, tickets, and Art Frazier, general representative.

Okay Season Ends For Cetlin-Wilson

PETERSBURG, Va.—The Cetlin & Wilson Shows returned to winter quarters here after closing a good season Saturday night (3) at the Greater Jacksonville (Fla.) Fair.

It is reported that the equipment will remain at the fairgrounds until a tobacco warehouse nearby becomes available for storage. The show had wintered on the fairgrounds for many years and used the buildings there. However, all but one of the buildings was destroyed by fire during the past year and the remaining unit is used by the fair to store equipment.

The show has wintered here for many years and there was reluctance on the part of the owners, Issy Cetlin and Jack Wilson, to switch to another city, preferably in Florida, since their season ended in Jacksonville.

Opening Spot

Cetlin and Wilson make their homes here, as does Bill Hartzman, treasurer. Also important to the show and its personnel is a usually good season's opening here. The date was particularly good for the reason that the show was never predated.

Jacksonville was reported even

AFFAIR SHAPES NICELY

La Rosa and Valli Lead Gotham Banquet Acts

NEW YORK—Preparations for the National Showmen's Association banquet, November 21 (Wednesday), proceeded regularly this week, with the big news being the development of the entertainment program. Several name acts have committed themselves for the event in the grand ballroom of the Commodore Hotel, and others, as is always the case, will be late additions.

Vocalists Julius La Rosa and June Valli and comic Artie Dann will appear, booker Al Rickard reported. The GAC-Hamid office will make possible the addition of other big names and a solid variety of circus attractions, it was promised.

Music will be provided by Boyd Rayburn and his orchestra, with Nick Francis as a guest conductor, and by Joe Basile's band, which has been a mainstay of the banquet's stage program for years.

Feelers are out for a long string of big names, including Patti Page, as members returned from the road with the closing of various shows, and another sell-out, or near sell-out, seems assured, President Gerald Snellens reports. Nat Cole, Joni James and others.

Six Pledges Added to Miami Fund

MIAMI—Six additional pledges have been added to the Miami Showmen's Association Cemetery Memorial Fund, William B. Moore, chairman, announces.

They are Issy Cetlin, Kenny Slaughter, Claude Sechrest, Harry Kahn, Dick Crawford and Samuel T. Dougherty.

The pledges for men are in the amount of \$50 each. Women's pledges are pegged at \$25. The goal is \$15,000.

Ticket sales, which had lagged in previous weeks, have picked up. Tickets at \$11 apiece include the banquet meal, entertainment, which sometimes runs to midnight and later, dancing, and tax and gratuity. There are \$110 tables for 10 still available.

Virtually all top names around New York have made showings at the showmen's affairs, with the results that the program always produces a raft of surprises as unannounced vocalists and comics drop in between their hotel and nightclub turns.

C&W Jax Jamboree Nets \$1,700

JACKSONVILLE, Fla.—A jamboree staged by the Cetlin & Wilson Shows at the Greater Jacksonville Fair netted \$1,700.

William B. Moore, show concession manager and past president of the Miami Showmen's Association, reported the show had raised a total of \$4,007 during the season. Other revenue secured as a result of the efforts of the show or its personnel in the form of advertising for the association's year book will greatly increase the total, Moore predicted.

Approximately \$1,200 was raised on the show at a jamboree staged at the Reading (Pa.) Fair. The National Showmen's Association was included among the beneficiaries at this event.

Southern Trek Pans Out OK For Petersen

LAKE CHARLES, La.—Tivoli Exposition Shows has been receiving okay grosses in this area and plans to remain out until early December, H. V. Petersen, co-owner and manager, announced. Show will again hit the road in February or March of next year.

Petersen disclosed that several fairs played during '56 have again signed for next year.

Personnel have been attending social functions in recent weeks. Harold Jennings, former showman and now owner of the Dragon Club, hosted a number of the staffers at a chicken barbecue. Guests included Petersen, Frank

(Continued on page 66)

NSA Office Vacant; Another 3G Vowed

NEW YORK — The National Showmen's Association set sail this week toward its annual week of festivities, but minus the services of an executive secretary. One of the subjects discussed at the meeting Wednesday night (7) was the absence, for more than a week, of Ethel Weinberg, who has held the position since 1949.

Altho there was no formal resignation, Mrs. Weinberg has not been at the clubroom since Monday, October 30. The club office has been managed since then by Harry Rosen, chairman of both the program and banquet committees.

The question of naming a successor will be resolved at the meet-

(Continued on page 66)

CLUB ACTIVITIES

Showmen's League of America

Ladies' Auxiliary

The regular Thursday (1) meeting was called to order by President Carmelita Horan. Also present were Mrs. Frieda Rosen, first vice-president; Mrs. Dorothy Kennedy, second vice-president; Evelyn Hock, treasurer, and Mrs. Elsie Miller, secretary.

A moment of silent prayer was observed for Ann Belden, past-president, who was ailing at the time and subsequently passed away.

Nominated for '57 officers were Mrs. Frieda Rosen, president; Mrs. Dorothy Kennedy, Mrs. Phoebe Carsky and Mrs. Carl Sedlmayr Jr., as first, second and third vice-presidents respectively; Evelyn Hock, treasurer, and Mrs. Elsie Miller, secretary. Nominated to the board of governors were Lillian Lawrence, Ann Sleyster, Mae Smith, Barbara Woody, Mrs. Alda McCue, Pearl Hall, Rose H. Page, Ethel Wadoz, Myrtle Morris, Mrs. Ned Torti, Grace Weiner, Bess M. Hamid, Dorothy Goldberg, Virginia Kline and Dolly Young.

Margaret Hock will be mistress of ceremonies at the open house during convention week and Viola Parker will be installing officer. The bazaar will be handled by Dorothy Kennedy and her committee. All members will assist in the open house. Lunch will be supervised by Margaret Filograsso and her committee.

The portable television set and order of Florida fruit will be given away at the installation dinner to be held in the Hotel Sherman on the evening of Sunday, November 25.

New Members introduced were Hannah Forman and Lillian Freeman. Also introduced were Harriet McBeath, Lillian Glick, Mrs. Alda McCue and Jeannette Martindale.

It was announced that admission to the installation dinner would be thru presentation of 1957 membership cards. Dinner tickets are being handled by Elsie Miller, 3852 West Irving Park Road, Chicago 18, Ill., who is being assisted by Mrs. L. M. Brumleve.

Next regular meeting was scheduled for November 15 at 8 p.m. in the Hotel Sherman. A special meeting will be held November 24, the day before the convention opens.

On the sick list were Anna Jane Bunting, Alice Hill, Nora Ann Raines and Billie Lou Bunyard.

National Showmen's Association

NEW YORK—The final meeting on October 24 was well attended, and the assembly heard some of the letters received from children sent to various camps over the summer. Letters were received from Camp Carola, for physically handicapped children, and from a camp for blind children and the Inwood House, for unwed mothers.

Donations are being made for two beds, thru Big Joe, of radio note, for hospital diabetic foot clinic use.

Letters were received from Bianche Henderson in California, ar. Edna LaSura in Florida, and parcels for the white elephant table.

Elene Wisman is nearing her gold card quota for new members. Added to her list this week were Tony Weisman, Catherine Kaymer, Lyla Sandfur, Elizabeth O'Keefe, and Sid Murgur.

Fredi Coleman came a grandmother this summer while visiting her daughter in California. Queenie Van Vliet is happy these days as two of her children have

purchased new homes, and she became a grandmother twice over. Mary Pendrake has another baby. Betty Schacter's son is back from 17 months overseas in the service.

An unhappy item is that of Veronica Zucci being in an automobile accident. Ann Dismore and Mabel Schoonmacker both met with accidents at home. Lena Bernstein is ill, and Cele Forman is hospitalized for surgery.

Fredi Coleman has joined with coach Grace Stenlake on the show to be presented in the near future. Grace has played for Harry Truman, Adlai Stevenson, and for the firemen's parade, and has appeared with Paul Whiteman and Ed Sullivan. She is a three-time All-American drum majorette champion.

Ann Cook is happy in her new home in Cliffside, N. J. President Ann Brown's husband presented her with a gold medal for being, as he put it, a good wife and mother, and also a new TV set and 1957 car. The Halloween party was well attended, considering the inclement weather.

Greater Tampa Showmen's Association Ladies' Auxiliary

The Wednesday (7) meeting was called to order by President Esther Young. Also on the platform were Vera Cox, first vice-president; Olive Sprague, second vice-presidents, and Mary Wenzik, third vice-president.

Chaplain Ella Stophel reported Kiki Dolan, Esther Groscurth and Billie Hunter were hospitalized.

Recovering at home were Clover Fogle and Duina Norman.

Flo Venner, chairman of ways and means, reported that the new calendar project had worked out successfully. Olive Sprague, entertainment chairman, asked co-operation in planning events for the season and spoke on an upcoming juke box dance.

It was announced that the membership included 600 members in good standing and that 88 were present.

Mary Cain, president of the Clover Garden Club, gave her report and also announced that the Junior Gardeners had been busy on clubhouse flower beds during the the Flower Queen contest included summer months. Contestants in are Bertie Perrot, Flo Venner, Nora Reinhardt, Sally Beldock and Elsie Johnson.

Missouri Show Women's Club

ST. LOUIS — A large crowd turned out for the second meeting of the season. It was announced that the nomination of new officers would take place at the November 15 meeting.

Two new members, Malinda Zimmerli and Irene Douglas, were announced, sponsored by Florence Cobb and Faye Henze.

Plans were discussed for the December 4 card party.

Members of the women's club were invited to attend the President's Party in honor of C. C. (Specks) Groscurth, to be held December 1 by the International Association of Showmen.

MIDWAY CONFAB

Jimmie Travis, dancer-emcee, is currently in National Jewish Hospital, 3800 East Colfax, Denver, following surgery. . . . D. D. (Tex) Blake and his son, Cleve, are back at their Winter Haven, Fla., home after a quick trip to Amarillo, Tex., where Tex's son, Billy, is recovering from injuries suffered in an auto crash. The Blakes have booked a route of school shows at various Florida towns for the winter. Talent will include Cleve Blake and Dick Simmons, Adrian Sullivan, Kenny Thompson, Maude Simmons, Lee Williams, Jay Daniel, Mr. and Mrs. Jim Edens, Jess Edens, Dorothy and Eddie Boothe.

Axel Bendixon, show owner, posts that he's scheduled to sail for Europe on December 8 aboard the M.S. Stockholm from New York. He'll visit Denmark and Italy among other spots.

Walter B. Fox is to undergo surgery in a Mobile, Ala., hospital in hopes of saving an infected right eye. Five months ago he lost the sight of his left eye. Visitors at the Fox apartment during the recent Mobile Gulf Fair included George B. Flint, Charles (Wingy) Saunders, George Harr, Chief Whitefeather and wife, M. J. Dresden, Jack Lucsa and S. A. Ratliff.

Frank (Shrimpy) Rappaport, major domo of the food department for the New York club, was hospitalized for a couple of days last week with a stomach condition, encouraged, he reports, thru the consuming of someone else's vittles. At last check he was spry as ever at the club.

Doc Marcus, Dada King and a couple of other boys made a midnight raid on Coney Island eateries Tuesday (6), where they stashed away plenty of refreshments.

Ann Brown and Bertha Davenport have taken the popcorn,

candy apples and peanuts at the new Farmer's Market near Floyd Bennett Air Base in Brooklyn.

Present at a recent meeting of the Regular Associated Troupers in Los Angeles were William Davis, first vice-president, who just returned from a season with the Meeker Shows; Robert Downie, Pacific Coast Showmen's Association vice-president; Mike and Babe Herman, who were up from Mission Beach; Steve and Helen Vaughn, Ed and Peggy Butler, Minnie Pounds Ford, Ruth Korte, Max Kaplan, Grace Brown, Ann Stewart, Jennie Reigal, Sam Brown, Ruth Wood, Art Thompson, Kenneth Payne, Rose Westlake and Sam Alexander. Wally Yee, who was here from Honolulu to book acts for his Shrinr Circus in February, attended with his guests, Mr. and Mrs. Vernon Covert. According to the club's president, Myrtle Hutt Morris, the club is open around the clock now with Jimmy Dun as the greeter. Lilabel Williams is on hand meeting nights to greet new and old members.

James L. Reed, who closed September 3 at Vinton, Ia., with Byers Bros.' Shows, on which he and his wife had Coke, popcorn, mail and The Billboard, recently joined Griggs Bros.' Shows at Dyersburg, Tenn., before closing a season reported as good.

Mrs. C. C. (Specks) Groscurth, wife of the owner-operator of the Blue Grass Shows, Wednesday (8) entered a Tampa hospital for operation. She was expected to remain a week. . . . Two Pepsi-Cola sales reps, Roy B. Jones, manager of the outdoor amusement division, and Al Kaye, manager of the concession division, were recent visitors to Chicago.

Alba B. Dexter, handler on Leo Carroll's Monkey Speedway, suf-

(Continued on page 68)

Canada B Fairs Re-Pact Sullivan

REGINA, Sask.—Midway contract for the Western Canadian Class B fairs circuit was awarded Tuesday (6) to J. P. (Jimmy) Sullivan's World's Finest Shows, of Toronto.

Only other contender for the 12-member loop was the Bernard & Barry Shows, of Toronto, represented by Jerry Bonder.

Visitors at the fall meeting of the Western Canadian Fairs Meeting in the Hotel Saskatchewan here included Jim Greenway and Fred Morris, of Gayland Shows, Kelowna, B. C., and Gerry Crawshaw, of Royal Canadian Shows, Newton, B. C.

Dates for 1957 were set as follows: Weyburn, Sask., July 1-3; Estevan, Sask., July 4-6; Portage la Prairie, Man., July 8-10; Carman,

Man., July 11-13; Yorkton, Sask., July 15-16; Melfort, Sask., July 18-20; Lloydminster, Sask., July 22-24; Vermilion, Alta., July 25-27; Vegreville, Alta., July 29-31; Red Deer, Alta., August 1-3; North Battleford, Sask., August 5-7; Prince Albert, Sask., August 8-10.

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THANK YOU R. A. (Frenchie) DeCOSTE

Concessionaire for your new Sportsman Mobile Home purchase. "Save Money With Johnny" JOHNNY CANOLE 3000 Third Ave., Altoona, Pa. Phones 9347 or 3-0003

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Wax and Dope Fiend Walk-Thru Show. Will trade for anything in South Georgia, Alabama or Central Florida. Contact WARNER SALES CO. P. O. Box 44 Shelbyville, Tenn. Also 20,000 Amber Jars (7 oz.) in cases, all for trade. Contact immediately for samples and prices.

JACK'S UNITED SHOWS

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WANT FOR LIONS' CLUB CHARITY CELEBRATION, MARRERO, LOUISIANA (BETWEEN WEST WEA GO AND GRENA, LOUISIANA), NOVEMBER 15-25 Hanky Panks of all kinds. Burr for full ten days, \$36.50. Will book any Shows except Girl.

—NOTICE— All Concessions that want to book with us for Florida, please contact at once.

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Scooter or Dodgem Portable Building; Hot Rod Portable, banked speedway, both 35x65. Cost over 12 grand each, sell at \$3,500 each. 8 American Hot Rod Drive Yourself Speedsters, cost over \$1,250 each, sell \$250 each; also 16 Dodgem Cars at \$100 each. 35 K.V.A. Westinghouse single phase 110-220 Volt A.C. Light Plant, \$2,250; also 30 K.W. single phase 110 Volt D.C. Light Plant, \$1,000; one all steel Short Range Shooting Gallery on trailer, \$350; also Grey Hound Flasher, Ball Games, Pitches, Pokerinos, etc.

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If you're looking for a steal or a piece of junk, this is not it. However, if you want real value in a beautiful Allan Herschell 2-Abreast, with all-aluminum horses, write or wire. The price is \$8,700.00.

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100,000 . . . \$32.00
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COMING EVENTS

Arizona
 Florence—Junior Parade, Nov. 24-25.
 Phoenix—Ariz. Nat'l Livestock Show, Jan. 2-5.
 Winslow—Indian Day, Dec. 8.

California
 Los Angeles—Great Western Livestock Show, Nov. 24-29, A. M. Mathews, 2120 S. Eastern Ave.
 San Diego—Electric Home & Appliance Show, Nov. 23-24.
 Turlock—Far West Turkey Show, Dec. 4-5, M. S. Johnson, 207 Crane Ave.
 Victorville—Victorville Rodeo, Nov. 17-18, Bob Angel.

Colorado
 Denver—National Western Stock Show, Jan. 11-19.

Connecticut
 Hartford—Connecticut Sportsmen & Boat Show, Jan. 19-27, F. J. Byron Jr.
 Hartford—7th Annual National Autorama Show, Feb. 20-24.

Florida
 Bartow—Polk Co. Youth Show, Nov. 29-Dec. 1, W. P. Hayman.
 Clewiston—Sugarland Expo., Jan. 31-Feb. 4, Doug Peary.
 Inverness—Citrus Co. Fair, Nov. 13-17, Quentin Medlin.
 Madison—N. Fla. Livestock Show & Sale, Jan. 28-29, C. R. Hamrick Jr.
 Miami—S.E. Fla. & Dade Co. Youth Show, Jan. 23-27, Lamar S. Walker.

Quincy—W. Fla. Livestock Assn. Fat Cattle Show & Sale, Jan. 22-24, A. G. Driggers, Wauchua—Hardee Co. Cucumber Expo. & Fat Stock Show, Nov. 12-17, Addison Whitman.

Georgia
 Atlanta—Southeastern China, Glass & Gift Show, Jan. 20-23.

Indiana
 Fort Wayne—Fort Wayne Sports, Vacation & Boat Show, Jan. 29-Feb. 3, Ben Cowall.

Maryland
 Timonium—Eastern Nat'l Livestock Show, Nov. 10-16, Dr. John F. Foster, University of Maryland, College Park, Md.

Michigan
 Bay City—Poultry Show, Jan. 10-13.
 Detroit—Junior Livestock Show, Dec. 4-6, W. J. Chambers, 6750 Dix.
 Jackson—Turkey Show, Dec. 4-6, Don Miller.

Missouri
 St. Louis—Auto Show, Jan. 19-27.

New York
 New York—National Automobile Show, Dec. 8-16.
 New York—National Motor Boat Show, Jan. 19-27, Joseph E. Chote.

Pennsylvania
 Harrisburg—Pennsylvania State Farm Show, Jan. 14-18, H. R. McCulloch, Scranton—Northwestern Pennsylvania's Greatest Expo., Nov. 11-18.

South Dakota
 Sioux Falls—Auto Show, Nov. 20-22.

Tennessee
 Franklin—William Co. Jr. Beef Show, Dec. 4, Hubert Hill.
 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
 Curoe—Turkey Trot, Nov. 8-18.

Utah
 Ogden—Ogden Livestock Show, Nov. 16-21.

Phoenix Party Nets \$1,000 For Two Clubs

PHOENIX — Approximately \$1,000 was raised by the Arizona Showmen's Association at its pre-Arizona State Fair party held here Thursday night (1). The net was divided equally between the ASA and the Pacific Coast Showmen's Association, Los Angeles.

The committee for the event was headed by Sam Steffin, who is a member of both organizations. Serving with him were Peggy Steinberg, Frances Billen, Mrs. Frenchy Le Deu, Clara Andersen and Margaret Farmer, the latter two being past presidents of the PCSA Auxiliary.

Members and guests were welcomed by P. H. Siebrand, ASA president. A telegram from Al Flint, PCSA executive secretary, wishing the local club members success for the party and for their activities at the Arizona State Fair was read.

President Siebrand introduced several of the members and guests. They included P. W. Siebrand, a ASA past president; Hiko Siebrand, of Siebrand Bros.; Olivia Waldron, president, Fair Time Shows, Inc.; Sam Abbott, The Billboard, Hollywood, and Bob Stevens, Tom Packs Circus. The Los Angeles clubs were represented by Art and Clara Andersen, Mr. and Mrs. Joe (Red) Dauer, Steven and Helen Vaughn, Ed and Elsie Kennedy, Mrs. Dave Shapiro, Mr. and Mrs. H. Prather, Mr. and Mrs. Frenchy LaDeu, James and Evelyn Lantz, Alex Freedman, Jack and June Beams and Larene Wilkinson.

Jack Owens, recording artist, visited as the guest of Frenchy LeDeu. Bob Banard and Peanuts Freeman served refreshments.

Troupers Appoint LeFors Chairman Of Annual Party

LOS ANGELES — Ted LeFors was named chairman of the November 23 Annual Homecoming and Bazaar to be held by the Regular Associated Troupers at the clubrooms here. President Myrtle Hutt Morris made the appointment.

Under the direction of Tillie Palmateer as bazaar committee chairman, the organization will offer a wide variety of articles for sale. June Sutton is serving as co-chairman. Awards, however, in the bazaar books will be given on December 20, when the Troupers will hold their annual Christmas party.

The nominating committee is meeting to select the official slate for the coming year. Alex Freedman, a past president, is the chairman of the committee with Inez Allton as co-chairman.

The club will soon end a successful year, Mrs. Morris said. Thru the co-operation of Frank W. Babcock and the fund-raising functions on his United Shows, the treasury is reported in good shape. During the past few months, improvements have been made to the clubrooms. Along with the financial activities, those of obtaining new members also progressed. F. M. (Pete) Sutton, manager of the Babcock shows, signed 60 to lead the field. Prizes, donated by Elsie Kennedy and Babcock, will be awarded those bringing in the largest number of members.

Mrs. Morris announced that the annual banquet and ball will be held at Larry Potter's Supper Club on January 8. A committee is soon to be announced.

NSA Promised Another 3G

Continued from page 64

ing after the annual banquet, it was decided this week. A couple of members are known to be interested in the position, and one, Phil Cook, former executive secretary of the Miami Showmen's Association, submitted a formal application postmarked October 23.

\$13,009 in 8 Days

This week's session, ballyhooed in advance as a fund-raising night, produced pledges of \$3,000 in debenture bonds. Coupled with the previous week's pledges of \$5,000, which an anonymous member has promised to match, this makes a total of \$13,000 raised within eight days. It was reported that several members who pledged bond money at the October 31 meeting have already picked up their bonds.

In addition to the pledges, the O. C. Buck Shows sent in \$100 for a yearbook ad, \$100 toward a banquet table, and \$400 from a jamboree. Buck said he would attend the affair on Wednesday (21) at the Hotel Commodore, as representative of the Miami Showmen's Association, of which he is president. It was also reported that Gerald Snellens, NSA president, will represent the New York club at the Chicago banquet of the Showmen's League of America.

The club will meet again Wednesday (14) for a last-minute session on banquet matters. The festive week includes:

Monday (19): Testimonial dinner at the Tropical Room of the Park Sheraton Hotel for Snellens, John S. Weisman, past president, and Dr. Jacob Cohen, club physician. Tickets, \$7.50 apiece, include food, acts and dancing.

Tuesday: Memorial services, followed by open house and annual award night. No charge.

Wednesday: Annual banquet at the Hotel Commodore's grand ballroom. Tickets at \$11 apiece include name talent, food and dancing.

Amendment Denied

Sidney Levine, reporting for the bylaws committee, said that group has disallowed a request to amend the bylaws to eliminate, for a year, the \$10 initiation fee. Proponents had said the activities by additional members thereby gotten would more than offset the initiation money lost. Levine held that the \$10 is not enough to discourage a man from joining the NSA.

Officers attending the meeting were Gerald Snellens, president; Jeff Harris, third vice-president;

Isidore Trebish, secretary; Harry Ros..., treasurer; Louis D. King, chaplain; Sidney Levine, counsel; a ' Dr. Jacob Cohen, physician. Weisman joined them on the dais.

Ethel Weinberg, who became executive secretary in 1949, had been working in the club office since 1942 as assistant to Walter Sibley. She assumed the position upon his death. She was wed to the late Nathan Weinberg, concessionaire at Milford Beach, Connecticut.

MIDWAY CONFAB

Continued from page 65

ferred painful injuries last week when one of the chimpanzees attacked him in Tampa, biting him in the face. Another worker drove the animal off with a rifle shot and a deputy sheriff later shot and killed the chimp. . . . Bill Robon, electrician and diesel operator on Blue Grass Shows, is wintering at P. O. Box 78, St. Marys, Ga. Reports he'll be back with Blue Grass in the spring.

Gerald Snellens, World of Mirth representative, caught the Clyde Beatty Circus at its Columbus, Ga., showing. An old circus trouper, Snellens compared the Beatty show with the Hagenbeck-Wallace Circus at the height of its success. . . . Richmond Cox, WOM publicist, returned to his Spartanburg, S. C., home after the season's close at Augusta, Ga. He plans to attend the National Showmen's Association activities in New York and to go from there to the Chicago meetings.

After closing with Denton's Gold Medal Shows, Joe Pearl worked front gate tickets for James E. Strates at the Charleston, S. C., Fair for the sixth straight year. Mrs. Lou Hamilton again assisted at the gate. . . . Johnny (Jolly Jack) Kinsey recently appeared with Skeeter Bonn in a show at Oneonta, N. Y. . . . Bert Roberts, former annex attraction with Fairly and Little and World of Today shows, would like to get mail at General Delivery, Portsmouth, O.

Leola writes from Portsmouth, O., that she has again signed to take out her Side Show, a geek and life unit on Ross Manning Shows next season. Jerry Lipko, who also recently closed with the Manning organization, is currently in Chicago prepping for an indoor circus tour.

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.
- | | | | |
|-------------------------|--------------------------------------|--------------------------|---------------------------------|
| Alkins, Gene | Bly, Ed | Carreon, Senor Carlos | Demetro Archie & Betty |
| Allegretti, Frank | Borins, Geo. E. | Carler, June | Demster Frank |
| Allen, Arthur Conrad | Borsvoild, Arthur | Cassara, Michael | Deroott, John |
| Allen, Charley & Mrs. | Spencer | Castle, Louise | Dewsbury, Geoff & June |
| Ames, Eddie | Braden, Frank (Press Representative) | Chase, Frank & Mrs. | Dick, Billy |
| Anaya, Mrs. Edna L. | Bradley, Jess | Chisholm, Don | Dickerson, Joe |
| Andreano, Frank | Brady, C. | Christy, Capt. Eugene | Dillon, Duke & Dixie |
| Arzer, Tom A. | Brady, L. P. (U. S. Shows) | Ciaburri, John P. | Dorland, John |
| Armstrong, Matthew | | Class, Rita | Dowling, James J. |
| Arnott, Mrs. J. K. | Brady, F. J. | Coburn, James A. | Downs, Jock |
| Attily, Louis | Brandon, Mito | Cockernan, Dale | Duchene, Louie |
| Baggett, Jimmy | Brison, Ray | Coleman, Minnie | Duke, Lawrence E. |
| Baisevice, Mrs. | Brodicock, Robt. | Coleman, Wm. L. | Duke, Ralph (Duke's Circus Act) |
| Baisevice, Peter | Brooffie, H. J. & J. H. | Colle, John | Duran, Martha |
| Bareti, Jack | Brooks, Capt. Bruce | Colleano, Winnie | Earl, June |
| Barnhill, Mrs. Kader B. | Brown, Carl L. (Magazine) | Collins, Bill | Eddiws, Bill & Grace |
| Baron, Henry F. | Brown, Elna | Combs, Joe | Edwards, Eddie |
| Bartlett, Mrs. Henry | Brown, Royal T. | Conley, Edw. H. | Ellis, Frenchy |
| Bartley, Willie (K) | Burridge, Frank | Cook, Ben (or Robt. J.) | Epperly, Dallas |
| Barton, Louis (Kid) | Burridge, Jos. R. | Cooper, Nelson & Bertha | Everman, Mrs. Vernon |
| Beck, Dan | Butcher, Mrs. M. | Coronas, The (High Wire) | Facer, John (Clown) |
| Bejarano, Bill | Bvrs, Betty A. | Cortes, Rita | Fagan, Earl W. |
| Bellows, Alan | Byrd, Walter & Mrs. | Costa, Bob | Fair, John T. |
| Bentley, Claude | Caldwell, Heavy | Costa, Frank | Farmer, A. L. & Mrs. Andrew |
| Berna, Evelyn | Calc, Tommy | Coulis, Robt. | Ferguson, Emmett |
| Best, Dick | Campbell, Archie | Cox, Billy Franklin | Ferguson, Richard |
| Blair, Jesse L. | Camp, John | Curry, Frank | Finerty, P. J. |

(Continued on page 71)

A. J. SUNNY AMUSEMENTS

WANT Unit Manager for 1957

Must know how to handle men and take care of good equipment. Must be able to furnish references. Salary and commission. We will be at the Chicago Convention.

FOR SALE

Allan Herschell Boat Ride, A-1 condition, \$2,950.00; 1953 Parker 30 ft. Teen-ager Merry-Go-Round, excellent condition, \$3,850.00; with Trailer, \$4,350.00. 1948 Tilt-A-Whirl. Must see to appreciate condition of this ride, with special Bull Plate Trailer.

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FIRST CALL WANT FOR 20 WEEKS OR MORE, ON THE STREETS OF HAVANA, LAST CALL CUBA. MUST BE READY TO SHIP ABOUT DEC. 1.

CONCESSIONS—Especially want Glass and Pottery Pitch, Bingo and neatly framed Hankies. What have you? The following people please contact at once: Sonny Bradfel and Jimmy Cassidy, Ben Weiss, Bill Jones, Robert K. Parker.

RIDES—Two factory-made Kiddie Rides. All replies:

TED LEWIS

7600 N.W. 27th Ave. Phone: Plaza 8-9188 Miami, Florida

IMPORTANT NOTICE TO FROZEN CUSTARD MACHINE OPERATORS

You cannot operate in the State of Florida, 1956-1957, unless you comply with all state sanitary requirements and secure license in advance for each location. Ice Cream Mix must be purchased from an approved mix manufacturer in Florida. Copies of the Florida Frozen Desserts Law with regulations available upon request. NOTIFY Alex G. Shaw, Chief Dairy Supervisor, Florida State Department of Agriculture, 608 Seagle Building, Gainesville, Florida, the place and date you plan to operate well in advance to permit time for inspection.

FOR SALE

ALL OR ANY PART

#5 EH Wheel and 1954 Ford, '56 Tractor and Semi, all in A-1 shape, \$5,000; one 1952 2-ton, GMC Van body with Girl Show Front, \$800; one 1948 Chevrolet 2-ton with Girl Show Front, 20x30 Top and Side Walls, all for \$500; nine 3x6 Blow-ups, framed, all for \$80; one 50 KVA Transformer, 400 amp. switch box, about 1,400 feet of ground cable, 1 1/2 ton Chevrolet Truck, van body, all for \$1,000. Front gate, six columns, 60 feet, made of corrugated aluminum, over 250 lights, \$400. I am not going out of business. I am not sick. I will be at liberty for the 1957 season as business manager, with at least 12 nice Concessions and Cookhouse. Will talk business at the Sherman Hotel, November 25-28.

CHARLES GRIGGS

Wire c/o Western Union, write Box 293 or phone Atwater 5-4015, Dyersburg, Tenn.

MERCHANDISE TOPICS

Five-Card Draw, termed "one of the hottest deals on the market today for operators and distributors," is being manufactured by Benmar Sales Company, 633 Plymouth Court, Chicago 5. According to Benmar officials, operators or players of the game are not required to have a federal wagering stamp or pay the wagering tax. Each card has 13 symbols, from ace to king. The player opens five seals only. Each set consists of 600 cards with different winning combinations. There are different colored cards with individual serial numbers, payout cards and keys to open seals.

Pitchmen and demonstrators who use combs should contact Amberine, 2020 F Street, South Belmar, N. J. Amberine features their original unbreakable combs for demonstrations. They are the manufacturers, so you get the lowest prices. They carry a stock on hand and ship orders the same day received. One dollar gets you a sample set.

A new jewelry package is being introduced by Al Zeiger & Son, 706 Sansom Street, Philadelphia. The item comes in a jewel case with a mirror back, and consists of Bulova or Benrus watch with 15 and 17 jewels, a gold-filled expansion band, yellow jewelry with a lifetime finish. The jewel case also comes with a beautiful necklace and earrings in sparkling rhinestones, with a matching rhinestone watch and gold-filled expansion band. All watches rebuilt and guaranteed like new. A sample cost \$13.75, but quantity lots reduce the price to \$12.75 each. Send 25 per cent with order, balance c.o.d.

Featuring a new low gross price, Craft Master Tool Company, 23440 Lakeland Boulevard, Cleveland, reports that its original Wil-Kro Razor Planer Set is receiving strong acceptance by workers around the country. The Wil-Kro Razor Planer Set consists of four tools in one. It is a straight plane, spoke shave, nose plane and short-arm plane. It uses double-edged blades. The firm claims this in one of the fastest-selling specialty items on the market. A demonstration sample available for \$2.

If you're looking for a big flashy item at a low price, write to Danal, Inc., 20th and Madison Avenue, Covington, Ky., for a sample of their Enesco Bathroom Ensemble. This consists of a clothes hamper, a waste basket, a tissue dispenser and a hide-a-brush holder, all in enamel finish metal. The set lists at \$10.95 but is offered to the trade at \$3.35 a set in lots of three. A sample is \$3.50. The firm's complete listing will be sent on request.

Kip Novelty Company, 1762 Arapahoe Street, Denver, has created a new, original wallet, lighter and watch set. Choice of jeweled-square or round watch, with hand-tooled effect watch strap. The wallet has the appearance of a \$20 product, with deep tooling in two-tone, natural, genuine leather. The lighter matching the set is an automatic-type, triple-gear action. Packed in an attractive see-thru satin lined box with gold border. The firm claims there is nothing like this set on the market today anywhere and offers it at \$8 each in lots of six or more. Sample \$8.50 each.

PIPES FOR PITCHMEN

By BILL BAKER

ROBERT L. HUCKEBA JR., who has invented a new type safety injector razor, details of which appeared in The Billboard some months ago, reports that the device has been accepted for study and evaluation by Mystery Edge Razor Blade Company. Should the device prove practical from the standpoint of marketing and manufacture, the firm will underwrite all costs of patenting the item in Huckeba's name in a plan for its development. According to Huckeba, the device has broad commercial potential, especially since it is an aid to the handicapped, and "will prove a natural for lads and ladies of the trips and keister fraternity." Thus it seems that brother Huckeba, with a bit of luck, may be on his way to bigger and better bankrolls.

HENRY H. VARNER... the Akron homeguard, writes to say that Madeline Ragan is "the best person he knows to have in a pitchman's organization such as suggested by Tom Kennedy, and concludes by saying that new ideas are the things needed for success of the proposed project.

HENRY (PADDLES) McWHITER who has played Ohio fairs for many years, cries "foul" in a letter to the column in regard to treatment he received during the recent Lancaster (O.) Fair. McWhiter, who plans to carry his beef to the January meeting of the Ohio Fair Managers' Association at Columbus, charges that partiality is shown to grange members by the fair in granting them auto parking privileges along side the fence, while pitchmen and concessionaires are not permitted to park cars within

a half-mile of the grounds, making necessary the trucking of merchandise to their set-up.

CHARLES H. MILLER... the well-known coil worker, has joined the ranks of the benedicts, having married Katherine B. Lowder, non-professional of Petersburg, Va., November 2 in Dayton, O. The couple met recently while Charley was working the Southside Virginia Fair in Petersburg. Charley says he has severed his partnership in the coil business with Jack Burton and is now scouting around for an agent's position. Anyone looking for such a man, says Charley, should contact him at 312 West Fourth Street, Dayton. He would like to read pipes from Forrest Stafford, Bill Summers, Charley Lambert and Red Perdue.

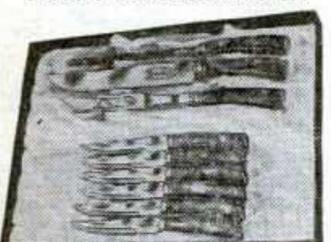
MOE BRYNES... writes to say that anyone knowing relatives of Larry Freidman, who died a year ago in Rochester, N. Y., and is buried in Potters Field there, should pass on the relatives' names and addresses to Joe Conti, of the Novelty Bar, Newark, N. J., so that they may be contacted in a plan to give the late pitchman a decent burial.

FRANK L. SULLIVAN... pipes in a word of appreciation for the many notes of cheer and gifts he received from pitch friends during his recent stay in a Shreveport hospital. A particular bow of thanks is sent to such stalwarts as Chick Denton, Fred E. Hudspeth, Floyd King and Jack Sitzer. Sullivan is now up and about again after suffering from leg ulcers for 30 years, would like to read pipes from James Miller, Mike and George Gunn, Fred Hudspeth, Ned House and other old-timers.



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.

9-PIECE SHEFFIELD COMBINATION STEAK KNIFE & CARVING SET



Perfectly matched, polished ell-horn handles. Micro-serrated tip knives. Guaranteed stainless, forever sharp blades. Full hollow ground. Chrome plated bolsters. Consists of 6 Steak Knives, Carving Knife, 2-Tine Fork, Honing Steel. Hinged gift box. Retail Price \$19.95.

\$3.25 as in lots of 6 **Sample \$3.50**

Send Today for Our FREE 108-Page Color-Illustrated Name-Brand Catalog. 24-Page Xmas Toy and Gift Supplement and Two Separate Confidential Price Lists.

Terms: 25% dep., bal. C.O.D. F.O.B. Chicago.

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 1112 S. Wabash Ave., Dept. B-T
 Chicago 5, Ill.

IT'S NEW IT'S HOT



POP-UP TOASTER SALT-N-PEPPER SET

Press down the lever and up pops the Salt and Pepper. Beautiful chrome finish, black base. Attractive Gift Box. \$7.20 Doz.-\$82.00 Gr. Sample, \$1.00 25% w/order, balance C.O.D.

Shop-Rite Industries
 Dept. BB
 P. O. Box 88 Brooklyn 14, N. Y.

Free Wholesale Catalog CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

SEND FOR YOUR COPY TODAY
 Please state your business.

FRISCO PETE. 226 S. Wells St. Chicago 6, Ill.
 All Phones: Franklin 2-2567

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.

POCKET SECRETARY SAMPLE \$1.25 Postage Prepaid



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with the

EXCLUSIVE TELEPHONE INDEX and BALL POINT PEN of FINEST QUALITY

- ★ UNBOXED WITHOUT PEN, Per Doz. \$7.80 This "HOT" Item
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For Extra Large Quantity Prices. PHONE • WIRE • WRITE

CLUB SPECIALTY, inc. All Phones Delaware 7-0072
 1855 N. Halsted St. • Chicago 14, Ill
 Terms: 25% with order, balance C.O.D., F.O.B. Chicago
 For reference Contact Exchange National Bank, LaSalle and Adams Street, Chicago

WRITE TODAY! for illustrated literature on our complete line of "HOT" items. If you need something, we have it!

THE FAMOUS Geneva 7 PC. MENS JEWELRY SET ADVERTISED IN LIFE



AT THE NEW LOW PRICE \$5.95 6 or more

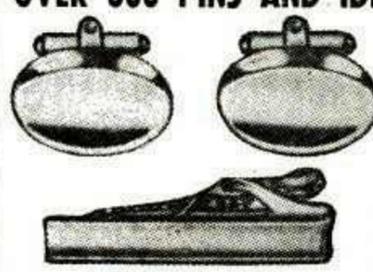
Sample \$6.95 1 Yr. Written Guarantee 25% deposit with order, balance C.O.D.

Also available in 17-J, \$9.95

NATIONAL DISTRIBUTING CO. PHONE 82-6473
 1751 W. FLAGLER MIAMI, FLORIDA

Included:
 ★ Jeweled Wrist Watch, fancy dial
 ★ Matching Expansion Band
 ★ Spring Clip Tie Bar, matching Cuff Links
 ★ Retractable Ball Point Pen
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 ★ Beautiful satin lined box with life tag and \$71.30 price tag

OVER 600 PINS AND IDENTS FOR ENGRAVING



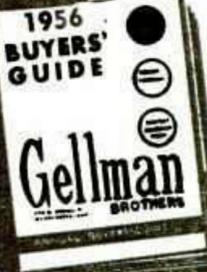
12 STYLES of engraving Cuffs and Tie Clips in this new series. Cuffs, carded **\$3.00 Doz.**

Cuff & Tie Clip sets, fancy boxed **\$5.25 Doz.**

DEXECO, INC.
 Manufacturers of Engraving Jewelry
 191 South St. Providence 3, R. I.

Catalog with new numbers ready for engravers and demonstrators. State your business.

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, Cans, Ball Gum Special, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ALCME PREMIUM SUPPLY CORP.
 1111 South 12th St. St. Louis

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

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In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

Also include 25¢ per insertion additional to cover cost of handling replies.

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FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

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PERFUME ASSORTMENTS. Nationally advertised. 10 famous brands for big, fast profits. 3 deals.

DOZEN.....\$7.20, \$9.60, \$15.00

ATOMIZERS. Spray types. Fine-looking gifts. DOZEN.... \$15.00

CIGARETTE LIGHTERS. Fully automatic. Ronsen type. Boxed. 2 price ranges. Gross \$34.00, \$49.00. Nobody under-sells Mills Sales Co. DOZEN..... \$4.80 6.00

TOYS AND GAMES. Big assortments, retails to \$2.00. Tremendous sellers. Friction, mechanical and boxed types. For auctioneers, jobbers, concessionaires, pitchmen. GROSS ASSORTED..... 79.20

TRI-COLOR. 3-way flashlights. Red, green, white with blinker. 350-foot beam. Bargain. Gross \$54.00. DOZEN.... 4.80

BALL PENS. Papermate type. Retractable, large no-smear ink supply refills. Bankers approved. GROSS..... 15.84

1,001 items stocked. Fine selection best sellers. Jewelry, Novelties, Watches, Gifts, etc. \$300; sells fast easily for double and more by dealers. No catalogs at present.

25% DEPOSIT, F.O.B. NEW YORK.

MILLS SALES CO

Cut Rate WHOLESALERS Since 1916

26 West 23rd St., New York 10, N. Y.

LITTLE ATOM

World's Smallest Pistol

COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS



ACTUAL SIZE

Dealers \$12.00 DOZ. Cost... \$1.95 ea.

Actually shoots caps with terrific report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '57 Catalog.

G & S Mfg. Co.

Dept. B

NASHVILLE, TENNESSEE

CIGARETTE LIGHTER

CHROME Table or Pocket Models. Size 1 1/2 x 1 1/2". Guaranteed Regular Value 99¢ Each.

3 Dcs. for \$8.95

Send Cash, Check or Money Order to

GENERAL R. & S. F. CO.

919 W. Girard Ave. Philadelphia 23, Pa.

ACTS, SONGS & PARODIES

COMEDY BUDGET! SEVEN COMPLETE Gagfiles valued at \$15. Includes "Comedy Digest," "Hecklers," "Adlibs," two "Starline" files, "Parody Collection," "My Girl" monolog. Complete, \$10. Show-Biz Comedy Service (Dept. B90), 1613 E. 29th St., Brooklyn 29, N. Y.

EMCEE PUBLICATION—PRACTICAL ENTERTAINER'S material. Hilariously funny, seven different exciting issues plus comic's dictionary. \$4. Emcee—G. P. O. Box 983, Chicago 90.

"OUR PRESIDENT'S WALTZ." "WE LIKE Ike's Leadership." For professional copies write Art Music Co., Box 19682, Los Angeles 19, Calif.

This is a **DISPLAY CLASSIFIED AD**
Your Advertisement displayed in a space this size will cost only **\$14 per insertion**

WOW! SENSATIONAL INTRODUCTORY OFFER! Over 1,000 "Clever Remarks" only \$1. Send stamp for list. Edmund Orrin, Box 1506, San Francisco 1, Calif. no17

23,000 PROFESSIONAL GAGS, ROUTINES, ad lths, doubled! 1,600 pages! For free comedy catalog write: Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ja5'57

AGENTS & DISTRIBUTORS

A BEST GENUINE AUTHORIZED WORLD'S famous French-type perfumes. Highest profits. Free details. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. no24

A MANUFACTURER'S REPRESENTATIVE closeout 32-piece set chinaware, 24-piece set tableware, 7-piece set aluminumware, all for \$10 in lots of six. Sample \$12. 25% deposit, balance C.O.D. Dayton General Distributing, 506 E. 8th St., Dayton 2, Ohio. no24

A REPEAT OFFER—POCKET COMBS, \$1.50 gross. Samples with catalog, 25¢. Shop-Rite Industries, Dept. BB, P. O. Box 88, Brooklyn 14, N. Y.

BE IN BUSINESS FOR YOURSELF—FOR \$15 postpaid will ship you 200 pairs assorted Earrings. Values to \$78. Send check or money order. Prestige Buiton & Nov, 245-7 Ave., N. Y. C. ch-no17

BILLFOLDS—HAND MADE AND LACED of genuine leather. Lady and gent styles, \$9 to \$18 per doz.; 3 samples, \$4 prepaid. Harold Bradley, 921 N. Highland St., Gastonia, N. C.

Did This Ad **ATTRACT YOUR ATTENTION!**

Use **DISPLAY CLASSIFIED**

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using two inches or more.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of automobile initials and Sign Letters. Free samples, "Ralco," XL, Boston 10, Massachusetts. ch-no

FABULOUS CLOSEOUTS

Tailored Earrings, Asst. STYLES \$ 1.50 dz.
Charm Brace, Asst. 2.50 dz.
Pierced Earrings on Display 1.75 dz.
Tie Slide & C/L Set. Reg. \$2.50... 5.40 dz.
Enamel on Copper Pins, 2.50 dz.
Cuff Links 2.50 dz.
Rhinstone 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.
Pearl Sets, 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

48 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 1.25 dz.
Stoned Bracelets, boxed..... 4.90 dz.
Cameo Sets, boxed 7.20 dz.
Tie Slide Sets, asst., boxed..... 4.00 dz.
4 Pc. Rhinstone Sets, boxed..... 18.00 dz.
Summer Earrings, asst. 7.00 dz.
Pearl Necklaces (domestic)..... 1.45 dz.
3 Pc. Rhinstone Sets, boxed..... 9.00 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.
SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

HAND EMBROIDERED COLORFUL 100% Wool Mexican Sweater Jackets, \$7 each dozen lots f.o.b.; sample \$8 postpaid. Olvera Trading Post, 107 E. Sunset Blvd., Los Angeles 12, Calif. no17

HILARIOUS CHRISTMAS AND FUN Cards. Send \$1 for sample pack of each, wholesale prices. Ace Enterprises, Box 262, Lyndhurst, N. J. no17

JAPAN DIRECTORY—MANUFACTURING exporters plus opportunity mail. Just \$1 today. Nippon Annal, 820 Third Ave., Box 739-T, Seattle 4, Wash. del

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. no24

REAL DIAMOND RINGS. SELL DIRECT, make big middleman's profit; no investment; experience unnecessary. Free catalog, details. Gleamlight, 111P No. Columbus Mount Vernon, N. Y. np

Looking for a Terrific Xmas Item? This is IT! The Most Sensational Looking

SHRUNKEN HEAD
ever made. Absolutely looks more real than the real thing. LIFE-LIKE. \$1.85 each, dozen lots only. F.O.B. L. A. Retail for \$2.98.

AIR MAIL YOUR ORDER NOW.

OLVERA TRADING POST

BOX 3163 LOS ANGELES 54, CALIF.

TICKETS TO HEAVEN, HOTTEST NOVELTY in 10,000 years; everyone wants one, 12 samples, \$1 postpaid. Goldenwest Specialty, Wilder, Idaho.

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, \$5; 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-up

ANIMALS, BIRDS, PETS

TAME BABY CHIMPANZES—EITHER sex, 12 to 15 pounds, from \$500. Also pair 3-year Chimps, \$400 each. Many tame African Monkeys from \$50. Rare Bird Farm, Kendall, Fla. no17

SPECIAL—ELEPHANTS

Immediately available Indian Assam female Babies, large choice. All about 5'. We compete as usual on price and quantity. Phone Whitehall 3-4073

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.

39 Broadway New York

WILD ANIMALS, BIRDS, REPTILES. Foreign countries and U. S. Free list. Wholesale to dealers. Jungle World, Box 947, Miami 48, Fla. no24

2 DOGS DOING 7 TRICKS EACH. OTHER dogs doing tricks. Alfreita, Box 51, New Cumberland, Pa.

BUSINESS OPPORTUNITIES

BUSINESSMAN WILL PURCHASE PART interest in established show. Will retain present management. Send full particulars to Box C-110, c/o Billboard, Cincinnati 22, Ohio.

BOWLING CENTRE. Ga. 28 mdrn. alleys. Nets \$15,000 or more per yr. Hdqrs. for many national matches! Well establ. Priced low. Dept. #7890.

OUTDOOR ADV. CO. So. Cen. Calif. Hi-way dsply, adv. in 6 west. states. Nat'l and local. Preferred accs. Establ. 1948. All nec. equip. A-1 ideal loc. Priced low Dept. #23478.

ELECTRO-PLATING CO. So. Calif. in imp. city. Specializes in auto bumper repairs. Nets \$5,300 mo. Compl. equip. Priced right. Terms. Dept. #23713.

DISPLAY EQUIPMENT MFR. No. Cen. Calif. Nationally known products. Outstanding reputation. Includes unique mannequin. Unlimited potential. Priced to sell. Liberal Terms. Dept. 23768.

DANCE HALL & BAR, C. NEW MEXICO, well establ. Fully equipped. Living quarters incl. Good profit picture. Dept. #23678.

BOWLING ALLEY. So. E. Maine. 8 Alleys plus various coin machines. Compl. equip., well establ. Only alley in town. Nominally priced. Dept. #42120.

CHAS. FORD & ASSOC., INC.

6425 Hilywd. Bl., Los Angeles, Cal.

DANCE PAVILION, RESTAURANT AND Tavern in LaSalle County, Illinois. Grosses \$140,000, makes \$25,000 net profit. Features top name bands. Reas. price and terms. Write Mr. Mays, Box C-108, c/o Billboard, Cincinnati 22, Ohio.

FOR SALE—IDEAL RETIREMENT HOME and business location with about 900 ft. road frontage, 15 acres of land, fruit berries, grapes, house, bath, electric heat. For particulars write to Grover Rattley, Tompkinsville, Ky. no17

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. no17

MOBILE FOOD CANTEN, 28' LONG, equipped to make and sell hot and cold foods, pizzas, frozen custard, beverages. Has electric generator. Drive it to locations. Cost \$15,000, sacrificing for \$6,500. Will finance. Royal Fixture Co., 847 N. Broad St., Philadelphia, Pa. no17

OPEN FOR OFFERS ON TWO NEW TWO-hundred cup Zeway coffee machines. G. Day, 830 Colborne St., London, Ontario, Canada.

COSTUMES, UNIFORMS, WARDROBES

NEW CLOWN SUITS, \$15; DERBIES, \$2; solid sequin Gowns, Costumes, Wigs, Rhinstones, Plumes, Cheap. Free list. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNION 3-9509.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Kraps Korn, 120 S. Halsted, Chicago, Ill. de29

FOR SALE—SECOND-HAND SHOW PROPERTY

BUILD KIDDIE RIDES FROM TESTED plans. Auto, Airplane, \$100 Chrlplane, \$5 each. Free 72 page catalog. Brill, Box 875, Peoria, Ill.

WEINMAN'S MEN'S WOMEN'S New Styles



BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

Choice Lot 6 FOR \$49

All famous makes—complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

Assortment, Men's FOR \$69.50

Elgin, Waltham, Complete with Expansion Bands. (Sample, \$8.95)

SPECIAL LOT—Men's Elgin, Waltham Watches \$6.45 Each

Reconditioned and Guaranteed. Expansion Bands included.

5-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT **WEINMAN'S**

182 S. Main St., Memphis, Tenn.

JEWELRY CLOSEOUTS

E-1—18kt. ... 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 Tie Slide Sets, bxd., dz. 4.50
O-1—Odd lot necks & bracelets, gr. 15.00
R-3—Men's stone rings, asst. dz. 2.75
2160—Stone neck & ears, bxd., dz. 7.50
2164—Stone neck & ears, bxd., dz. 9.00
2256—3-piece pearl set, bxd., dz. 12.00
5631—3-pc. Rhinstone Set, dz. 18.00
W-1—6-piece Watch Set, each 8.95
(Ladies' 30c more) 6.25
C-1—Cufflinks, carded, dz. 1.25
T-4—Tie Slides, carded, dz. 1.25
WF-8—Men's stone dial watch, bxd. 5.50

Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d. Free Catalog

NEW ENGLAND JEWELRY BUYERS
174 Empire St., Dept. 8, Prov. R.

! SENSATIONAL PROFITS!



No. 185 Full of Life! Fire! Brillancy \$3.25 Doz.

Good finish. White brilliant center. Red or Green sides. \$36.00 Gross

PROVIDENCE RING COMPANY

49 Westminster St., Providence, R. I.

FREE! WHOLESALE CATALOG

Big Sales for Salesmen, Agents, Distributors.

Write today for our BIG, FREE Catalog containing nationally advertised products at unbelievable LOW PRICES. Deal direct with widely known wholesale house handling complete lines of JEWELRY • NOVELTIES • RINGS • ENGRAVING MDS. • CARNIVAL MDS.

Sterling Jewelers

1975 EAST MAIN ST. COLUMBUS 5, OHIO

ESTABLISHED 5c & 10c STORE FOR SALE

Ideal for Man and Wife. Sell stock and fixtures. Building owned by present operator. Will lease at reasonable price. Selling because of wife's health. Located in good business district—718 E. Center St., Kingsport, Tenn. Phone Circle 6-8081 or write

MR. N. SHAHEEN

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personal
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Want to Buy

3 Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD—20¢ a word. Minimum \$4.

DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14.

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22 Ohio

Please insert the above ad in..... issue.

I enclose remittance of \$.....

Name.....

Address.....

City..... State.....

Spotlight Value!
Packed with "SELL"
Priced for PROFIT!

CEL-MAX Ensemble

KEY CHAIN
EXPANSION BAND
JEWELLED WATCH
CUFF LINKS
TIE BAR

\$4.89
Sample \$5.45
In lots of 12, \$4.79 Ea.

- Stunning Beauty in FIVE (5) Smartly matching pieces.
- Complete Jewelry Wardrobe (P.L.U.S. Handsome Jeweled Watch)
- Shipped in assorted sets. Beautifully boxed! Min. order 2.

NATIONALLY ADVERTISED
It's terrific! High styled Cuff Links... Full length Key Chain... Tie Bar... Fine Expansion Band and Handsome Jeweled Watch!... All luxuriously packed... Sensationally priced! A sample will convince you! 25% with order, Balance C.O.D.

CEL-MAX, Inc.
582 SO. MAIN ST.
MEMPHIS, TENN.

FOR SALE—MONKEY DROME, COMPLETE with 2 monks, 3 cars, \$695 cash. Apply Box 1, Fairview Rd., Penticton, B. C., Canada.

PORTABLE BLEACHERS, FOLDING Chairs, Tents, Tables, Lockers, Theater Chairs, Sidewalk, Folding Benches, Lona Star Seating Company, Box 1734, Dallas 1, Texas.

SELL OR TRADE 10-CAR HERSHEY'S Auto Ride for Mangle Boat or Pony Cart. Riders. Will buy Box or Pony Ride. Bill Williams, P. O. Box 518, Nashville, Tenn. no17

THIS IS A 14-LINE AD FOR ONLY \$14

You can buy this space to profitably buy or sell Used Show Equipment

TRAINS—ALL SIZES, GAUGES, TYPES, new, used trade-ins. Photographs, details, \$1 bill (refundable). Miniature Trains, 338 Winthrop, Rehoboth, Mass. no17

USED HAMMOND ORGAN, MODEL B 2, three years old, in good condition. Jack Loos Music Center, Waterloo, Indiana. Phone 2131. no17

USED METAL DINER, EQUIPPED: BAR- gain; terms. Phone 32-6281 or inquire at 6111 Nebraska Ave., Tampa, Fla. no17

USED RIDES—LARGE STOCK OF BOTH adult and kiddie rides that have been traded in on new equipment. Write today for list. King Amusement Co., P. O. Box 308, Mt. Clemens, Mich. de8

WOODEN BLEACHERS AND GRAND- stands, also Bingo Tables, Folding Chairs and various Tables. Large stock of former rental company. Must sell. James Flood, 332 Lakeside, Cleveland, Ohio. de1

INSTRUCTIONS BOOKS & CARTOONS

"HYPNOTIZE—WITH ONE WORD, ONE finger snap!" (Details, 3c.) Hypnotmaster, 846-H7 Sunnyside, Chicago 40, Ill. no17

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35c. Free! Show business book catalog. Ireland, B-108 N Dearborn, Chicago 2. np

MAGIC SAMPLES, FOR DEALERS ONLY. \$2.50 worth of magic for only \$15. Money back guarantee. Alden's, 190 Ward St., New Brunswick, N. J.

NEW 152 PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50c wholesale. Sub-miniature radiophone for mentalist, easily concealed. Brochure, prices on request. Nelson Enterprises, 336 South High, Columbus, Ohio. de8

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—FENDER BASSMAN AMPLI- fier. Old style with 15 inch speaker; very good condition. \$175. Garland Dye, Carlisle, Iowa.

PHOTO SUPPLIES DEVELOPING—PRINTING

COMIC FOREGROUNDS AND BACK- grounds. Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. no24

ENLARGEMENTS, HEAVYWEIGHT, EIGHT 5x7's or five 8x10's, \$1. No negative 25c additional for each different photo. Jack Koons, Huntington Mills, Pa. no17

NO CHARGE DEVELOPING ROLLS. PAY for prints only. Jumbos, 4c; regulars, 3c; failures refunded. Prompt guaranteed service. Square Deal Photos, Hutchinson, Kan. de1

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fn

TWO DIRECT POSITIVE PHOTO BOOTHS, semi automatic and hand. Excellent condition; reasonable offer. Leo Warner, 38 Vannah Ave., Portland, Me.

WALLETS FROM PHOTO OR NEGATIVE. 20, \$1; 48, \$2, heavy paper, 8x10 tinted, \$1; original returned. Paramount, Box 524 B, Hutchinson, Kan.

PRINTING

ADD PRESTIGE WITH BUSINESS CARDS. \$2.90 per 1,000 postpaid. Free samples. Shop-Rite Industries, Dept. BB, P. O. Box 88, Brooklyn 14, N. Y.

ALWAYS FASTEST SERVICE—QUALITY window cards, three colors, 14x22 size, \$8 hundred; larger 17x26 size, \$12.50. Cards for all amusement occasions, many illustrated. Tribune Press, Dept. ND, Earl Park, Ind. de8

1,000 EMBOSSED BUSINESS CARDS, \$2.95 postpaid. Request free printing and embossing price list. John Pepper, Box 822, Chattanooga, Tenn.

200 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mail Press, 767-B Leith St., Flint 5, Mich. de1

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS— 10, 20, 30, 50 and 240-light; book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part time; buy nothing; sales list furnished. Match Corp., Dept. D-133, Chicago 32, Ill. np

BARNS, NITE CLUBS & STORES ARE YOUR customers for our line. Sell them 71,800 advertising novelties to help them get more customers. Best commissions or discounts. Lowest prices. Send \$1 (refundable) for 10 terrific samples, catalogs, etc. Adelpia Specialty Co., 185 N. E. 21st St., Miami 37, Florida. no24

ONE PIECE BILLFOLDS, MADE OF FANCY leathers. Very good and fast seller. Dozen, \$10; sample, \$1 prepaid. Jack Eastwood, 694 1/2 Jefferson, Chillicothe, Ohio.

GOLDMINE OF 600 MONEY MAKERS— Free copy Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1. ch-1fn

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. de1

CAN PLACE ELDERLY TATTOO ARTIST. No booze. If you have been here don't return. Playmart, 1111 Main, Fort Worth, Texas.

WANTED TO BUY

FREAKS WANTED—TWO HEADED CALF or Tattooed Cow. Anything suitable for use in one show. Thomas Mulky, U. S. Soldiers' Home, Washington 25, D. C.

PRIVATE COLLECTOR WILL PAY \$20 each for old barbershop shaving mugs with occupational design. Louis Evans, Lenexa, Kan.

SMALL POPCORN & CARAMEL CORN Trailer equipped complete. Whirlwind Snow Cone, Candy Floss, no tents. Waffle outfit, small Root Beer Barrel; 2 or 3 dozen 5 or 8 inch Hooftlaw Blocks. Give all details in first letter. G. W. Gaines, 439 Josephine Ave., Columbus, Ohio.

WANTED 8 OCTOPUS TUBS—STATE price, condition and type in letter. Elmer Vetter, 1137 S. 25th St., Manitowoc, Wis. no17

HELP WANTED

REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph. No display. First line regular 5 pt. caps. Rate: 20c a word—Minimum \$4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

ACTS WANTED—SEND 8x10 PHOTO, prices. Jimmie Downey, 7733 Arthur, St. Louis 17, Mo. no17

LOCATION COMBO WANTS DRUMMER. Saxist; sing, double, some comedy, jazz, rock 'n' roll, commercial. Don't misrepresent. Salary depends on you. Boyie Heller, 2520 Broadway, Bismarck, N. D. CA 3-5438.

NEED 4TH TENOR TO JOIN NOV. 19. Commercial band, take offs not necessary. Bobby Mills, Box 385, Columbus, Neb.

SINGING ACTS, ALL KINDS, BASSO PRO- fundos, comedies, etc. Permanency for good people. Salary, meals. Supper Club, 670 Broadway, San Francisco. Yukon 6-4113.

TRUMPET IMMEDIATELY, COMMERCIAL combo, locations. \$90 weekly minimum surtax paid. Sing harmony, doubles preferred. Bill Grassick, Manhattan Club, Lansing, Mich.

WELL KNOWN CHICAGO AGENCY branching to cocktail club department. Prefer experienced Chicago man established in business with full knowledge of field who could capitalize on full exclusive in territory. Offer better percentage deal. etc. Box 873, The Billboard, Chicago, Ill. no24

Hawaiian "TI" PLANT LOGS

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 aids. Free promotional flash. Write for details.

LOWEST PRICES ANYWHERE

Sherfy's
2126 Boyer St. Seattle, Wa.

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMPs—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.

84-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

M. K. BRODY
1116 S. Halsted St., Chicago 7, Ill.
L. D. Phone: MOnroe 6-9520
In Business in Chicago for 37 Years

Quick Photo Invention!

PDQ CAMERA
Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2x3 1/2 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER Camera.

PDQ CAMERA CO.
1846 W. Cortez Chicago 22, Ill.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursdays for the Following Week's Issue

BANDS & ORCHESTRAS

3-PIECE BAND, ROCK 'N' ROLL, CHA Cha, Mambo, Society, cut shows. Open for job in Florida. Don Pasquale, Manhattan Tower Hotel, Broadway at 76th St., New York, N. Y. Phone: SUsquehanna 7-1900. no17

MISCELLANEOUS

CARNIVAL MAN—17 YEARS' EXPERI- ence. I know where the money is and how to get same. Robert C. Froshour, 1701 Barto Dr., Lufkin, Tex. no24

FEMALE IMPERSONATION ACT OPEN for club booking. Expensive wardrobe, rumba and exotic. S. L. Burgess, 339 W. Broadway, San Diego, Calif. de18

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh30'57

YOUNG MAN WANTS TO WORK WITH film producer or director as helper or man Friday. Can travel; wants opportunity to learn business. Have been salesman for 10 years; excellent references, very cooperative. Write G. Tropea, Presidential Apts., City Ave., Philadelphia, Pa. no24

MUSICIANS

A-1 RINK ORGANIST, EXPERIENCED best rinks wants position New England or Middle Atlantic States only. Box C-109, c/o Billboard, Cincinnati 22, Ohio. no24

A-1 ORGANIST AVAILABLE FOR HIGH- class dining room or lounge. Prefer warm climate. Address: Organist, Box C-102, c/o Billboard, Cincinnati 22, O. no24

AT LIBERTY—FIVE PIECE WESTERN Swing, Radio & Dance Band. Fine instruments & wardrobes; all union; radio, stage & TV experience. Go anywhere, location preferred. Tex Cooper, c/o Radio Sta. KIUN, Pecos, Tex.

EXPERIENCED LADY PIANIST, EXCEL- lent accompanist, read, fake, transpose. Play all requests. Solo, orchestra. Gladys Bell, Andrew Jackson Hotel, Kansas City, Mo.

GIRL COMBO, ALL TYPES OF MUSIC IN- cluding Dixieland, South American. Fine instruments & wardrobes. Present location one year, furnish references. Good dance or entertaining unit. No agents. Band Leader, 1322 Fletcher, Phone 9825, Anderson, Ind. del

GUITARIST, BASSIST, VOCALIST, PREFER combo. Cut first night or no notice. Cleo Scroggins, 1424 1st Ave. W., Kennewick, Wash. Justice 2-8372.

TENOR SAX, CLARINET DOUBLING VIO- lin. Top name band experience. Combo and shows. Member Locals 19 and 8. Fine appearance; go anywhere. Earl Santer, 719 1/2 14th St., Oshkosh, Wis. Blackhawk 5161.

TRUMPET MAN, UNION, WANT SECTION chair, no lead. Will travel. Art Athey, 143 Ridge Ave., New Kensington, Pa. no24

TRUMPET MAN—LARGE OR SMALL group. Tone, range, read, fake, play shows. Prefer combo, jazz or commercial. Lew Gautreaux, 1348 Willard St., Gary, Ind. Phone Turner 5-2349. no24

PARKS & FAIRS

AT LIBERTY AFTER NOV. 1: 1957 RAY'S Circus Revue, Dogs, Monks, Birds, small Pony and baby Elephant. Due to enlarging, act to move to larger quarters. Mail Magnolia, Ohio, Route #1, Phone Canton, Ohio, Union 62021, H. R. (Rube) Ray. ja21'57

AT LIBERTY—PROF. PAMAHASIKA: have full equipment. Cages, tables for cockatoos, macaws, canaries, parakeets, with services. Contact: 3504 N. 8th St., Philadelphia 40, Pa. no24

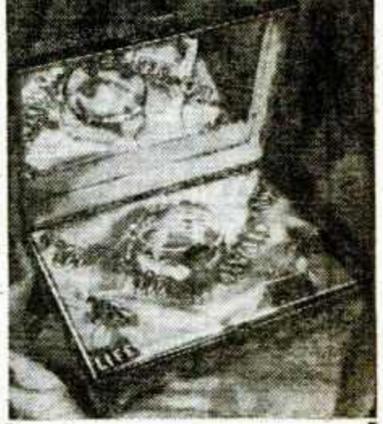
BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. de15

SENSATIONAL HIGH DIVING AS FEAT- ured by Fox Movietone is loaded with super charged excitement that captures and holds attention. This to hell with consequence exhibition that stirs up the spectators' blood and sets all their nerves a tingle is too dangerous, suicidal and barbaric for a few timid souls; they vigorously oppose its showing and deliberately discourage attendance, but they must be in the minority, for the public has taken to this like ducks to water. And due to its super man qualities the teen-agers group has helped to bring it into national prominence. Although it is a dangerous and tricky thing where one mistake could mean sudden death or serious injury. On the other hand, perfection is a rare and wonderful sight to behold. Committes who are promoting commercial enterprise, this is for you, and Parks, Fairs and Carnivals who just can't hit on the right thing. Please investigate. Capt. Mac. Productions, 456 Lamphier Place, Warren, Ohio, Tel. 45337.

WATERPROOF \$8.75

with stretch band
Luminous Dial & Hands, YELLOW TOP, unbreakable crystal, 15 & 17 JEWELS.

Your choice of BULOVA, BENRUS, ELGIN. Guaranteed and reconditioned LIKE NEW.



WOW!

A PACKAGE THAT SELLS ITSELF
In a lovely jewel case with a mirror back. Your choice of BULOVA OR BENRUS WITH 15 AND 17 JEWELS a gold-filled expansion band, yellow jewelry with a lifetime finish

This jewel case with a beautiful necklace and earrings in sparkling Rhinestones. A matching Rhinestone watch with gold-filled expansion band.

All watches rebuilt and guaranteed like new.

ALL THIS FOR A \$12.75 LOW PRICE OF

DON'T WAIT Sample ORDER NOW \$13.75

SEND FOR FREE CATALOG

Wholesale only, 25% with order, balance C.O.D. 5 day money back guarantee. Send money order or certified check with order to avoid delay in shipment.

AL ZEIGER & SON
706 Sansom St. Philadelphia 6, Pa. WAlnut 2-6055

MONEY MAKING VOLUME!

Two Tone Plastic Retractable BALL PEN

With Chrome Ring in many color combinations with SILVER TIP \$17.50 gr. REFILLS

MANY OTHER STYLES including Chrome or Gold Metal Pens, Plastic Barrels Ball Pens with Gold Caps.

SILVER TIP \$8.64 gr. REFILLS

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.

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

MECHANICAL TOYS FOR CHRISTMAS

Bessing Fur Dog ... Gr. \$57.00; Dz. \$8.50
Jumping Fur Dog ... Gr. 37.50; Dz. 3.75
Jumping Fur Dog w/Voice ... Gr. 45.00; Dz. 4.00
Jumping Fur Kitty ... Gr. 42.00; Dz. 4.00
Funny Clown Rocker ... Dz. 4.50
Mechanical Cowboy on Horse ... Dz. 7.50
Small Jumping Fur Dog ... Gr. 21.40; Dz. 2.00
Kolliver Cat ... Gr. 48.00; Dz. 4.25
Dog With Shoes ... Gr. 43.20; Dz. 4.00
Mechanical Santa & Sled ... Gr. 43.20; Dz. 4.00
Big Playful Puppy ... Dz. 7.50
Include postage with order. 25% deposit with C.O.D. order.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

DON'T TAKE CHANCES WITH PROFITS

Sell the Crisloid line of proven profiters. Dice, dominoes and plastic novelties that are packaged for impulse sales and priced for volume turnover. Crisloid's WHEEL OF FORTUNE miniature roulette key holder, CUTIE COP dice holder key chain and GALLOPING DICE key chain are well-known sales leaders in the Crisloid line.

Write for Free catalog. FOR QUICK ACTION ORDER NOW.

Crisloid plastics Inc.
55 Porter Street Providence 5, R. I.
Successor to The Silveroid and Ideal Dice Companies.

ELVIS PRESLEY will make your sales sing

PREPARE FOR ELVIS PRESLEY'S LATEST PICTURE, "LOVE ME TENDER," OPENING IN YOUR COMMUNITY SOON

Large size, four-color print on beautiful white fabrics with Elvis Presley signature.

ELVIS PRESLEY HEAD SCARF
Every Teenager Wants One!

Retail Price ... \$ 1.50
Dealer Cost ... 10.80
Doz. FOB, NYC. Minimum order 3 dozen. Sample dozen \$12.00 prepaid.

LEONET CORP.
(Exclusive Licensee) 1907 Park Ave., New York 35, N. Y. ENright 9-1870

COIN MACHINE OPERATORS—TOBACCO JOBBERS

HOTTEST DEAL ON THE MARKET

**BIG PROFITS
PLAYER APPEAL
FIVE CARD DRAW**

600 Cards @ 25c Play \$150.00
Pays Out (Average).... \$70.00 to ... 80.00
PROFIT (Average) 70.00 to ... 80.00

**NO FEDERAL TAX
OR WAGERING STAMP REQUIRED**

For Information Write—Wire—Phone

BENMAR SALES CO.

633 Plymouth Court Chicago 5, Illinois

Phone: HArrison 7-2971

Five Card Draw

← OPEN HERE → ← OPEN HERE →
PULL BACK PULL BACK

OPEN 5 SEALS ONLY

← OPEN HERE →
PULL BACK

DEAD HAND IF MORE ARE OPENED

← OPEN HERE →
PULL BACK

Copyright 1956, Baraboo Mfg. Inc.

← OPEN HERE →
PULL BACK

OPEN 5 SEALS ONLY

← OPEN HERE →
PULL BACK

DEAD HAND IF MORE ARE OPENED

← OPEN HERE →
PULL BACK

← OPEN HERE →
PULL BACK

25412

Actual Size

Attention, Pitchmen, Concessionaires, Dealers,
Agents, Anyone Interested in Extra Profits!

Send \$15 for sample
package of 10 items

**WRITE FOR FREE
1957
LOUIS WATCH
BROCHURE**

You may re-order any of the individual
numbers you desire.
Sample package of our 10 Latest Promotions.
Each item tested and proven to be "hot" sellers.
Our repeat orders prove each number is a winner.

If you are not satisfied with our selection, we will refund your money.
25% dep., bal. C.O.D., F.O.B. Chicago.

DIVISION SALES 3341 W. Roosevelt Rd., Chicago 24, Illinois
Phone: LAwndale 2-7377

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
Sample Set **\$3.50** In lots of 4

MODERN PEN Mfg. Co., Inc.
384 B'way, N.Y. 13, N.Y.

Two Top Sellers from CEL-MAX
your choice

\$12.00 DOZ.

PLASTIC HANDBAG with JEWELRY SET
A sparkling, clear plastic HANDBAG with brilliant stones in 3-pc. jewelry set! **TWO GIFTS IN ONE** to sell at sensational profits for ONLY \$12.00 per dozen! Sample, \$1.90. Fashion favorites that will sell on sight to help you cash in for Christmas! (Min. order, 12.)

BOXED JEWELRY SETS
Hand set sparkling stones and simulated pearls. 4 gorgeous 24k gold plated pieces. Beautiful satin-lined gift box. Sell for Christmas gifts at terrific profit! \$12.00 per DOZEN—Send \$1.50 for sample set TODAY!

Wholesale only, 25% cash with order, balance C.O.D.

CEL-MAX, Inc. Exporters • Wholesalers • Manufacturers
382 So. Main St. - MEMPHIS, TENNESSEE

WRITE FOR FREE CATALOG TODAY!

\$21.00 per doz.

NEWLY STYLED HOLLYWOOD MATCHED ENSEMBLES

Necklace, Earring, Pin, Expansion Bracelet Sets in Satin-Lined GIFT BOXES!

Also 4-piece ALL Rhinestone Bracelet and Earring Sets—(boxed) \$21.00 per doz. Necklace and Earring Sets (boxed)—\$7.00 per doz. \$75.00 per gr.

Assorted Styles

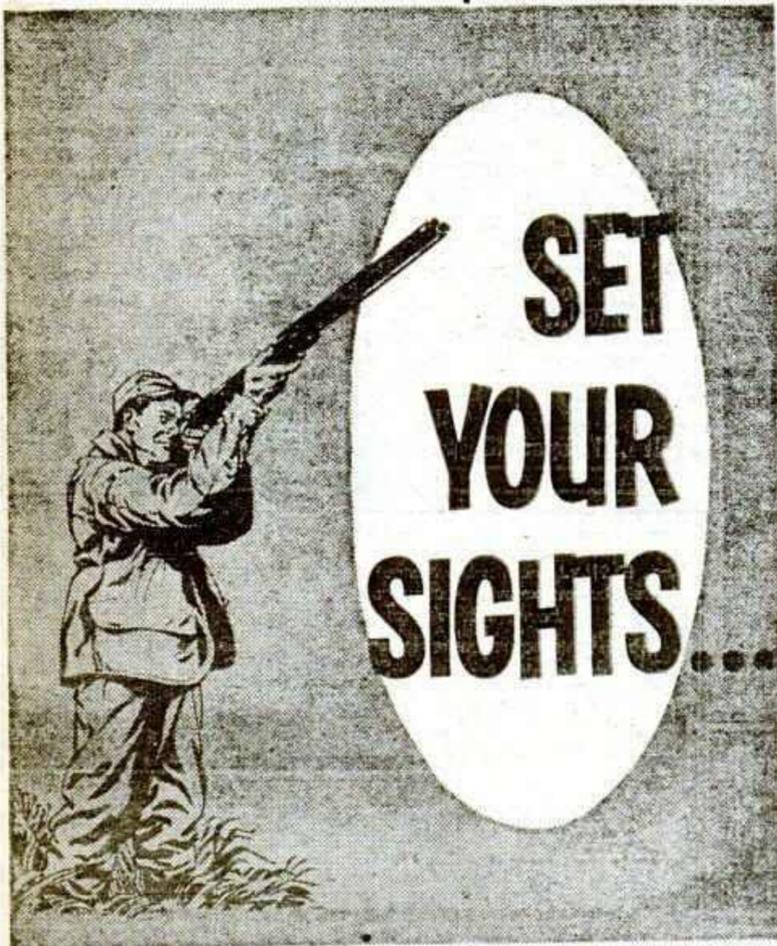
PACKARD JEWELRY CO. 25% deposit on all C.O.D. orders. SEND FOR NEW CATALOGUE of 150 other jewelry items, watches and watch sets.
Dep't B-48, West 25th Street
New York, New York

DIRECT FROM MANUFACTURER

XMAS EAR-RINGS

4 STYLES — \$6.75 DOZ.
Individually Carded.

TOMAHAWK
Muskogee, Okla.



ON
100% COVERAGE
Thru The Billboard's
Outdoor Convention SPECIAL

RUSH copy instructions to reach us by

THURSDAY, NOV. 15

or wire us to repeat one of your previous ads.

THE BILLBOARD

2160 Patterson St.

Cincinnati 22, Ohio

Order Direct From Ad For Immediate Delivery!

32" PLUSH BEAR
Cotton stuffed. \$20.00 dx.
Asst. colors ...

30" ALL PLUSH BEAR
Standing Cotton Fill \$16.75 dx.

25" PLUSH STANDING BEAR \$14.40

13" PLUSH TEDDY BEAR ... \$8 Dx.

18" Plush TV Toy Dog \$36 dx.
Hassock

17" Dancing Monkey, bag } \$9.60
22" Bonnet Doll, bag }
22" Pinocchio Doll, bag ...

28" STANDING PINOCCHIO ... \$14.40 dx.
24" DUTCH BOY ... \$14.40 dx.

F.O.B. N.Y.C. 25% Dep., Bal. C.O.D.

TEE JAY TOYS, INC.
48 West 20th St., NYC 11 WA 9-6865

YOUR NEW WEST COAST SUPPLY

DEEP FRYERS \$ 6.00
ELECTRIC SKILLETS 7.25
8 pc. KITCHEN SET, Dot. 24.00
4 pc. PEARL SET, Dot. 10.80
12 pc. COOKWARE 8.75
REBUILTS—17 JEWEL 8.50
PIN-LEVERS WITH BAND... 4.25

MANUFACTURERS' REPRESENTATIVE FOR BIL-PAK — ROTO BROIL — OSTER—REGAL WARE, etc.

WRITE TODAY FOR INFORMATION.

COMPETITION SALES
714 W. 6th Street, Los Angeles, Calif.
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Gibson, L. S. & Mrs.
Gill, Frank
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Glosser, Anthony
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Hauser, I. B.
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Hockett, Mrs. Dorothy
Hloy (Hoy) Mrs.
Hoeve, Homer E.
Hofmann, Lottie
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Hoffmann, The (Clara & Eugene)
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Moore, Florence
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Moore, Mrs. Anna (Anna Moore Shows)
Moore, Daisy
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Morgan, Louis P.
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Palmauer, Richard & Mrs.
Parker, Audrey Lee
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Perrine, Don
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Piccolo, Ralph
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Porter, Bill
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Pruitt Jr., Evans Lee
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Rankin, Josephine
Reed, James E.
Richardson, Betty
Richardson, Jozzy
Richey, Luther
Riley, Mrs. Margaret (or Kidwell)
Roachman, Mrs. Stash
Robinson, Mrs. Shellagh
Robman, Mrs. Ethel Mae
Royal, W. H.
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Sanders, James A.
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Scheible, Geo. D.
Schuch, Clarence J.
Scott, Elaine
Scott, John Harold L.
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Sheets, Howard
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Shepherd, Junior
Siegel, Irving
Shaffer, Billy
Skeels, Lee
Sloat, Roy S.
Smith, Charley (Cook House)
Smith, Little Shby
Snell, Smiling Jim (clown)
Sodders, Orvin & Mrs.
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Starke, John
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Stuart, Al (Shooting Gallery)
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Stuber, H. G.
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Valentine, W. B.
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Walsh, Earl (City of Religion Exhibits)

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Williams, Harry
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See 60% Share Inevitable in Twin Cities

MINNEAPOLIS—Music operators in the Twin Cities are trying for 60-40 commission splits on their juke boxes, but they must settle for front money divisions and 50-50 set-ups, a survey of top operators in Minneapolis and St. Paul indicated last week.

"We're trying hard for 60-40 splits," explained Norton Lieberman, of Twin City Novelty Company, Minneapolis, "but as yet the percentage is small. However, it's inevitable that we move in that direction with 60-40 as minimum."

"There has been great waste of music in this area because of amusement games. Music always brought up the rear. But conditions have changed. No longer are juke boxes subsidized by other equipment. The phonograph has to pay its own way, and it's almost like building from the bottom up, for this used to be the stepchild of coin machine industry," said Lieberman.

The Twin Cities, Lieberman said, goes for flat guarantees wherever
[\(Continued on page 88\)](#)

What Fort Pitt Divisions Do

PITTSBURGH—The Fort Pitt Brewing Company, division of Fort Pitt Industries, Inc., manufacturers beer, ale, and malt beverages at its plant in Sharpsburg. A branch plant located at Jeannette, Pa., is closed and all equipment was recently sold. The divisions employ 700.

Fort Pitt Brewing products are distributed to wholesalers under brand names of "Fort Pitt Pilsner," "Fort Pitt Special," "Fort Pitt Ale," "Old Shay Ale" and "Ole Shay Beer."

Most of its sales are in Pennsylvania, but the firm also sells in Ohio, Maryland, Virginia, New York, West Virginia, New Jersey. Some sales are made in Kentucky and Michigan.

The Jacob Siegel Company division manufactures top coats and overcoats to retail from \$65 to \$169.50; the Windsor Overcoat Company division manufactures top coats and overcoats to retail from \$35 to \$100.

Both Siegel and Windsor divisions are located in Philadelphia; the former has 70,000 square feet at 317 North Broad Street, the latter 35,000 square feet at 1309 Noble Street.

50-50 Splits Rule in Milw.

MILWAUKEE — Milwaukee's highly competitive operating business works to the advantage of location owners, particularly when it comes to commission arrangements, according to a check of operators last week.

Front money in the Beer City is a rarely achieved objective, altho minimums are very common. Operators have few locations which receive less than 50 per cent commissions.

"The tavern keepers have become
[\(Continued on page 87\)](#)

OPS IN FIVE CITIES AGREE ON SPLIT STYMIE

CHICAGO—Music operators are using front money, guarantees and other commission arrangements along with a percentage to enable them to hold up their net, but they are generally not successful in breaking the 50 per cent location-share barrier.

That's the consensus of operators surveyed to date in five major cities in a special series on dime play progress and commissions. In the adjoining columns operators from the Twin Cities, Minneapolis and St. Paul, and Philadelphia, explain what's happening on the commission front. Last week's issue contained reports from three big cities in the Far West: Los Angeles, Denver and Salt Lake City.

The current dime play situation in Milwaukee, the State of Wisconsin and Upper Michigan is reported elsewhere on this page. Reports on dime play from Memphis (100 per cent on dime) and New Orleans (no dime) and the State of Louisiana (some dime) appeared in last week's issue.

Denver Ops Open Drive For 10c Play

DENVER — Denver juke box operators will try to establish dime play in the Colorado capitol.

Some 28 operators attended their first meeting on dime play last month at the Cosmopolitan Hotel. Spark-plugged by the Bell Music Company, a subsidiary of R. F. Jones Distributing Company, the session was such a success that a program was drawn up, calling for a series of monthly meetings to be rotated from one distributor's showroom to another.

The second meeting was held October 20 in the R. F. Jones showroom, again on an informal basis. The meetings included representatives from Modern Music Company, Bell Music Company, Denver Novelty Company, Denver Amusement Company, and others. No officers have been elected for the group.

Minimums, % Standard for Philly Ops

PHILADELPHIA—There is no movement afoot to alter the present commission arrangements on music machines in the Philadelphia area.

As far as local operators are concerned, there is unanimity among them that the front money and the 50-50 arrangement will continue. They can't see the advent of the 60-40 arrangement.

One operator said, "It's hard enough to try to get the storekeeper to agree to our present terms. They'd throw us out of the location if we mentioned a 60-40 split."

All operators interviewed said they had a standard arrangement for the installation of new equipment. The operator first took his minimum and the remainder was divided up. This procedure was
[\(Continued on page 87\)](#)

Seeburg Selling For \$10 Million

• Continued from page 1

Chicago and the First Pennsylvania Company of Philadelphia.

N. Marshall Seeburg, son of J. P. Seeburg who founded the corporation in 1902, will continue as chief executive of the Seeburg division.

The entire list of Seeburg offices, all of whom are continuing with the new division, include: Bruce R. Jagor, executive vice-president, assistant secretary and director; Carl T. McKelvy, vice-president in charge of sales; Justus P. Seeburg II, vice-president, treasurer and director; Noel M. Seeburg Jr., vice-president, secretary, counsel and director; Kenneth R. Craft, vice-president in charge of purchasing and director; S. R. Andrews, vice-president in charge of manufacturing; W. H. Clark, controller, and Norman H. Peterson, assistant treasurer.

Properties acquired in the move include general offices and factory buildings measuring 231,430 square feet, a leased factory building measuring 73,000 square feet and a leased service depot of 12,000 square feet, all located in Chicago.

McKELVY TELLS WHAT SEEBURG MOVE MEANS

The following is a complete statement by C. T. McKelvy, vice-president and director of sales of the J. P. Seeburg Corporation, on the move by Fort Pitt Industries to acquire Seeburg.

We are happy and proud to announce our affiliation with Fort Pitt Industries.

Frequently announcements of this kind portend organization changes both in personnel and policies. However, we hasten to inform all our good friends in the industry that such is not the case in this instance.

N. Marshall Seeburg will continue in his present capacity. His sons, J. P. Seeburg II and Noel Seeburg Jr., will both continue as officers and directors. B. R. Jagor will continue as executive vice-president and director. No changes will be made in personnel in our plants or our offices.

This action taken on our part will in no way affect or alter the relationship between the J. P. Seeburg Corporation and its distributing organizations. The Seeburg family is retaining a substantial financial interest in Fort Pitt Industries and our company will function as a division of Fort Pitt Industries.

The decision of the Seeburg family to become a division of Fort Pitt Industries has been taken to assure the continued growth and success of the J. P. Seeburg Corporation.

It is my good fortune and privilege to continue in my present capacity with our company.

(Signed) C. T. McKelvy

Alabama AMI Distrib Has Op School

BIRMINGHAM—An operator school on AMI's 200-selection phonograph (G-200) was held by the Birmingham Vending Company last week.

"Best turnout we ever had," stated Max Hurvich, one of the owners of the company. He added that even operator from the farthest reaches of their sales territory attended.

Starting at 10 a.m. the morning session was spent in explaining the new mechanical and electronic features of the machine. During the afternoon, operators had a chance to put to practical use some of the morning's instruction.

Attending the school were: Doc Sutton, Atmore; Mrs. R. A. Irons, Thomasville; Woodrow Vandiver, and Jack Hoskins, Birmingham; H. T. Rowell, Talladega; Fred Perel, Birmingham; L. S. Suggs, Anniston.

Joe Allen, William Thomason, Jerald C. Bell, Travis Raney, Fred Raney, William Gray, M.W. Ryles, Thomas Werner, Bill Wooten, Billy McGhee, Lloyd Cox, Raymond E. Cohen, Joe Yates, Curtis Garth, Arthur J. Carter, Travis Cheatwood, J. B. Westmore, Ollie Cooker, Nathan Allen, Louis Allen and Bill Yancy.

The group was addressed by Bill Klersey, AMI factory representative, and Joe Collins, AMI sales representative.

Dime-Play Push Gets Under Way On Long Island

FREEMONT, L. I., N. Y.—Long Island, the last stronghold of nickel play in the New York area, will be the target of an all-out attempt to convert to dime play.

Two of the largest operators in the area announced last week that wholesale conversions are contemplated, and that dime play should predominate by spring.

At Suffolk-Nassau Amusement, operator of more than 1,000 juke boxes on the Island, Cobe Foreman said the firm will convert 100 boxes this week. He explained that all new equipment has been going out at 10 cents, but the process of waiting for new equipment to replace old boxes is too slow.

Conversion Under Way
Irving Holzman, head of Flushing Music, operator of about 500 boxes on the Island, said that conversion to dime play began last week.

It is expected that once the larger operating companies get under way on their conversion programs, the smaller ones will follow.

Who Runs Fort Pitt

PITTSBURGH — Michael Berardino, president, chief executive officer and one of the largest single stockholders of Fort Pitt Industries, Inc., has been in the brewing business since 1912. He was elected vice-president and director of sales of Fort Pitt Brewing Company, Inc., in 1937 and later in the same year was elected president.

He has served two years as president of the Pennsylvania State Brewers' Association and has been a director of the U. S. Brewers Foundation since 1949.

Charles J. Berardino, vice-president
[\(Continued on page 88\)](#)

Juke Unionization Looms in Mass.

BOSTON—Unionization of the coin music industry in the Bay State may be getting closer. Officials of the teamsters' union in Boston have been calling on workers in the business with a
[\(Continued on page 88\)](#)

Capsule Diversification History of Fort Pitt Ind.

PITTSBURGH—Fort Pitt Industries, Inc., a publicly-held corporation which is preparing to acquire the J. P. Seeburg Corp., launched its diversification program last year.

With Seeburg, it will operate four divisions. The other three are the Windsor Overcoat Company and the Jacob Siegel Company both of Philadelphia, and the Fort Pitt Brewing Company, Sharpsburg.

On October 17 stockholders approved the change in the name from Fort Pitt Brewing Company, Inc., to the present Fort Pitt Industries, Inc. At the same time, they were asked to approve a \$10

million loan for the purpose of diversifying operations.

The diversification policy was announced by Michael Berardino, president since 1937, in the company's annual report for fiscal year ending October 31, 1955. Berardino reviewed the history of the firm, stating that it had shown steady growth, from its beginning in 1906 to 1937. In the year, a loss of \$94,417 was reported on sales of \$1.4 million.

Berardino was elected vice-president and director of sales in 1937. According to the report, suggestions made by him for the improvement in the company's position led to his

being named president the same year.

From 1938 to 1949 the firm showed continuous growth, with sales of \$29,901,000 and a profit of more than \$2 million in 1949. The firm sustained its first loss under Berardino direction in 1952. Strikes in the coal and steel industries were cited as causing a generally economic depressive condition in the area. Strikes in the Pittsburgh district breweries hampered operations and total losses sustained for four years from 1952 hit \$2 million. For fiscal 1955, the firm reported a net loss of \$924,537
[\(Continued on page 92\)](#)

ROCKOLA

H I - F I D E L I T Y M U S I C

•50
•120
•200
SELECTIONS

SELECTIONS
50

MODEL 1452

INCREASE the TAKE

from YOUR "SPOT" LOCATIONS

with

ROCK-OLA "TOP TUNE" PROGRAMMING

Designed for top locations requiring only a limited number of selections as in areas where "country music" is all the rage or in college or high school "spots" where the demand is for the top hit tunes of the week.

THIRTY TOO

COSTS LESS TO BUY—

COSTS LESS TO OPERATE—

AT YOUR ROCK-OLA DISTRIBUTORS

FEATURES

THE INTERNATIONALLY POPULAR TOP HIT TUNES OF THE WEEK

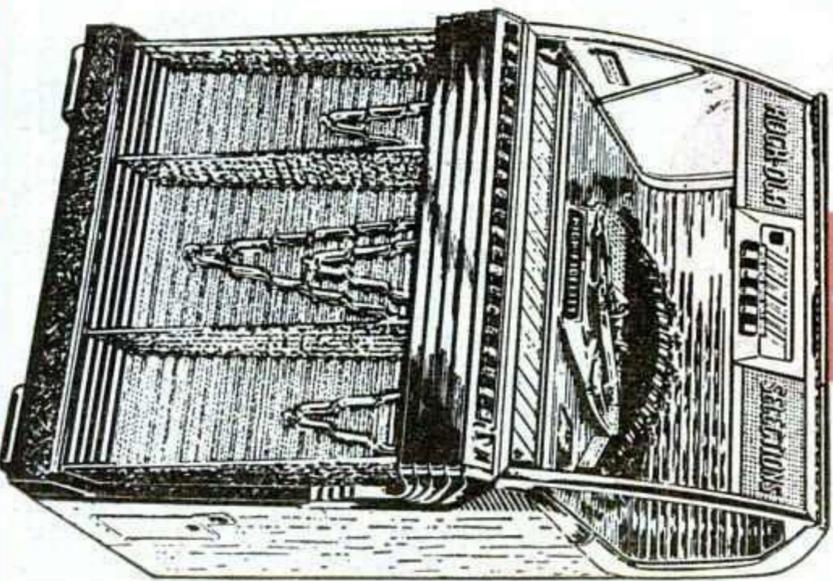
UPPER SELECTION PANEL PERMITS LOCATIONS TO DISPLAY PROMINENTLY

THE TOP HIT TUNES EACH WEEK — STIMULATES AND SPEEDS UP PLAY—

INCREASES



PROFITS



Champ

MONEY MAKER

IN THE 200-SELECTION CLASS

50¢ PLAY DOES IT!

THE CHAMP WITH PATRONS

because its dynatone sound system delivers true-to-life tone.

THE CHAMP WITH LOCATIONS

because its crowd-pulling music just hasn't been surpassed.

THE CHAMP WITH OPERATORS

because it's the most profitable phonograph in Wurlitzer history.



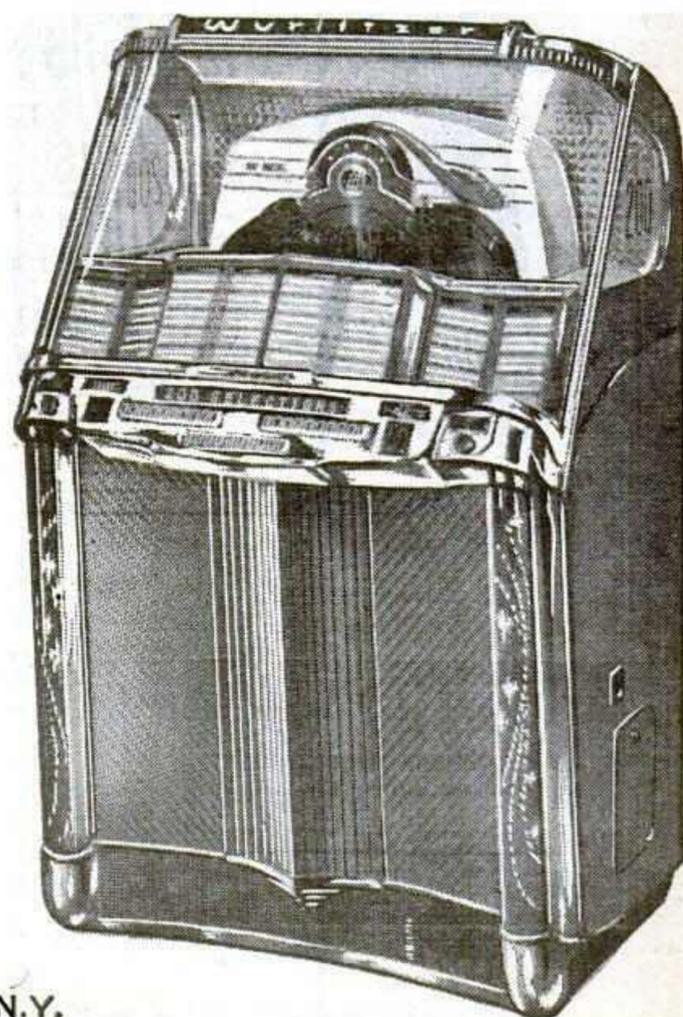
**HIGHLIGHTING 100 YEARS OF
MUSICAL ACHIEVEMENT**

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.



INSTRUCTOR REID WHIPPLE (second from left), Wurlitzer factory service engineer, holds after-class session at a two-day service school held at United, Inc., headquarters in Milwaukee last month. Shown (l. to r.) are: Orville Adams, L'Anse, Mich.; Whipple; Frank L. Barca, Advance Novelty Company, Kenosha, Wis.; Bert Liesch, Milwaukee, and Ken Kulow, Kendou, Inc., Milwaukee.

Milwaukee Dime Lags; State Up

10c Converts Harvest Bumper Takes But Competition Hurts 100% Movement

This is the third in a series of city reports on dime play progress. Reports on Memphis and New Orleans appeared in last week's issue.

MILWAUKEE — Despite consistent efforts by a small group of Beer City operators to spread the gospel of dime play, it is still not being wholeheartedly received by the rank and file coinmen.

A survey of music operators here reveals glaring contracts highlighting a minority of firms reportedly reaping a harvest of boosted coin box receipts via dime play, while the majority state that it can't be put over on their juke boxes.

Traditionally a conservative coin machine market, Milwaukee has been dragging its feet, making slow progress toward widespread use of dime play. Most common complaint from operators is: "We'd like to switch over to dime play, but the operators here won't co-operate. There's too much competition."

Kendou, Inc., run by partners Ken Kulow and Doug Opitz, unquestionably ranks as Milwaukee's leading exponents of dime play. Operating extensive strings of music machines thruout Milwaukee county, the Kendou, Inc., firm, according to Ken Kulow, currently has about 50 per cent of its locations set at dime play. "We try to get 10 cents per play in every one of our stops if we can possibly do so," says he. "If we can't convince them to switch to straight dime, then we suggest one for a dime and five for a quarter. That usually brings them around."

10-Cent Increases
Has the introduction of dime play shown beneficial coin box results for Kendou, Inc.? "Healthy increases in almost every instance," says Ken Kulow.

Kendou music routes are strongly entrenched in the sepia section of town. About 50 per cent of their colored tavern locations, according to Ken Kulow, have accepted dime play, with exceptionally good results. "Maybe it is because music plays a much more important role in those locations," says Ken Kulow. "But we have not limited our dime play push to the colored neighborhoods. We've been putting in dime play machines all over town."

The past few years have also seen the Kendou routes acquiring a heavy number of 200-selection juke boxes. Policy is to insist on dime play for virtually all of their new 200 disk units. "Only two of our 200-selection machines are on straight nickel. And these are such strong music locations that we don't find it necessary to put them on 10-cent play," says Ken Kulow.

"We are more optimistic than ever about the future of dime play," he concludes.

Ten-cent music still gets top billing at the Mitchell Novelty Company, according to route manager Erv Beck. But he admits that it is "pretty rough going." One of the pioneers of dime play hereabouts, Mitchell, according to Erv Beck, has been forced to retrench too often when competition has unsold his locations on dime play benefits.

Several winters back, Mitchell along with several other firms converted all of their downtown spots to dime play, at considerable expense, only to revert to a nickel when most of the locations were courted by other operators with anti-dime play propositions.

"It is mainly a matter of educating both operators and location owners," points out Erv Beck. "Perhaps our trade associations could point the way more effectively."

"Red" Jacomet, owner of Red's Novelty Company, in suburban West Allis, reports considerable success with dime play. He attributes his profit building results to careful selection of locations capable of supporting the dime price. Locations, he feels, must be firmly convinced that the facts of business life today demand that the price be boosted to a dime before it is installed.

Sam Hastings, of Hastings Distributing Company, reports that his firm embarked on a dime play program a number of months ago. Results have been "spotty," altho it has caught on well enough in key locations to prove to him that the struggle to add more 10-cent play locations is worth the effort.

A few of the smaller, more progressive Milwaukee operators continue to report dime play success on a limited scale. Eddie Puzia notes that he has recently added a handful of dime locations and is pleased with the reaction. Experienced Otto Hadrian notes that about five of his spots recently converted to dime play are showing gratifying volume.

Dime play, recently begun in a half dozen locations by Clarence Smith, of Milwaukee Amusement Company, has been leading to upped receipts. He feels he has "only tapped the possibilities so far."

Distributors report that statistics based on sales being made to Milwaukee operators show that dime play is fighting an uphill battle. United, Inc., Wurlitzer wholesaler's figures show that about 90 per cent of the machines shipped from their headquarters are slated

(Continued on page 88)

Dime Play Fails to Alter Traditional Commission Pattern in N. Y. Region

Reaching Minimums No Problem on 10-Cent Stops; Front Money Trends on Upswing

NEW YORK—The steady trend toward dime play in the metropolitan New York area has not altered traditional commission patterns between locations and juke box operators.

Basis of location commission is still the 50-50 split, with either front moneys, minimum guarantees, or both. In the case of minimum guarantees, tho, the issue is academic; most stops which have been converted are the better locations which generally top the minimums. And, with the conversion to dime play, poorer stops will usually exceed the minimums.

In New York City, where resistance to dime play had been the strongest, an estimated 55 per cent

of the boxes are now running on 10-cent play.

Initially, operators felt they had to make concessions to convince the location owners that they would be better off with dime play. In most cases the location was told he would do so much better after conversion that the operator would forego the minimum, which had averaged about \$20 a week.

However, as dime play grew in acceptance, the operators discontinued making these concessions, and minimums are still the rule. However, while minimums were needed under 5-cent play to protect the operator, their importance has diminished with conversion.

Front money, tho, is another matter. Conversion has generally

meant better equipment for the location, in many cases expensive 200-play machines.

Operators have been moving toward higher front money arrangements, with \$10 a week not uncommon. After the front money is deducted, the split is generally 50-50. It is estimated that about 60 per cent of Gotham operators are getting minimums and 40 per cent are getting front money. In many cases, front money of \$5 and \$7.50 has been upped to \$10, particularly with the installation of 200-play boxes.

In suburban Westchester County nearly 95 per cent of the machines in operation are on 10-cent play. Minimum guarantees are much more prevalent than front moneys, with the guarantees edging up from \$18 to \$20 a week.

Westchester operators feel that \$20 a week is needed to operate a new juke box, and they feel that with 10-cent play, this minimum should be reached without too much difficulty. They have been right.

N. J. Picture

In New Jersey there have been isolated cases of an operator getting a 60-40 split, but 50-50 is generally the commission rule after front money or minimum guarantee.

In the case of the 60-40 split, the operator gets no front money. The 60-40 split actually came about when operators, in an attempt to pare costs, began collecting every two weeks rather than every week.

If a stop worked on a 50-50 split after \$10 front money, that meant the operator pocketed \$20 every trip before dividing the kitty.

Location owners who didn't object to the operator taking a \$10 bite once a week, riled when the operator took a \$20 bite every two weeks. The \$20 deduction had a psychological effect.

Keep Extra 10 Per Cent

So the operator's answer was to relinquish front money and keep another 10 per cent of the gross.

Of the 12,000 machines in New Jersey, it is estimated that 5,000 are on 10-cent play. As is New York City, machines are not being converted on a wholesale basis. But virtually no new machines are being put out on 5-cent play, and the upgrading of equipment generally calls for conversion to dime play.

OPS PLUS DEEJAYS

How Teen Program Works in Detroit

By HAL REVES

This is the second part of a two-part article.

DETROIT — Music operators and disk jockeys in the Motor City, after two years of working together to provide talent shows, record hops and other community activities for teen-agers, have shown how such co-operative programs can work successfully for the benefit of operators, jockeys and, most important of all, teen-agers.

The team has produced over 60 programs of entertainment for well over 100,000 in the past two years. Not only that, but their youth program designed to combat juvenile delinquency—which is the backbone of their co-operative efforts—has proved successful in getting the local youth groups to form their own teen-age clubs.

How does the program work and how was it all started?

In Detroit, the program is worked out thru the established operator association, the United Music Operators of Michigan and a committee made up of local deejays.

Personal contact between Roy Small, conciliator for the UMO, and a veteran local jockey, Larry Gentile, spark-plugged the whole program.

Small has a background in public service and public relations, stretching back well into pre-World War II days. A juke box program to sell War Bonds thru juke box plugging succeeded so strongly that it drew the Secretary of the Treasury here for an incognito tour of locations to see what was going on.

Gentile long has been an active man in youth activities in his own suburb, sponsoring a baseball team, for instance. These two men thus had the essential reconditioning to work out the program of co-operation effectively.

The prime area of co-operation was confined to one that would be most practical—youth—the common link as an audience between jockeys and operators—and the one group for which they could do something unitedly that would be most appreciated by most citizens of the community.

No rigid formula of mechanical co-operation all the way down the line was worked out.

Invitations

Gentile served as the liaison man to interest local jockeys—about 20 in the Detroit area—in a planned co-operative program. A letter was

sent to all, over the joint signatures of Gentile and Small, inviting them to discuss the matter.

In the preliminary stage, an informal conference of these two men with Austin Grant, a respected news analyst and "elder statesman" of the local airwaves, proved fruitful in working out the details. These men and an officer of the Masonic 8 sponsored De Molay youth organization arranged a meeting with Police Commissioner Edward S. Piggins, at which assurance of official civic co-operation was given.

Many other preliminary steps were worked out. It is important to note that the personal co-operation of jockeys and operators was enlisted, with each contributing something special that gave shape to the ultimate program — perhaps his personal contacts were able to enlist wider co-operation, or something in his own experience helped to avoid some possible pitfall.

First Meeting

A sizable turnout of local jockeys was present at this organizing UMO meeting, at which details of co-operation were worked out.

Liaison between operators and jockeys was then placed on an informal basis thru a special get-acquainted party held at UMO headquarters. An afternoon time was scheduled for the start that would be convenient to the greatest number of jockeys, but the event was continued until midnight.

All jockeys, all operators, and a number of civic officials were invited. Appropriate refreshments were served. Several recording artists attended, in one case a full band, and did numbers for the guests during the course of the party.

The formal committee of jockeys was set up at this time, and Larry Gentile was elected as chairman, a post he has continued to hold.

DJ Members

To integrate the jockeys into the regular UMO structure, the by-laws were amended to admit them as associate members—without dues, it must be stressed. This gives them the opportunity to have frequent mutual contacts, and regularizes the channels of inter-communication. The associates do not have voting privileges, nor may they hold office, of course, but

(Continued on page 89)

The Oldest
ONE-STOP
Record Service

All Labels

All Hits

45 DPM 55c
78 RPM 60c
Single EP's 91c

NO EXTRA CHARGES
FREE TITLE STRIP SERVICE

No order too large or too small.
Save Time! Save Money!
STORE BUSINESS WELCOME

No C.O.D. Send check with order, including postage.

The Musical Sales Co.
SEEBURG DISTRIBUTORS
140 West Mount
Royal Ave.
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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.

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.

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."

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.

MOST ACTIVE EQUIPMENT

(For Four-Week period ending with issue NOVEMBER 17, 1956)

Table with columns: CATEGORY, HIGH, LOW, MEAN AVG. Includes sections for ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES, and PINBALL MACHINES.

PINBALL GAMES

Table with columns: HIGH, LOW, MEAN AVG. Lists various pinball games like Atlantic City, Beach Beauty, Beach Club, etc.

Table with columns: HIGH, LOW, MEAN AVG. Lists various music machines like Guys & Dolls, Gypsy Queen, Happy Days, etc.

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Motoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watling.

Table with columns: HIGH, LOW, MEAN AVG. Lists various arcade games like ABT Challenger, Air Football, All Star Baseball, etc.

MUSIC MACHINES

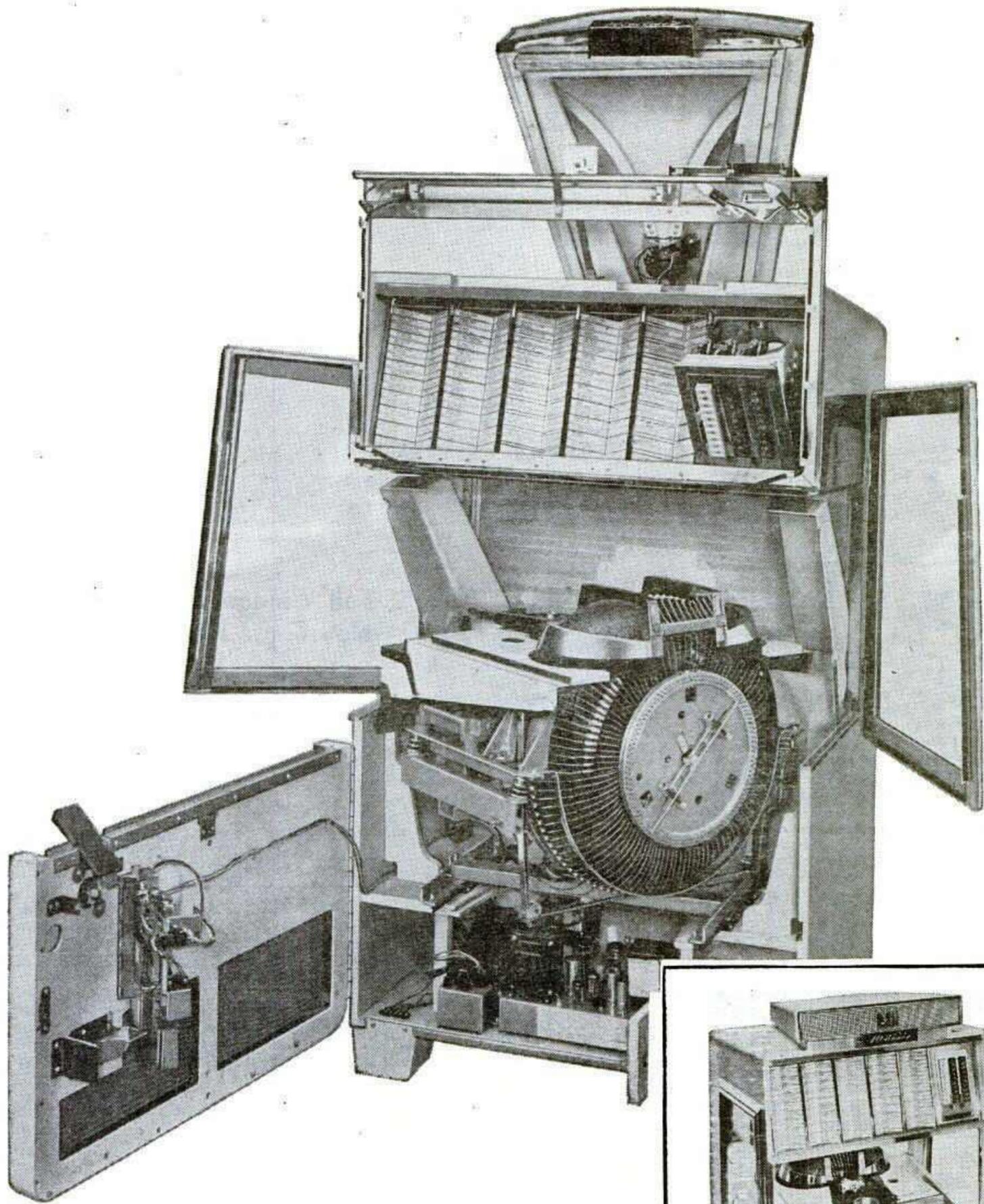
Table with columns: HIGH, LOW, MEAN AVG. Lists various music machines like Super Slugger, Telequiz, Undersea Raider, etc.

SHUFFLE GAMES

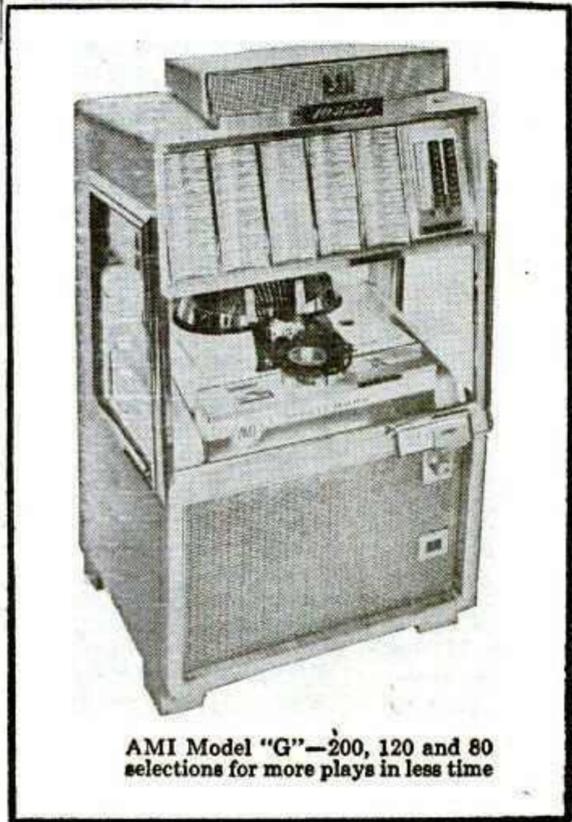
Table with columns: HIGH, LOW, MEAN AVG. Lists various shuffle games like Advance Bowler, Bonus Bowler, Carnival, etc.

VENDING MACHINES

Table with columns: HIGH, LOW, MEAN AVG. Lists various vending machines like Acorn 5c or 1c, Du Grenier 7 Col., etc.



No other Juke Box is so easily serviced...and none needs so little servicing as the new "G-200"



AMI Model "G"—200, 120 and 80 selections for more plays in less time

AMI

Incorporated

1500 Union Avenue, S. E.
Grand Rapids 2, Michigan



Originator of the automatic selective juke box in 1927

BY THE SEA, BY THE SEA—

Jones Beach Location Set to Serve 180,000 on Single Day

WANTAGH, N. Y.—The Brass Rail Restaurants, with headquarters in New York, operates one of the most unusual vending locations in the nation.

Situated on Jones Beach State Park here, the location has served as many as 180,000 persons on a single day, and as few as none on other days. It is probably the largest location—in terms of area—in the land, covering 20 miles and requiring the use of ferry boats to service some machines.

The vending operation, which includes 73 drink, 40 candy, 34 cigarette and a smattering of sandwich and coffee venders, is operated by the Jones Beach Catering Corporation, a Brass Rail subsidiary, with E. L. Elbert, general manager.

Restaurant Chain

The Brass Rail, one of the city's largest restaurant and catering chains, has been operating refreshment stands and restaurants on the giant State-owned park since 1930.

In 1949 the management discovered that its stand operation was no longer adequate to handle the tremendous rush of business, particularly on cold drinks. The problem was that bottled drinks were sold so quickly that they didn't get a chance to cool off, and customers were getting warm drinks on hot days.

So Elbert decided to supplement the stand operation with bottle machines on the 14 stands in the various bathhouse areas. Eventually the drink machines completely replaced stand sales of carbonated beverages except at two soda fountains.

Single Selection

Selectivity was a problem, but not in the sense of a conventional location. All machines were single-selection units—currently 70 Lyon and three Rowe-Sparcarb venders—with the emphasis on cup capacity.

Elbert explained that multi-selection machines just won't do on Jones Beach. The few second lost in making the selection slows up the dispensing process, and the need for continuous operation with as infrequent servicing as possible is paramount.

While the consumer doesn't have selectivity in any one machine, he does have a choice of four beverages from four single-selection machines. Individual machines vend Pepsi-Cola, Coca-Cola, White Rock Orange and Hires Root Beer. The customer decides what he wants and stands in line at the machine of his choice.

Orange Tops

From June thru September, when youngsters constitute a heavy percentage of Jones Beach patronage, orange is the top seller. The rest of the year, when most of the patronage is adults on weekends, cola drinks are in the fore. Root beer always does well, but it never leads. Individual machines have racked up as many as 3,000 sales

R-M Names Tobin Philly Branch Mgr.

PHILADELPHIA—Rudd-Melikian, Inc., named John J. Tobin branch manager of Kwik-Kafe of Philadelphia, Inc.

Tobin succeeds Gerald C. Lawler, who has been appointed regional manager for the Kwik-Kafe branch operations in Newark, Trenton, Philadelphia, Atlanta and Syracuse.

on a hot summer day. So cup capacity is all important, which is why the Lyon 1,200-cup unit is used so extensively.

Largest drink installation in one area is at the West Bath House, where 10 machines, five side-by-side and back-to-back, are at the entrance, and six more are on the beach itself.

One man on each of the 14 vending stations is assigned the machines. He makes sure the venders are filled with sirup, cups and cleaned.

On smaller stations the vending man may be assigned to a coffee

stand when things get slack, but on most stations machine maintenance and stocking is a full-time job.

Commissions are based on a sliding scale. It is difficult to figure just how much vending commissions are tho, for the Jones Beach State Park Commission is paid on the basis of total sales, most of which come from stand and restaurant revenues.

On vending revenue, Elbert estimates that the Jones Beach venders will do about \$350,000 this year—about \$100,000 on cigarettes, \$200,000 on cold drinks and \$50,000 (Continued on page 80)

\$40,000 IN DIMES

Venders Move Top Fruit for Grower

HARTFORD, Conn. — With \$40,000 in dimes grossed last year as evidence, the Rogers Orchard in New England will gladly tell you how fruit vending machines have helped them solve a major merchandising problem.

Rogers took in that much last year operating a string of 14 refrigerated fruit venders, located in factories in New Britain, Hartford and Southington, Connecticut, according to an article in the November issue of The Farm Journal.

Both blue and white collar workers paid a dime each for some 400,000 individual home-grown apples and pears, plus oranges, tangerines and tangeloes from Florida.

The Rogers Orchards, managed by Harold Rogers and son Frank, operate a 225-acre fruit orchard, which has had a member of the family in control since 1767.

Best Fruit Was Problem

Like many other growers they were faced with the problem of moving their best fruit. The low-grade crop sold out swiftly, but the higher priced, top quality fruit was always a problem.

The idea of using vending machines first occurred to Harold when he saw one demonstrated at a meeting in 1952. With his 40,000-bushel refrigerated storage facilities he felt he could easily keep the machines adequately stocked.

The only problems were whether the machines would stay in good working order, and whether his New England customers would pay a dime for an apple or pear. He felt he would have to charge that much to make a profit.

He Gambled

"Maybe this thing will help us sell our best fruit," he mused, and decided to gamble. He bought seven machines at \$1,000 each and placed them in nearby factories.

His success was almost immediate. Today, after four years' experience, Rogers feels that vending machines can be made into an important outlet for many growers living close to large population centers.

Points to Watch

But it's not as easy as it sounds, and Rogers listed several considerations not to be overlooked by a beginner.

Certain costs, such as the 10 per cent rental fee to the location owner, truck operating costs, insurance and depreciation should be carefully included in any operating plan.

You must go into the business in a fairly big way, he warns. A minimum of 10 machines is necessary to make a vending route economically feasible. This is so because of the fixed expenses involved that have to be split over the various machines.

Right Man

The right man to operate the route is also very important. He has to be a truck driver, salesman, buyer and enough of a mechanic to keep his machines in working order.

And, like all salesmen, his is the job of keeping his ear tuned to the customers' wants, and letting his machine owner know of any shift in preference.

D.I.E. EXHIBITS

Vendo Preems Qt. Milk Vender at Dairy Show

ATLANTIC CITY—While fewer milk vending machine manufacturers exhibited at the Dairy Industries Exposition here than did at the last show, interest in automatic merchandising among the 20,000 registrants was at an all-time high (The Billboard, November 10).

Only completely new piece of equipment this year was the Vendo quart milk machine, which will get into production soon with first deliveries in January.

The three-selection unit has a capacity of 93 quarts and operates on a continuous belt system. Dimensions are 77 $\frac{3}{4}$ inches high, 18 $\frac{1}{2}$ inches deep and 32 inches wide. Price will be announced at the National Automatic Merchandising Association show in Chicago next month.

Outdoor Canopy

All three columns may vend at different prices. Optional equipment for outdoor use is a canopy with an illuminated sign atop the machine.

The firm also exhibited its line on small carton milk and ice cream machines. At the Vendo booth were Lewis E. Snyder, Harold Floerke, Marlon W. Foote, C. W. Jones, George Kelly, O. C. Long, William Meeder, E. X. McKenna, N. C. Montt, Charles Pollen, Richard L. Roberts, B. H. Rutherford,

ICE UNIT VENDS 10-YEAR-OLD BOY

HARRISBURG, Pa.—The first known instance of a human being being dispensed by a vending machine was reported here this week. A customer dropped 50 cents into an outdoor ice machine and received thru the delivery chute—one 10-year-old boy clutching a bag of ice. The youngster had climbed in the machine with larceny in mind and slid down the chute a split second after the coins had been deposited.

McCann Debuts Chocolate Kit

GLENDALE, Calif. — The McCann Engineering Company has announced production of a chocolate conversion kit, to be used for instant coffee vending machines.

Utilizing all dry ingredients, which are sealed in a seven-pound capacity cannister, the unit will dispense 50 per cent more powdered milk for the chocolate selection than for the coffee selection.

The unit is said to be adaptable for all Coffee Bars.

Foil Window Box New Bunte Package

CHICAGO — With packaging receiving greater emphasis as a sales aid, Bunte Brothers Chase Candy Company announced the introduction of a line of aluminum foil window boxes for Bunte Chocolate Candies.

Constructed of foil cardboard, the boxes will be available in various colors, also featuring a cellophane window in the box.

Bunte officials said that the foil better retains the candy's freshness.

Frozen Food Industry Eyes Vending Future

WASHINGTON — Frozen food processors and container manufacturers are looking to vending machines to supply more outlets for the nation's increasing array of frozen foods. The Agriculture Department reported recently that some processors and manufacturers believe that "before many years, vending machines will be widely used to distribute frozen foods."

Shortage of cabinet space in retail food stores was given as one reason for using vending machines, according to Agriculture. Small food stores, particularly hard-pressed by lack of freezer facilities, find they are able to carry only one label of frozen foods, despite customer requests for several brands. Compactly designed venders could ease the cabinet shortage.

Food processors also like the day-and-night seven-day-a-week service, generally without waiting, that vending machines provide.

Cigar-O-Mat To Bow 5-Pack Cigar Vender

PHILADELPHIA — Martin Berger, head of the Cigar-O-Mat Corporation of America here, announced that his firm will exhibit a five-pack cigar vender at the National Automatic Merchandising Association show in Chicago, December 2-5.

Berger added that the unit will have five columns and a total capacity of from 200 to 250 five-packs. Each column may be adjusted to vend at any price, in multiples of 5 cents, from 25 to 60 cents.

While the price has not been set, Berger said it would be under \$150. Production is set to get under way in March.

Pepsi Opens Two Overseas Plants

CHICAGO — Pepsi-Cola announced recently the opening of two new foreign bottling plants, a further step in its bid for complete international distribution. Sites of the new operations will be Cali, Colombia, and Montreal, Que.

The Montreal plant will replace a previous installation, one-third the size, in the same city. Operating on a five-day week, the plant is expected to turn out more than 5 $\frac{1}{2}$ million cases of Pepsi-Cola, Schweppes Tonic water, dry ginger (Continued on page 79)

Bulk Operator Builds Top Route in Taverns

LOS ANGELES — "Put your bulk merchandise venders where there's money" is the policy that Jack Beasley, who heads J. & A. Vending in Temple City with his wife, Ann. In the past 15 months they have built a route of approximately 1,500 machines that vend capsules, pistachios, cashews, tab gum and penny candies.

In the operation of their machines in an area that extends a radius of approximately 50 miles from their home, they have found

that locations for capsules and tab gum are easy to obtain. About 60 per cent of the locations that J. & A. operates are in bars and Beasley would like for all of them to be in this type of spot.

"I feel bad if I can't pay location owners \$2 or \$3 in commissions," said Beasley, a six-footer who tips the scales at 270 pounds. "If they are satisfied with the money they are getting, there is no worry. I have upped my machines to where (Continued on page 87)

Christmas Tree ORNAMENT CHARMS

\$15.00 per thousand.

2 COLOR MIRROR FINISH

- MIX THEM WITH POP BEADS SO KIDS CAN STRING THEM ON TREES!
- LABELS AVAILABLE

at your distributor or

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

Abe Lipsky, Young Distributing, reports that he has a hard time getting his hands on late model juke boxes for a large European shipment. . . . John Kollins, Capitol Automatic serviceman, died recently. . . . Bob Charles, Binghamton Amusement, Binghamton, N. Y., visited Morris Rood at Runyon Sales last week.

Keeney's 3 VENDERS

SOUP
COFFEE
SNACKS

BRING 3-WAY PROFITS!

Write for FREE CIRCULARS TODAY!

J. H. Keeney & CO. INC.
2400 W. FIFTIETH ST. • CHICAGO 32, ILL.

THE GLITTER OF DIAMONDS EMPTIES YOUR MACHINES FAST

THE MONTE CARLO



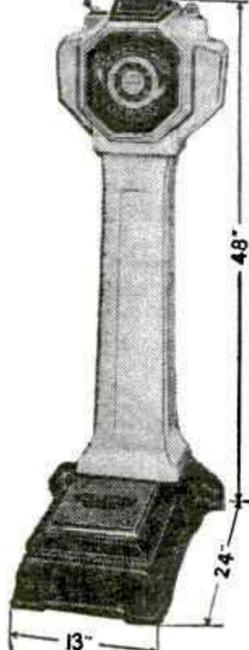
NOW EMPTY YOUR BALL GUM MACHINES FAST WITH THE HOTTEST GIMMICK EVER OFFERED, THE BEAUTIFUL NEW, FABULOUS "MONTE CARLO" RING.

NOT PLASTIC

The "Monte Carlo" is a genuine replica. Looks like a \$500.00 gem. TRY THEM NOW.

"MONTE CARLO" RINGS \$3.00 per doz. Send check or money order today.

SPECIAL PRODUCTS CO.
"Fast Profit Specialists"
2214 Riverside Dr. Minneapolis, Minn.



48"
24"
13"

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE

COMPLETE CABINET AND BASE. CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES.

Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

Pepsi Opens

• Continued from page 78

ale and club soda for distribution in Montreal and surrounding areas.

In addition to housing the Montreal branch office, the plant will serve as headquarters for the company's entire Canada operations, now totaling 11 company-owned and franchised Pepsi-Cola bottling plants.

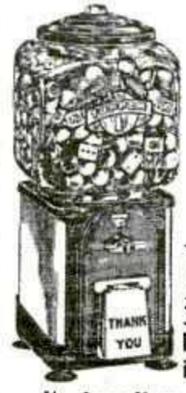
According to Frank W. McIntosh, president and managing director of Pepsi-Cola Company of Canada, the plant will have the most advanced automatic bottling equipment known to the soft drink industry, featuring (an industry first) six new electronic bottle inspectors to examine the contents of each bottle filled. "Even a grain of sand would be sufficient to trigger the mechanism and reject a faulty bottle."

An open house was held for Pepsi-Cola dealers in the Montreal area October 26 to enable them to inspect the new facilities.

In Cali, the new plant made the fifth such location the company will have in Colombia, adding an annual production capacity of 978,000 cases of Pepsi-Cola.

The addition is expected to add more than a million potential consumers to the 230 million people in the Pepsi-Cola market areas abroad. The opening of the two plants brings to 253 the total of Pepsi-Cola bottling installations in 73 countries outside of the United States.

Leaf tobacco stocks in the U. S. and Puerto Rico totaled 4,783 million pounds (farm sales weight) on October 1, an increase of 83 million pounds compared with a year earlier. Flue-cured stocks were up 5 per cent, but burley and Maryland holdings were down 3 and 8 per cent respectively. Stocks of cigar filler and cigar binder were each 6 per cent lower than a year earlier.



VICTOR Standard TOPPER

1c BALL GUM VENDOR

\$13.25 Each

\$12.75 Each 100 or more

30 day money-back guarantee if not satisfied

1/3 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High as \$6.00 Per Machine on VICTOR TOPPERS
Send Us Your List.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcuse 7-1448

"POP CORN SEZ"

40 10¢ Vendors, top condition, ready for location. Best offer will take 'em all! Parts in stock. F.O.B.

MIDWEST POPCORN COMPANY
2421 Parallel, Kansas City 4, Kans.
Phone: DRexel 1-8047

Poppets & Charms!

ROUND SNAPPERS FOR BELTS—assembled . \$7.50 M

Pearlized—8mm	\$ 1.15 M
Vacuum Plated—12mm	5.50 M
Vacuum Plated—14mm	6.75 M
Alphabet & Numeral	2.75 M
Luminous—Glow in Dark	3.00 M
Pearlized—12mm	2.00 M
Pearlized—14mm	3.00 M
Plastic Earrings—complete	13.50 M
Vacuum Large Footballs	10.00 M
Diamond Ring	13.50 M
Vacuum Large Sled	10.00 M
Mickey Mouse Blocks	9.00 M
Vacuum Binoculars	10.00 M
Vacuum Cadillac Car	9.00 M
Vacuum Large Boat	9.00 M
Fluorescent Light Bulbs	6.50 M

Available at your distributors

M. J. Abelson
2033 Fifth Avenue, Pittsburgh, Pa.
ATlantic 1-6478

Those attending the N.A.M.A. Convention, stop in to see me at the Congress Hotel, December 2d to December 5th.

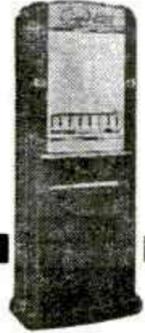
Cigarette Machine Conversions

IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for

ROWE Imperials, Royals, Presidents, Crusaders NATIONAL 930, 950 750, 9A UNEEDA All Models

ALSO AVAILABLE: ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MAGAZINES (Containers) for all DuCrenier and National Machines. Will vend King Size & Reg. in all Coins. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION



Uneeda VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
250 Meserole Street • Brooklyn 6, N. Y. • HEGeman 3-6295

ROWE PRESIDENT 8 Coins, 340 cap. 25c and 30c Vend. King and Regular. Fully Modernized—Cut Base.

Sensational Special Offer—Only \$90.00

All Equipment Unconditionally Guaranteed.
COMPLETELY RECONDITIONED AND REFINISHED

We Carry in Stock Every Make and Model of Name Brand Cigarette and Candy Vendors.

TRADE PRICES
1/3 deposit, balance C.O.D.



5-STAR BABY GRAND PICTURE CARD VENDOR

Vends beautiful, interesting Cards simultaneously with Ball of Gum. Large capacity. 1,200 Cards, 1,200 Balls of Gum. Write for prices.

Also write for our specials on CANDIES—BALL GUM—NUTS—CHARMS

H. B. HUTCHINSON JR.
860 NORTH AVE., N.E. ATLANTA, GA.
Phone: TRinity 5-4300

PLUG-IN BEADS

Our Plug-in Beads are the exact size of 210 count gum. They are available in beautiful OCEAN PEARL, lustrous PEARLITE or brilliant OPAQUE colors. 25M or more, \$3.00. Less than 25M, \$3.50. See our new Plug in ANIMAL HEADS and connecting links. Order bright red Opaque Beads to use with our complete line of Christmas Charms.

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line



World's Largest Selection of Miniature Charms

PENNY KING COMPANY

2538 MISSION STREET PITTSBURGH 3, PA.

GIVE TO DAMON RUNYON CANCER FUND

The Billboard's NAMA CONVENTION ISSUE

WILL DELIVER ADVERTISER'S SALES MESSAGE INTO THE SHOPS AND HOMES OF COINMEN THRUOUT AMERICA AND CANADA . . . AND AT A

• **LOW, LOW CHARGE PER READER**

LET THE DECEMBER 1 ISSUE OF THE BILLBOARD DISPLAY YOUR PRODUCTS TO COINMEN EVERYWHERE.

Reserve advertising space now. Write or call your nearest Billboard office listed below.

ADVERTISING DEADLINE NOVEMBER-22
ISSUE DATED DECEMBER 1

CHICAGO 1, ILLINOIS 188 West Randolph Central 6-8761	NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800	HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. Hollywood 9-5831	ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 1-0443	CINCINNATI 22, OHIO 2160 Patterson St. DUbar 1-6450
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SUPERMART VENDORAMA CONSOLE®

by Victor

Truly a beautiful console for those choice Super Market Locations.



Super Market Vendorama® is a combination Vendor vending 210 gum and capsules filled with toys and charms.

A terrific money-maker on any location.

It operates with either pennies or nickels—1¢ and 5¢ combination. It's a high-class piece of equipment at low cost.

See your Victor Distributor at once. Get Started Now.

PRICE ONLY \$32.50

Victor Vending Corp.

5701-13 W. Grand Ave. Chicago 39, Ill.

FINEST RECONDITIONED VENDORS

Silver King, 5c	\$ 8.50
Acorn, 5c	10.00
N. W. 49, 1c	12.50
Master 1c & 5c Comb	8.50
3 Col. Hot Nut 5c & 10c Comb	25.00
Columbus, 5c—New	8.50
Asco Hot Nut	7.50
N. W. Model 39	7.50
N. W. Model 33, Ball Gum	7.50
Perfume Mach., 3 Selection	29.50
Du Grenier 6 Cols., 1c Tab Machine	17.50
Acorn 1c or 5c, Look Like New	Write for Price
STONER CANDY MACHINE	
6 Cols., 102 Bar Cap., 5c & 10c, only	\$125.00

All machines completely checked and ready for location—Order with complete confidence.
1/3 deposit, balance C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St., Philadelphia 23, Pa. Lombard 3-2676

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 8-COLUMN CANDY, 160 capacity, prewar model	\$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model	80.00
STONER 8-COLUMN CANDY, 160 capacity, postwar model	165.00
ROWE 8-COLUMN CANDY, 120 capacity	60.00
DUGRENIER "W" CIGARETTE, 9-column, king size	65.00
DUGRENIER MODEL S, 7-column, king size	45.00
UNEEDA 6-COLUMN CIGARETTE, king size	45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y. TRiangle 5-1857

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

Jones Site to Serve 180,000

Continued from page 78

000 on cigars, candy, gum, hot drinks and sandwiches.

Considered part of the Jones Beach location are outposts on Captree and Fire Island State Parks, the latter 20 miles away from the Jones Beach headquarters. A ferry is required to reach Fire Island. Drink, cigarette, cigar, candy and gum machines are kept on the outposts.

While the great bulk of the vending business is done in the summer, Jones Beach is a year-round location. Naturally, nobody comes to the beach when it is raining or snowing, but any weekend with fair and sunny weather—no matter how cold the temperature—will see a lot of visitors.

Coffee, which is only a fair seller during the summer, does well in the off season. Because of the excessive humidity, Elbert prefers liquid ingredient coffee machines to dry ingredient units.

Dimes Only

The candy machines, like the drink machines, operate on dimes only. Elbert explains that a change-maker slows down the operation.

Also on the operation are 25 Cigar-o-Mats, all three selection machines. Some are straight 10 cents and others are straight 15 cents, but none vend at two prices.

On sandwich machines it is impossible to dispense with selectivity. But Elbert makes it as simple as possible, with three selections and two prices. Cheese is 25 cents, while tuna and ham are 30 cents each.

Elbert has been thinking in terms of hot sandwich machines, but one fact is holding up a decision. Most hot sandwich units take a few sec-

Supply of peanuts on September 30 totaled 550 million pounds of equivalent farmers' stock (uncleaned, unshelled), largest supply for this date on record extending back to 1938, according to Agriculture Department. Stocks on farms and shelled oil stock are excluded from the total. A year earlier the supply of equivalent farmers' stock totaled 360 million pounds. Shelled peanuts reported used in making candy, salted peanuts, peanut butter and miscellaneous uses totaled 52,428 thousand pounds in September, compared with 48,144 thousand pounds in the same month a year ago.

onds to deliver and warm the product, and, on a high-speed operation, seconds are costly.

Machine maintenance is done in the firm's shop on Jones Beach. All drink machines are torn down, cleaned and reassembled once a year and replacement parts are stocked on the location. Before a machine is placed on location, maintenance men are trained to service and repair the unit.

To make up for the lack of uniformity in shapes and sizes of machines, all vendors are sprayed a hammertone green in the shop.

All machines are equipped with Veeder-Root meters to insure that accurate tallies on sales are made and to provide sales figures for the Jones Beach State Park Commission.

Another policy of the operation is to stick exclusively to name brands. All soft drink and candy products are those of nationally known manufacturers.

The success of the Jones Beach vending operation has caused Brass Rail executives to study other applications of automatic merchandising. The firm operates as a caterer on one large New York location and runs restaurants at Idlewild International Airport.

Expertly RECONDITIONED

ROWE DIPLOMAT Electric 8 Cols., 380 Cap. 25c & 30c, King or Reg.	\$ 95.00
ROWE DIPLOMAT Manual 8 Cols., 380 Cap. 25c & 30c, King or Reg.	105.00
ROWE CRUSADER 8 Cols., 380 Cap. 25c & 30c, King or Reg.	100.00
ROWE PRESIDENT 8 Cols., 340 Cap. 25c & 30c, King or Reg.	90.00
LEHIGH PX Electric 8 Cols., 320 Cap. 25c or 30c, King or Reg.	75.00
LEHIGH PX Manual 8 Cols., 320 Cap. 25c or 30c, King or Reg.	90.00
DUGRENIER 7 Cols., 270 Cap. 25c or 30c, King or Reg.	50.00
EASTERN ELECTRIC 8 Cols., 290 Cap. 25c, 30c & 35c Vend.	100.00

All machines fully reconditioned, refinished in baked enamel finishes, all bases cut.
Buy With Confidence—All equipment unconditionally guaranteed.
1/3 Deposit, Balance C.O.D.
SEND FOR CATALOG AND PRICE SHEET

CENTRAL VENDING MACHINE SERVICE CO.
3967 Parrish St., Philadelphia 4, Pa. Evergreen 6-4244 • BAring 2-8710

DIST. CLOSE OUT

BELOW COST LINE DISCONTINUED
170 Erickson Fortune Telling Napkin Machines, M-X Model, in original cases, \$12.00 each. Wire

MILTON McBROOM
Dist. for Bally Kiddie Rides
1021 Central Ave., St. Petersburg, Fla.



VICTOR Standard TOPPER 1c Ball Gum VENDOR

\$13.25 Each

\$12.75 Each 100 or More

1/3 deposit on all orders

Lowest prices on Victor filled capsule items. Time Payment Plan.

FREE—FREE—FREE NEW 40-PAGE CATALOG

40-page catalog complete with all items needed in bulk vending machine operation. Write for your copy today.

BERNARD K. BITTERMAN VICTOR VENDING Sales & Service
4709 E. 27th, Kansas City, Missouri

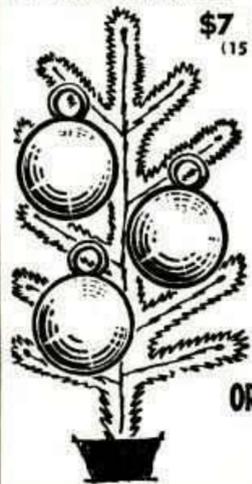
Confectionery Sales Up

Sales of confectionery and competitive chocolate by manufacturers totaled \$1,004 million in 1955, an increase of two per cent over the 1954 figure, according to Commerce Department. Manufacturer-wholesalers' sales totaled \$763 million in 1955, compared with \$749 million in 1954. Sales of manufacturer-retailers totaled \$117 million in 1955, up \$8 million over 1954. Chocolate manufacturers' sales reached \$124 million in 1955, up by \$2 million over the 1954 figure.

Decorative Christmas CHARMS The Original SNAPPERS

(trade mark) TERRIFIC ITEM! Versatile, Decorative, Educational, Recreational, For Fun, Hobbies, etc.

\$7 per M (15 M or over)



Vacuum Plated ORNAMENT BALLS

Brilliantly finished—they really sparkle—assorted colors. They'll dress up your machines.

\$6.50 per M

SANTA CLAUS RINGS
Timely holiday items—a great value. Feature these beautifully plated rings with the white and red inlay stones.

\$16.50 per M

"RAW CUT GEMS"
Charming, dazzling, realistic colors! Attach to gift packages, dolls, bracelets, etc. A fast selling holiday item.

\$7.50 per M

STICKERS AVAILABLE at Distributors or

paul a. **PRICE** co. inc.
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

GIMMICKS CHARMS CHARMS GIMMICKS

LOWEST PRICE—HIGHEST QUALITY

Loop-A-Links, Pearlized. Pops-On, Pops-Off, Endlessly.
100,000 lots & up, \$2.60 per 1,000
5,000 to 99,000, \$3.25 per 1,000
Buy Direct from EPPY; or at Distributors.
Cost is Low—Load 'em in machines.
FREE ADVERTISING LABELS

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35 L.I. N.Y.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for 744
 1 year at \$4. 2 years at \$6. 3 years at \$8.

Name.....
Address.....
City..... Zone.... State.....
Occupation.....

WE HAVE

OAK'S "PREMIERE"

BUYMORE SALES CO.
6 Bayview Avenue
Lawrence, L. I., N. Y.

FACTORY RECONDITIONED and GUARANTEED by MILLS AUTOMATIC MERCHANDISE CO.

Don't be misled. Buy rebuilt, as only a Mills mechanic can rebuild, them . . . using original factory parts.

MILLS Famous 107 TAB GUM VENDOR

Only \$15.00 F.O.B. Factory

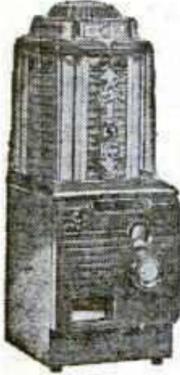
We carry a complete stock of bulk merchandise, charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk), etc. Write for prices. American Chiclé candy coated or tab type gum. Also Beech-Nut, Peppermint or Spearmint 3-C slab gum. 45¢ a box of 100 ct.

Order Today—Prompt Deliveries.
J. SCHOENBACH
1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900

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

NORTHWESTERN 5c PACKAGE GUM VENDER

For full information on our complete line of profit-making venders write to—

THE NORTHWESTERN CORP.
21163 Armstrong St. Morris, Ill.

New Candy Bars: Hollywood Brands

CENTRALIA, Ill.—Hollywood Brands has announced the introduction of two new candy bars to their line, Teddy Bar and Tuffy-Nut Bar.

The bars, coated with milk chocolate and filled with nougat centers, are packaged 150 to a case, with an equal number of each bars per case. The minimum order shipped is 15 cases.



VICTOR Standard TOPPER 1c Ball Gum VENDOR

\$13.25 Each
\$12.75 Each
100 or More

Sold on Time Payment in lots of 8 or more—25 weeks to pay. Write for details.

Boston Ops To Bid for Transit Route

BOSTON—The Boston Metropolitan Transit Authority is inviting sealed proposals for contract for vending machine privileges on MTA premises.

The terms of the contract will extend for five years, beginning January 1, 1957.

All proposals have to be in the MTA office no later than 12 o'clock noon, November 16, 1956, at which time the bids will be publicly opened and read.

A certified check for \$5,000 drawn on a Boston bank or trust company must accompany each bidder's proposal as evidence of good faith.

The successful bidder will be required to furnish a performance bond with a surety company, or other bonds satisfactory to the MTA in the amount of \$30,000 as a surety to guarantee satisfactory performance of the contract.

Detailed information regarding the proposal may be obtained by writing to the General Manager, Metropolitan Transit Authority, Room 716, 31 St. James Avenue, Boston 16, Mass.

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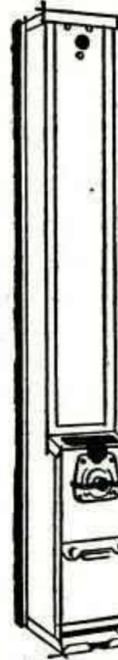
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Bubble Ball Gum, 146-170 & 210 ct. 27¢ lb.
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Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 34¢ lb.
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Columbus 5c Bulk	6.50
Silver King 1c B.G. or Mide.	7.45
ABT Guns	30.00
Acorn, 1c or 5c	8.50

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Pistachio Nuts, Jumbo Queen	80
Pistachio Nuts, Large Tulip	77
Pistachio Nuts, Vendor's Mix	70
Pistachio Nuts, Shell	57
Cashew Whole	66
Cashew Butts	63
Peanuts Jumbo	45
Spanish	32
Mixed Nuts	57
Tabby-Lets, 520 ct.	30
Rainbow Peanuts	32
Boston Baked Beans	32
Jelly Beans	28
Licorice Gems	28
Leaflets (similar to M. & M.), 550 ct.	40
Assorted Fruit Charms, 100 ct.	42
Hershey-Lets	43

Rain Blo Ball Gum, 60 ct.	28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	30
Rain Blo Ball Gum, 100 ct.	32
200 lb. minimum, prepaid, on all Rain Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	45
Wrigley's Gum, all flavors, 100 ct.	45
Beech-Nut, 100 ct.	45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

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Vendo Predicts \$50 Mil in '57

KANSAS CITY, Mo. — The Vendo Company estimates sales of \$50 million in 1957. The announcement was made by R. W. Wagstaff, executive vice-president of Vendo, at a recent meeting of the Kansas City Society of Financial Analysts.

An expanded market, and new items added to Vendo's line, were listed by Wagstaff as chief reasons for the optimistic estimate.

Vendo's sales have increased from \$20,799,000 in 1955 to \$30,000,000 plus in 1956. The company's net for the 1956 fiscal year was \$1,750,000.

Pepsi Opens New Overseas Plant

NEW YORK—Pepsi-Cola International has announced the opening of a new bottling plant in Salisbury, capital and largest city of Southern Rhodesia.

Annual production capacity of the new plant is to be in excess of 1,000,000 cases of Pepsi-Cola.

The new plant increases to 254 the total number of overseas Pepsi plants and to 74 the number of countries outside of the United States in which Pepsi-Cola is sold.

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Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.

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Used Game Market Peps Up Via Late Pins, Shuffle Units

CHICAGO — November introduced a flurry of activity in the amusement industry as result of an increased demand for late model used bingo and shuffle games.

While sales of new models are also picking up steam, a consensus of Chicago game distributors showed that used games of recent vintage are currently accounting for a dominant share of their sales.

According to distributors the absence, at least until recently, of a new type game has led many operators to turn to the lower priced models rather than make a comparatively large investment in brand-new games.

Foreign Market

Besides the domestic activity, distributors credit the overseas market with the increased demand in used pieces. While shipments were steady thruout the year, there has been a very noticeable increase in foreign game activity. Whereas in the past, certain areas only would be strong, the situation now shows a general demand for games thruout Europe, Asia and South America.

Distributors were voicing the same reaction to the increase in used game activity.

Sales Strong

"Sales on used games have been strong in the last several weeks," said Joe Kline, First Coin Machine Exchange.

He added that while Arcade equipment, pin and bingo games were strong, the greatest surge was in the shuffle field. Prices are also up substantially from the summer months.

Empire Coin Machine Exchange has also felt the increased activity. "Our domestic used game demand has picked up considerably—our export has been strong right along," stated Gil Kitt.

He said that most of the new game purchases currently were by operators who just "had to" get new games to refresh their line.

Bingo Games

Used bingo games and Arcade equipment are getting the biggest play at Donan Distributing Company. "Other games are going strong in export, but not in the country," said Don Maloney.

"We've had some activity in new equipment," Maloney added, "but most of the operators don't want to lay out that much money. Used prices are definitely up since summer, but still low enough to appeal to most of the operators."

Court Action

Maloney credited much of the recent bingo activity to the recent United States Court of Appeals decision that in-line games were not to be classed as slot machines for tax purposes.

"The decision has increased the confidence of many operators that the federal government will take a more tolerant view toward the games."

"The \$250 tax scared a lot of them," Maloney added.

Much the same was true for the Purveyor Distributing Company. Herb Perkins said sales of used equipment was "good." "Shuffle and bingo games are doing very well for us," he stated.

Perkins noted that while most of the used game prices were steady since summer, there was a noticeable increase in the used bingo games.

Pool Games

World Wide Distributors added that their strongest item was the used pool game. "The senior model is selling very well," stated Fred Skor, "with the junior model coming along but nowhere near as strong."

Bingo and shuffle games were also doing very well for World Wide, he added.

"Regarding export, everything's moving except the pool games. The market over there is pretty well saturated with them right now," said Skor.

Fed. Tax Bill May Change Game Class

New Pinball Category to Be Discussed For Washington Game Tax Bill

WASHINGTON — A possible third tax category for pinballs—incorporated in the Forand (D., R.I.) Omnibus Excise Tax Bill—will be aired at House Ways and Means excise tax subcommittee hearings slated to cover all aspects of the bill November 26.

Committee spokesmen said last Friday (9) that they had received no comments or "requests to testify" from coin machine interests.

The bill, H. R. 12298, would set up three categories for coin machines, with tax rates of \$10, \$25 and \$250. Two present rates are \$10 and \$250.

The \$25 tax would apply to machines offering prizes of non-redeemable merchandise with a retail value not exceeding \$5. Merchandise with a value higher than \$5 retail, or a cash prize, would up the levy to \$250.

Present Internal Revenue code calls for a \$250 tax if free games are redeemed for prizes or other gifts. (See The Billboard, October 20.) Rep. Aime J. Forand noted when he introduced the bill in July that there was no prospect for final enactment this year. Since the bill incorporates more than 80 recommendations of the subcommittee for improvement in the federal excise tax system, he felt an "important function" would be served by

giving interested persons and groups an opportunity to study the bill and comment on it. (See The Billboard, July 28).

Numerous industries that would be affected by passage of the bill have requested permission to testify at the hearings. However, no requests have come from the coin machine industry as yet. Excise tax subcommittee chairman, Forand, and Ways and Means Committee chairman, Jere Cooper (D., Tenn.), were both victorious in the recent elections.

Win Bingo Pin Case Because Of U. S. Ruling

ST. PAUL—Some 50 Minnesota pinball location owners who paid about \$40,000 in fines for so-called violation of federal anti-gambling laws involving the equipment this week wondered how to get their money back as result of the latest ruling by Federal Judge Dennis F. Donovan in St. Paul Wednesday (7).

Judge Donovan, who earlier in 1956 had a hand in assessing some of the fines against location owners, threw out three similar cases as result of the recent opinion of the federal Circuit Court of Appeals in Chicago on the question.

Defendants

Defendants against whom Judge Donovan dismissed the government's cases, growing out of federal grand jury indictments, were James Hunt and Harold Ohlloff, of Albert Lea, and Gopher Sales Company, of Albert Lea and Faribault, operation owned by Tom Crosby, of Faribault. The firm was the first operator to be indicted by the Minnesota federal grand jury.

Donovan's latest decision was in accord with the Chicago opinion which held that the federal statute under which pinball location owners have been prosecuted in recent years fails to properly define coin-operated devices which may be used for gambling.

Chicago Ruling

George MacKinnon, U. S. attorney general for Minnesota and an aspirant for a federal judgeship here, in his argument before Judge Donovan contended that the Chicago rulings from the Seventh Circuit Court of Appeals are not binding on the Eighth Circuit Court of which Minnesota is a part.

Despite this contention Judge Donovan ruled the federal grand

(Continued on page 86)

Lord Elected In Tight Race Minn. Atty. Gen.

Past Ruling Irks Coinmen; Awaits Re-Count

ST. PAUL, Nov. 10.—The election race for Minnesota attorney general, in which most coinmen opposed the incumbent Miles Lord, went right down to the wire before it was decided this week.

After a see-saw battle most of the way, Keith Kennedy, Republican nominee, pulled out in front by some 4,700 votes with 142 precincts left to be heard from Thursday morning (8). By the end of the day all but three precincts had reported and Lord pulled out in front by 1,818 votes, enough for re-election.

Re-Count Certain

However, the closeness of the race, perhaps the first time in the State's history that it was by a hairs breath, was almost certain to result in a re-count of all the 1,300,000 votes cast for the attorney-generalship.

Lord incurred the enmity of coin machine operators when he issued a ruling last winter that pinball games paying off free plays were in violation of State gambling laws. He threatened a crackdown unless county sheriffs in Minnesota forced the free-plays out.

Ended Existence

That all but ended their existence in the State and few, if any, are in operation here, despite the fact that a Minneapolis arcade owner challenged the Lord ruling in Hennepin County District Court and won a decision from District Judge John A. Weeks that the free replays are not in violation of the State gambling law.

Coinmen insist that Lord, instead of letting the issue rest there, needed the Minneapolis City Council to permit him to appeal the Week's opinion to the State Supreme Court. That tribunal hasn't ruled yet.

But even as many coinmen opposed Lord, as many others felt the same way about his opponent, Keith Kennedy, who quit his job

(Continued on page 86)

Puerto Rico Okays Coin Billiard Tables

SAN JUAN, Puerto Rico—The operation and use of coin-operated billiard tables does not violate the law and has been declared legal by the Superior Court of Puerto Rico.

The decision was handed down in a declaratory judgement issued in favor of Joe Romero, Inc., plaintiff, one of Puerto Rico's largest amusement game distributors, against the Honorable Ramon Torres Braschi, superintendent of police, and the defendant in the action.

The action arose, when the state police of Puerto Rico threatened billiard owners with seizure and court action for operating in public places, based on an opinion given by the Puerto Rico Secretary of Justice, stating that such operations were illegal.

Romero, Inc., immediately filed for a court injunction to stop any police or court action against billiard owners, pending a decision from the court on the legality of the operation.

Verdict

The verdict, in favor of Romero, Inc., was handed down by the Superior Court of Puerto Rico last month. The verdict states in essence, "...that billiard tables operated by coins of the type sold and rented in Puerto Rico by the plaintiff, Romero, Inc., as described, do not violate the law, if they are used for the purpose they were manufactured, that is, to play billiards in any of its usual forms."

The verdict further states that

assuming the operation of billiard tables did violate any law, the law is hereby revoked, by virtue of a concession issued by the governor of Puerto Rico, authorizing the production of billiard tables on a commercial scale.

Game Licenses Await Boston Pinball Probe

BOSTON — Licensing Board Chairman Mary Driscoll this week promised a complete investigation of the "whole pinball machine problem" before renewing the licenses on 540 Hub machines for the coming year.

She announced the probe after complaining of insufficient evidence in cases before the board alleging machines in four Charlestown restaurants were used for gambling. All four recently were found guilty of violating gaming laws and fined \$100 each. The findings have been appealed to the Superior Court.

Miss Driscoll said that the board will make a decision relative to pinball machines before the end of the year. She said it is within the board's power to withhold all such licenses as a substantial number of other communities have done.

August Meeting

Last August the Boston Police

Department, the Watch & Ward Society, the Licensing Board and other interested parties attended a meeting at police headquarters. It was pointed out that an illegal counter had been installed inside the machines to prove to the distributor how many free games were paid off by the licensee.

Licensing board members have complained that they cannot crack down on these illegal machines unless their agents, the police, bring in complaints. The police in turn say they do not have the staff to prove gaming on the machines, since it would, at least, take more than a week to each establishment.

It was only a few weeks past since coinmen announced that all buttons and counters had been removed from machines within the city. But after the Charlestown cases had been brought into court, the Watch & Ward Society pressed for farther action on the matter of pinballs.

COINMEN YOU KNOW

Miami

By **RAOUL SHAPIRO**

Wedding bells rang this past week when Ruth Hoskinson, of Budisco, and Bill Belliserris, Bush Distributing Company, were married in a civil ceremony.

Max Lebow, Automatic Equipment Company, announced that he has sold a small game route to Leo Lewis, a newcomer to the Miami scene. The new firm will be known as Leo Lewis Enterprises, Inc.

Ken Willis, Bush Distributing Company, back from a trip to the Florida West Coast, reports business picking up every day in that area. Willie Levy, Mellow Music Company, back from New York, where he attended his sister's funeral.

Morris Marder, of M&M
(Continued on page 84)

Coinmen Form Association In Australia

ALEXANDRIA, New South Wales, Australia—A coin machine association consisting of coinmen in Alexandria, Australia, was recently organized, announced L. H. Ainsworth, secretary of the group.

The action was initiated after Howard Goddard, a leading operator, fought a successful case with the police over free-play pinball machines. Until then, there had been considerable police activity against the machine operators.

While Australia has been a fertile market for many of the old American used pinball games, the games as a whole had been frowned upon by the authorities.

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Show Issues At Status Quo With Election

Continued from page 1

The music and broadcast industry probers in the House Judiciary's Antitrust Subcommittee will again be headed by re-elected Representative Celler. The group lost one member, the defeated James Quigley, champion of UHF'ers during past television hearings by the subcommittee.

In the Senate, the re-elected Warren Magnusen will continue to head the interstate and foreign commerce committee TV probers. Incumbent Republican Senator Bricker remains, having until 1959 to push for government control of networks, before he faces an election race. James H. Duff, who made very little stir in the broadcast probe, was the only one defeated in the election. Price Daniel will leave to be governor of his State. Replacement for these two are as yet undecided, staffers say. (A report from this committee may be an interim affair, early in the session, spokesmen report — or it may be held over until June, pending findings by Justice Department investigation and the Federal Communications Commission study.)

Regulatory agencies like the FCC, Republican dominated, can expect continuing scrutiny from the Democratic leadership in Congress and on committees. Democrats feel they will have continuing hold after 1958 elections. They point out that only 11 Democratic Senators will be up for re-election that year, six from the Deep South stronghold, and others including such vote pullers as Pastore, Symington, Mansfield, Kennedy and Jackson.

On the juke box front, the Kilgore Bill to end juke exemption from performance royalties will remain in the hands of the Senate Judiciary Subcommittee on Patents and Copyrights, headed by incumbent O'Mahoney (D., Wyo.). Re-election of senators Olin D. Johnson and Alexander Wiley assures the same subcommittee membership. The group has been considering a report on the bill (S. 590) after informal hearings held last summer between juke and performing rights spokesmen.

Should the bill be reported out of committee in the coming session—climaxing nine attempts in as many Congresses—its original co-sponsors will still be around. The eight co-sponsors included re-elected Wayne Morse and Olin D. Johnson, plus six senators not up for re-election this year. The subcommittee report on the juke problem reportedly may propose a "fairer" bill than the sweeping Kilgore exemption removal. The report may get early airing, staffers say, now that election has maintained the status quo.

Orange Concentrate

Stocks of frozen orange concentrates held by Florida packers at the end of September were 25 per cent higher than in 1955, according to Agriculture Department. The 1955-'56 total pack for that State was a record 70 million gallons, eight per cent above the 1954-'55 pack. California output in 1954-'55 totaled 3.9 million gallons. Figures for the 1955-'56 season pack will not be available until the season ends. Present indications are that per capita consumption of frozen fruits and fruit juices in 1956 will be at least as large as the 8.6 pounds (product weight) in 1955.

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PARADE	475.00
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UNITED

CABANA	\$ 39.50
HAWAII	39.50
TAHITI	39.50



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We have established Routes and Buyers for Routes in all parts of Eastern Coast. CIGARETTES, JUKE BOXES, GAMES, SODA, SCALES, VENDING, ETC.

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STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-no24

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A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$3 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Illinois. no24

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.

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P. O. Box 1068 Amarillo, Texas

FOR SALE—58 ACORN 1¢ GUM BALL Machines. For information write Hubert Privette, 2483 Westfield Ave., Winston-Salem, N. C.

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hershey's, 320 or 520 ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. no24

11 1/2 AND 5¢ NORTHWESTERN; 11 5¢ HOT Nut; 2 5¢ Advance; 3 Model M. Columbus, 5 1/2 Silver Kings; 1 1/2 and 5¢ Master. Any vendor, \$5.95. Money counting Scales, \$10. Al Hoff, 1920 Rose, Balto, 13, Md.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. no24

ONE CENT KICKERS AND CATCHERS, Grips and Pikes Peaks, Lee Hirschler, 160 East Mitchell Ave., Cincinnati, Ohio. no17

USED VENDING MACHINES WANTED—49' Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Take 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-1fn

WANT TO BUY PHILADELPHIA TOBOGGAN Skee-Ball and coin operated Horseshoe. Don Wittingham, 7700 108th Terrace, Hickman Mills, Mo.

WILL BUY YOUR COIN RADIOS CHEAP. Trade 2 hr. Meter-Matic gears for shorter cycles. Grove, 131 W. Areba, Hershey, Pa.

COINMEN YOU KNOW

Continued from page 82

Service, had a peculiar experience this past week. Seems Morris got a service call from one of his locations and when he got there found that someone had opened the juke box and stolen every record from the machine. And this, while the place was open and doing business. At least the money wasn't touched or the machine damaged.

Manny Brookmire, Brooke Distributing Company, due back this week from a short reprieve from business. Manny says he had to take off as he was just plumb tired out. Marvin Leiber recovering from a bad cold that has plagued him for a couple of weeks.

Many coinmen busily converting their juke boxes to the coming winter tourist season. As Morris Marder, of M&M Service, remarked this past week, "Any operator that doesn't convert to a dime as soon as possible is strictly dumb."

Buster Bailey, head serviceman for Deale Automatic Company, expects to have everyone of their 78 r.p.m. machines converted to 45's by December. Buster says it's a job that had to be done so that the 78's problem could be solved.

Marvin Turner, of Palm City Music Company, Ft. Myers, reports that business is picking up and many stops that were made every other week during the summer slack season are now being serviced weekly.

Marty Olsen, of Mars Amusement Company, making the rounds with his son. . . . The easiest way to get Joe Mangone, of Mangone & Mangone, to break out in a big smile is to ask him how his little fellow is doing. "Wonderful, just wonderful," says Joe. Looks like Budisco is going to get another face lifting. Cramped for space as they are, the additional room will enable them to give even better service to the operators who come in or call for their record needs.

The A.M.O.A. has moved from its old quarters to new ones across the street. With the large attendance at the general meeting, they still will have to hold their monthly Barbara Bruno, office secretary of the AMOA, took advantage of the moving activities to take an auto trip to New York City with her husband. Barbara says she was happy to get back to Miami's wonderful sunshine.

Detroit

By HAL REVES

Fay Grossman, office secretary of the United Music Operators of Michigan (UMO), after reading the casualty lists of nimrods, hopes no operators go hunting, "because I like these boys too much." . . . Kay Malone, Decca recording artist, brightened up the November meeting of the UMO's board of directors and the dinner following by her presence.

Attending the following meeting of the UMO membership, in addition to Miss Malone, were Ginny Scott, Flair-X artist, escorted by that firm's distributor, Charles Gray, who did a pantomime of her new release, "Crossing My Fingers," and the Classmates, Dot Records artists, who are featuring "Friends" and "Love Close By."

Edward L. Carlson, UMO president, flew in the morning of the meeting, with Mrs. Carlson, to

preside at the meeting, and to take his 32d degree in Masonry the following day. . . James Jeffrey, of Jeff's Music, who puts in his spare time baby-sitting with two grandchildren, proved his good citizenship by making his scheduled Tuesday calls a day ahead so he'd be assured of time out for voting.

Mrs. Bernie Small, owner of the Jukebox Company, now recovered and looking fine after her serious illness, and busy running her route—she joined the operators' coffee-katsch preceding the UMO November meeting.

Sidney Katchen is busily scouting for new business and locations for the Morris Music Company, which is operated by his brother-in-law, Morris Goldman. This is a second-generation operation. Goldman is the son of the late David L. Goldman, who operated the pioneer Motor City Music Company.

Speaking of pioneers, Henry C. Lemke, of Lemke Coin Machine Company, in the business close to half a century, may be found in the evening checking over details at his Vernor Highway office, busy as ever.

Denver

Apollo Music Company, music operating firm, announced that Donald W. Akin has purchased an interest in the firm.

Walter Morris has purchased the phonograph route formerly operated by Mile High Music Company from F. W. Harner. In his early 20's, Morris is one of the youngest new operators to enter the Denver phonograph field since shortly after World War II.

One of the largest phonograph sales in recent years took place at Draco Sales Company, Wurlitzer distributorship, recently, when 40 machines were sold to Maestro Music Company, of Pueblo. The Maestro firm, formerly Maestro distributors, is managed by Dominic Piletro, who gave the order for the machines.

Dan Keyes, who is partner in Apollo Music Company, phonograph operators here, has been released from a Denver hospital after a serious tussle with a blood clot. Keyes will take it easy for several months at the physician's advice.

Introduction of the 50-cent chute on the new Wurlitzer 200's has met with good reception, according to Howard Hold and Mike Savio, of Draco Sales. The use of explanatory cards calling attention to the 50-cent proviso has been of substantial help to operators, Savio said.

Roy Kyser, music operator, reports that play in this Southwestern corner of the State has been considerably stepped up since a Hollywood movie company moved in to shoot on-location scenes for a picture starring Elaine Stewart.

Norman Plasker, son of Willard Plasker, amusement machines operator, has returned from three years' military duty in Korea and will join his father in expanding bulk vending routes.

Twin Cities

By JACK WEINBERG

Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, Friday, November 9, staged an informal showing of the new Rock-Ola 200 phono. Operators coming

to his place all week had an opportunity to view the new model and LaBeau said reaction to it was "extremely good; we booked quite a few orders and are hoping to make shipments as soon as possible.

Also taking advantage of the influx of operators to the Twin Cities the past weekend for the Minnesota-Iowa football game, the winner of which probably will represent the Big Ten in the Rose Bowl New Year's Day, Lieberman Music Company conducted a showing for a number of new games. Included were Williams Peppy the Clown, Genco's Official Skill Ball, Exhibit's Ringer Ball, Gottlieb's Register, Bally's Balls-a-Poppin, Chicago Coin's Championship Bowler and Mutoscope's "The Lord's Prayer" vender.

Amos Heilicher, of Advance Music Company, Minneapolis, who saw the new Williams' novelty, Peppy the Clown, became so enthused over its prospects that he is trying to line up the chain of dime stores he serves with coin-operated photo concessions to install the unit. Norton Lieberman, of Twin City Novelty Company—he recently became manager of the Minneapolis operation—also high on Peppy's earning power, plans to put it on location in Dayton's, the Northwest's largest department store.

Harold Lieberman, of Lieberman Music Company, and his wife are receiving congratulations on the engagement of their son, David, to Miss Sara Silverman, of Chicago. A July wedding is planned. David is assistant manager in the wholesale records department at Lieberman's. . . . Harold Havenor, operator from Eleva, Wis., took his defeat as Democratic candidate for the State senate from Wisconsin's 32d district not too seriously. Thursday, November 8, two days after the election, he was in the Twin Cities buying pool tables.

Doing the same were Joe Webber, of Blue Earth, Minn., and Royal Hegan, of Slayton, Minn. In town buying music was Art Hagness, of Grand Forks, N. D. So were Lawrence Balow (fc), of the Eau Claire Music Company, Eau Claire, Wis.; Dick Henderson, of Willmar, Minn.; Russell Cherty, of Baldwin, Wis.; and Hank Krueger, of Fairfax, Minn. Jack Lowrie, of Lake City, Minn., was in shopping. Gordon Stout, of Pierre, S. D., came to the Twin Cities to see the Minnesota-Iowa football game.

Boston

By CAMERON DEWAR

David S. Bond, president, and Irwin Margold, general manager of Trimount Automatic Sales Corporation, both busy these days with the Combined Jewish Appeal drive. Dave is chairman of the coin machine industry again, and Irwin is captain of the coin machine team which was first over the top with the most pledges. . . . Both attended the campaign dinner at Commonwealth Country Club where D. Brisker, an official of the Israeli government, told of conditions in Israel.

Bob Jones, Redd Distributors, reports that the new Bally "Balls-a-Poppin" was shown to an enthusiastic group of operators last week. Bally's field engineer, Art Garvey, and sales representative Paul Calamari were on hand. They will take the piece along with the Wurlitzer "Half Dollar" phonograph to Augusta, Me., for a showing at the Augusta House this week. Jones and salesman Al Levine will go along. . . . Si Redd visiting

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- Clip your ad to this form.
- Check classification you want your ad to appear under.
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 - Parts, Supplies & Services
 - Positions Wanted
 - Routes For Sale
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 - 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.
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COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

- November 5—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ballroom Floor, Detroit, Mich.
- November 6—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- November 7—Music Operators' Society of St. Joseph's Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- November 7—Summit County Music Operators' Association, monthly meeting, Akron.
- November 8—Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Chicago.
- November 8—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- November 9—California Automatic Vendors' Association, bi-monthly meeting, Colonial Room, Ambassador Hotel, Los Angeles.
- November 13—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- November 13—Automatic Phonograph Owners' Association, Hotel Sheraton-Gibson, Cincinnati.
- November 14—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.
- November 17—New York State Operators' Guild, annual meeting, Hotel Thayer, West Point, N. Y.
- November 19—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- November 21—Automatic Equipment and Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.
- November 25-28—National Association of Amusement Parks, Pools, and Beaches, annual convention, Sherman Hotel, Chicago.
- November 26—Central States Phonograph Operators' Association, monthly meeting, 805 Main St., Peoria, Ill.
- November 27—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- November 27—Music Operators of New York, Inc., quarterly meeting, 250 West 57th St., New York, N. Y.
- December 2-5—National Automatic Merchandising Association, annual convention, Conrad Hilton Hotel, Chicago.
- December 3—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- December 8—Associated Amusement Machine Operators of New York, annual banquet and dinner, New York.

New York City for a look at some of the new machines.

Jerry Colombo, finding good acceptance with his new IMCO background music system, says orders are coming in from all over this country and Europe. Plans to take the machine on a nationwide tour shortly. . . . Ed Ravreby is still planning for his big showing of Rock-Ola's 200 and expects to have it within a couple of weeks.

The Massachusetts Amusement Associates met last week at the Commonwealth Country Club in Newton. The group has been watching closely the recent moves by the City of Boston to keep a closer rein on pinball games. . . . Present among others were Richard Hogan, president; Sidney Walberst, vice-president; Leo Glossbank, treasurer, and Bob Jones, secretary.

Jerry Flatto, Boston Record Distributors, is a busy man this season. Saw him the other night with his lovely wife at the opening of Judy Holliday's new musical, "Bells Are Ringing." Jerry is also working hard to get top talent for the Music Operators' Association of Massachusetts' big shindig next week.

The fine fall weather is still bringing in operators from far away. Seen around coin row last week was an infrequent visitor, Eddie Disy, from Caribou, Me. Others shopping for music and games were Bob Desmarais, Nashua, N. H.; Harry Baker, Portland, Me.; Harry Walker, of Newport, R. I.; Pliny Burrows, of Brattleboro, Vt.; and D. J. Halle, Berlin, N. H.

Memphis

By ELTON WHISENHUNT

Practically all vending operators are reporting increased business with cool weather moving in. The weather plays a big part in vending sales, and all candy operators re-

port top sales. Some jumps are by as much as 70 per cent. Vending operators reporting the increases are R. E. Swanson, owner of Chickasaw Canteen Company; H. L. Todd, manager of Commodities, Inc.; John D. H. Meyer, owner of Meyer Sales Company, and Charles E. Pugh, manager of Quality Vending Service.

Music operators report the weather has helped their business tremendously, too. Summer slump, they say, is over, but not forgotten. They hope to push air conditioning and build up summer juke box plays.

Bigger collections are reported by Drew Canale, owner of Canale Amusement Company; Edward F. Newell, general manager of Ormatt Company; Johnny Novarese, partner of Poplar Tunes Record Shop, and Doug Highfill, owner of Rainbow Amusement Company.

Other ops reporting good business: June Bodenheimer, Shelby Amusement Company; Jimmy Rutledge, Ace Music Company; Guy Canipe, Canipe Amusement Company; Allen Keller, owner of Keller Music Company; Allen Dixon, general manager of S & M Sales Company; Parker Henderson, general manager of Southern Amusement Co.; R. L. Harbin, owner of Harbin Amusement Company, and Jake Kahn, owner of Tri-State Amusement Company.

Operators' kid Jack Canipe, 32, newly elected secretary of Memphis Music Association, by calling him "the biggest man in the amusement business." Reason: He's 6 feet 2 and weighs 385 pounds. Second largest in the business in Memphis is Drew Canale, who is 6 feet 3 and weighs in at 225. . . . Mrs. Agnes Canipe, Jack's mother, who has headed the business since her husband died in 1947, recently took a vacation for the first time in years. She went to Washington and New York.

(Continued on page 90)

D.I.E. Exhibits

Continued from page 78

cent National coin changer for 10-cent operation. The firm also exhibited its two-selection units.

At the Food Engineering booth were Karel Schwartzkopf, Lucia Bantis, Don Brous, Constance Gleasure, J. W. Hunsinger, J. K. Kelly, Bett Laurie, H. A. Loebel, Doris O'Brien and Dorothea O'Neil.

The Rowe Manufacturing Company exhibited its full line of indoor and outdoor milk machines. Representing Rowe at the show were R. Z. Greene, Jack Hopson, Morry Auerbach, Bern Bernard, Ed Chaplin, Dick Gluck, Ruth Lasoff and Jack Turner.

Norris Display

Norris Dispensers exhibited its two-selection half-pint and third-quart carton machine with a new vend relay system and loading rack. At the Norris booth was Bob Hansen, formerly of Vendo, who has been appointed director of vending sales. Other Norris personnel at the booth were R. E. Montague, E. A. Coleman, Dolen Ellis, W. L. Nofsker, L. F. Norris, C. F. Redding and J. F. Redding.

At Dairiomatic Charles Pine, sales manager, said the firm is cutting down production on its quart unit and has tripled production on its half-pint machine since the first of the year.

At the Dairiomatic booth were Howard Lewis, Donald T. Dick, L. P. Hartzler, Roger Jaconson, Ed Richardson and Walter K. Rodman.

If prizes were to be given on the basis of size, the Excello Corporation's Pure-Pak unit would win without a struggle. This machine, made exclusively for the dairy trade, stands 19 feet high and holds 500 quarts or 400 half gallons.

Not quite as large, but still dwarfing all other vending machines in size, was the Meyer-Blanke outdoor unit, which vends either quarts or half gallons.

Ideal Dispenser displayed its indoor milk vender line. At the booth were T. G. Thompson, S. Brittingham, J. Colmer, F. H. Dean, B. Hale, M. Mauer, P. Mills, E. C. Salisbury, J. Van Pelt and D. Walters.

Not exhibiting, but active in the convention, was the Florence Shak-O-Mat quartet of Sid Lovitt, Ken Progin, Bob Ferguson and John McInhenny, the former Wurlitzer sales executive who recently joined the organization.

NOW! ALL NEW! 4-HOLE BUMPERLESS RACK POOL PANELS

1 HOLE IN EACH CORNER FITS ALL GAMES!

NEW PANELS ONLY, Regular Size, with Rack and \$29.50
Oversize Cue Ball EACH

2-HOLE RACK POOL PANELS
With Rack and
Oversize Cue Ball . . . \$25 EA.

New Rotation Balls, Per Set . . . \$12.50
Peas, 1 thru 10, Per Set 65
Plastic Pea Bottles, Each 1.25
Oversize Cue Balls, Each 2.00
Triangle Racks, Each 1.25

CHARLEY PIERI

Monarch Coin Machine, Inc.

Refinished Like New
POOL TABLES Reg. Size \$125
Jumbo \$175
Complete: NEW 4-HOLE PANEL; 4 New Cues; New 8 Red, 5 White Rotation Balls, numbered 1-10; Set of 1-10 Peas and Plastic Pea Bottle.

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LEHIGH 12-Col., NEW
All Coin Combination . . . \$249.50

Mercury, 9 Col. . . . \$165.00
National 930, used. . . 95.00
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Mills 5-Col. Candy . . . 65.00
Keeney 9-Col. Electric 135.00
Rowe 8-Col. Elec. Console, 25¢ & 30¢ . . . 95.00
Rowe 8-Col. Elec. Dipomat, 25¢ & 30¢ . . . 95.00

All used equipment shipped and refinished with 25¢ and king size.

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Bally Defender 125.00
Balloonomat, New . . . 395.00
Balloonomat, F.S. . . . 345.00
Boomerang 65.00
Coon Hunt 150.00
C.C. Hockey 75.00
Champion Hockey . . . 125.00
Chester Poilard
Foot Ball 75.00
C.C. Basketball 175.00
C.C. 2-Man Hockey . . . 385.00
C.C. 4-Pl. Derby 150.00
Dale Gun 50.00
Evans Bat-A-Score . . . 145.00
Ex. Love Meter 25.00
Ex. Star Shooting Gallery 195.00
Ex. Hi Ball 95.00
Ex. Love Tester 125.00
Ex. Sportland 150.00
Ex. 500 Gun 150.00
Flash Hockey 225.00
Genco Quarterback . . . 285.00
Genco Champion
Baseball 275.00
Genco Rifle Gallery . . . 225.00
Genco State Fair 450.00
Harvard Metal
Typer 125.00
Hayburners 75.00
K.O. Fiter, F.S. 350.00
K.O. Fiter, Original . . . 150.00
Keeney Air Ralder . . . 150.00

RIDES

2 Rabbit Rides . . . \$250.00
3 Wild Steers 250.00
4 Dopey Ducks 250.00
3 Midget Racers 275.00
2 Wooden Horse Rides . . . 200.00
20 Palomino Horses . . . 275.00
3 Thunderbolt Horses 350.00
1 Drive-In Movie 495.00
1 Lane's Fire Engine . . . 450.00
2 Moon Rides 200.00
3 Bally Space Ships . . . 300.00
1 Clown See Saws 225.00
2 Miss America Boat 295.00
1 Bally Champion 350.00
3 Merry-Go-Rounds . . . 325.00
2 Big Broncos 325.00

Keeney Submarine \$125.00
Keeney Safari Gun 295.00
Keeney Polar Hunt 295.00
Lite-A-League 75.00
Liberator 75.00
Midget Movies 125.00
Muto, Card Vendors 50.00
Muto, Photomat 350.00
Muto, Lord's Prayer Write
Muto, Voice Recorder 375.00
Oracle of the Sphinx with cards 150.00
Panorama Ball'm 275.00
Pitch'm 175.00
Quizzer 95.00
Silver Bullets 125.00
Shoe Brush-Up 95.00
Shoe Shine Mach. . . . 150.00
Side Walk Engineer . . . 165.00
Skill Jump 45.00
Silver Gloves 225.00
Speedway Bombsite . . . 150.00
Teleguy 95.00
Spear the Dragon 125.00
Standard Metal Typer 325.00
Twin Hockey, New Write
Undersea Raider 125.00
Un. Bonus Gun 275.00
Un. Carnival Gun 225.00
Un. Super Slugger 295.00
Vibrators 150.00
Mur. Skee Ball 250.00
Wms. Four Bagger 350.00
Wms. Crane Write
Zodiac, New 395.00
Zingo 65.00
Zodiac Vendors 89.50

BINGOS

ABC \$ 50.00
Brite Lites 60.00
Brite Spot 65.00
Cabana 45.00
Leader 50.00
Stars 45.00
Pixie 250.00
Caravan 375.00
Circus 475.00
Spot Lites 80.00

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Seeburg 100 Wallboxes 65.00

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M. S. GISSER Sales Manager

Cleveland Coin MACHINE EXCHANGE, INC.

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All Phones: Tower 1-6715
Terms: 1/3 deposit with all orders, balance C.O.D.

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3 BALLY HORSES \$395
2 MODEL T 395
1 LANE FIRE ENGINE . . . 395
2 BALLY SPACE SHIPS . . \$350
2 MERRY-GO-ROUNDS . . 350
10 MIDGET MOVIES (with film) 125
CHICAGO COIN STEAM SHOVEL \$150

GUNS

UNITED BONUS \$300
UNITED CARNIVAL 200
EXHIBIT TREASURE COVE . . . 350
EXHIBIT SPORTLAND 200
EXHIBIT "500" 200
EXHIBIT SHOOTING GALLERY . . . 100

WURLITZER 1400-1450 . . \$210
BALLY BINGOS 60 up
POOL TABLES 50 up
LATE GUNS 100 up

ALL MACHINES 100% GUARANTEED!

25 SEEBURG 100G \$650
25 WURLITZER 1800 . . . Like New
WRITE—WIRE—PHONE



Exclusive distributors for WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

298 Lincoln St., Allston 34, Mass.

Algonquin 4-4040



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, yellow	.50
Plastic Bumpers, red or white	.50
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
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Write for complete list of parts.

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 (Incl. triangle and oversize cue ball)
FITS ALL REGULATION SIZE TABLES!!!
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 \$36.00 Value . . . SPECIAL PRICE . . . \$28.50 per doz.
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REGULAR ROTATION POOL BALL SETS, Nos. 1-10, Incl. 2 1/4" . . . Per set \$18.50
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 Rule cards and instruction sheets packed with each set.

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SEEBURG	SEEBURG WALL BOXES
M100-C . . . \$545.00	3W1 (100) Chrome . . . \$64.50
M100-B . . . 425.00	3W1 (100) Painted . . . 54.50
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AMI	WURLITZER
E120 . . . \$425.00	1700 . . . \$495.00
E80 . . . 325.00	1650 . . . 299.00
D80 . . . 299.00	1550-A . . . 249.50
D40 . . . 195.00	1250 . . . 129.50

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Win Bingo Case
 • Continued from page 82

jury indictments, returned last September, "do not state an offense."

MacKinnon, indicating his office may appeal the Donovan decision to the Eighth District Circuit Court at St. Louis and perhaps to the U. S. Supreme Court, declared that despite the ruling his office will not relax prosecutions of so-called pinball gambling violations.

He said internal revenue service agents are even now in the midst of a new investigation in the Twin Cities and out-State Minnesota seeking evidence for the next grand jury session in March.

Deny Charges

However, from now on no location owner is expected to plead guilty as has been the case until the latest three refused to admit to any guilt under the federal act. Anyone indicted now—if the grand jury should return indictments in the face of the Donovan decision—was almost certain to deny the charges.

But the 39 Twin Cities location owners who entered guilty pleas last February and March and subsequently paid fines totaling some \$40,000 plus the several who admitted the charges more recently and paid lesser fines were wondering what they ought to do.

First, they'd like to clear their records. Next, they'd like to get the fines back. Legal sources hinted the only way that could be accomplished would be thru appeals to the Congress. The court, from all appearances, has no authority to remit the fines, because the cases are closed and appeal time is passed.

Lord Elected
 • Continued from page 82

as assistant U. S. district attorney to run for the State job.

Charged Racketeering

Kennedy served under George MacKinnon, federal district attorney, who has kept up a running fight with coinmen thruout Minnesota for several years, making charges about racketeering and huge profits which he has as yet not substantiated.

When MacKinnon undertook the prosecution of coin machine location owners for so-called violation of the federal gambling tax stamp law, Kennedy had an important role in shaping up the evidence for presentation to the grand jury and in the eventual court appearances of 39 defendants who were fined \$40,000.

Solupak Shows TV-Radio Tube Tester

MINNEAPOLIS — A non-coin-operated radio-TV tube tester has been introduced by the Solupak Company of Minneapolis.

The tester is fully automatic, except for the actual tube insertion, and comes with a tube supply in the base.

Pocket Size Voltage Tester by Omega

CHICAGO—Omega of Chicago has introduced a new pocket-size voltage tester, with ranges from 65-800 volts, AC or DC.

Volts are read direct from the dial. The tester is guaranteed for five years and sells for \$2.95.

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USED JR. POOL TABLES . . . \$50
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BEACH BEAUTY . . . 365	PALM SPRINGS . . . 85
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BIG TIME . . . 215	CABANA . . . 50
GAYTIME . . . 175	HAWAII . . . 50

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SPECIAL! Williams DIAMOND SCORE POOL \$75 EA.
 United HIGH SCORE POOL

LATE GOTTLIEB 5-BALLS

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EASY ACES . . . 215	GOLD STAR . . . 135
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WISHING WELL . . . 195	LOVELY LUCY . . . 115
SOUTHERN BELLE . . . 185	PINWHEEL . . . 110
GYPSY QUEEN . . . 185	SHINDIG . . . 110
SLUGGIN' CHAMP . . . 175	2-PLAYER TOURNAMENT . . . 300
4-BELLES . . . 160	2-PLAYER DUETTE . . . 215
DIAMOND LILL . . . 155	QUEEN OF HEARTS . . . 90
	4-PLAYER SCOREBOARD . . . 285

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Harbor Lites	175.00
Lovely Lucy	45.00
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Twin Bill	175.00

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Jet Bowler	175.00
Mystic Bowler	200.00

STORZ NOVELTY & DISTRIBUTING CO.

410-12 Pearl St., Jeffersonville, Ind.

Bulk Op Builds

Continued from page 78

the commission now is more than the units were grossing before I took them over."

Premiums

Beasley uses plenty of quality charms to up the take on his machines. He explained that he has had penny venders, which make up about 20 per cent of his route, taking in a total of \$4. To these he added about \$1.15 cents worth of premiums and upped the take from \$1.50 to \$2.50 per machine. Not only was the total raised but the selling time was accelerated. When charms are used, Beasley uses display cards in the globes to show the items that are obtainable.

This operator likes the business for it gives him more freedom than when he operated a furniture manufacturing company in Wisconsin before coming to California three years ago.

Beasley works his route five days a week. At night, he and Mrs. Beasley and their two sons, age seven and nine, fill capsules. The boys also help their father to load his station wagon each work-day morning for the day's route. There is hard work for the five days but the Beasleys take off over the weekend. Beasley explains that he does do service calls on Saturday and Sunday, but then it is while the family is driving around.

During the summers, the Beasleys had a cottage in the mountains. When they wanted to spend time there, they felt free to do so.

There are machines that may go out of order when the Beasleys are out of town, but, as this operator explains, they are so few that he does not worry too much about them.

Likes Capsules

"Some operators tell me that they do not like the capsule machines," Beasley declared. "I find them profitable and they are about the easiest locations to get. Tab gum spots are plentiful and the item is a consistent seller. The profit, however, is in the capsules."

This operator prefers bars for his machines for in this type of spot no one is measuring the buying power of the nickel. "They think nothing of spending nickels in bars. Let them come out on the street, they will probably debate about buying from a vender," is the way Beasley sums it up.

At this time, the Beasleys do not plan any expansion of their route. They want to consolidate and get them where the money is spent.

Minimums, %

Continued from page 72

amicable to most storekeepers since they realized that new equipment cost money and that the operator has to start getting back some of his investment.

One operator pointed out, however, that about six years ago an attempt was made to utilize the 60-40 method. It worked out well where it was tried out on shuffle games, but there was rebellion among the operators themselves.

It wasn't so much the resistance of the proprietors as it was competition among operators. No one has even brought up the 60-40 subject because of the previous reluctance to institute the more favorable split.

There are various deals made by operators with bars, restaurants, luncheonettes, etc., depending on the type of location and the amount of business it does. However, in each case there is a minimum for the operator.

50-50 Splits

Continued from page 72

educated to the point where they almost run our businesses for us—many of them have learned how to shop around among operators to get the best deal," one operator declared. He added, "unfortunately, there are always a few operators who will give better commissions to locations in order to land them."

Ken Kulow, Kendou, Inc., said that on older equipment the basic 50-50 arrangement can be justified. "But, we can't give a location a new machine without getting a minimum of at least \$10 before we pay them any commissions. Equipment and operating costs are too high to permit us to work at a profit otherwise."

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2-PL. TOURNAMENT	275
4-PL. SCOREBOARD	305
DERBY DAY	240
HARBOR LITES	225
FRONTIERSMAN	210
SWEET ADD-A-LINE	175
WISHING WELL	185
SOUTHERN BELLE	175
LOVELY LUCY	135
REGATTA	175
COLORS	135

BINGO GAMES

NITE CLUB	\$435
BROADWAY	365
MIAMI BEACH	225
GAYTIME	175
GAYETY	110
BIG TIME	215
VARIETY	125
ICE FROLICS	95
PALM SPRINGS	75
STARDUST	295
STARLET	225
PIXIES	225
TRIPLE PLAY	175
HAWAII	75

PHONOS

SEEBURG M100-C	\$565
SEEBURG M100-B	450
SEEBURG M100-A	235
A.M.I. "C"	135

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Balls, 2 1/2", red or white with	spots, std. wgt., each	1.00
Cue sticks, 48", wood, standard, ea.		1.75
Cue sticks, 48", plastic, standard, ea.		2.00
Coin Chute, A.B.T., double dime,	for pool table, each	8.00
Chalk, per gross		3.75
Clamps, per dozen		1.75
Chalk grips, per dozen		1.00
Brushes, rail and table, per dozen		6.00
Cement, cue tip, 2-oz. tube, per doz.		1.95
Cue tips, 100 per box, per box		1.45
Plastic cup liners, per dozen		3.00
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SLATE TOPS, complete and top	quality, best made, each	69.50

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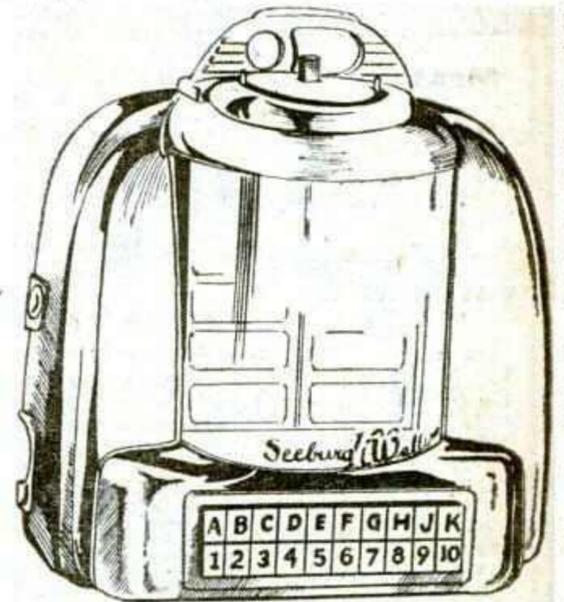
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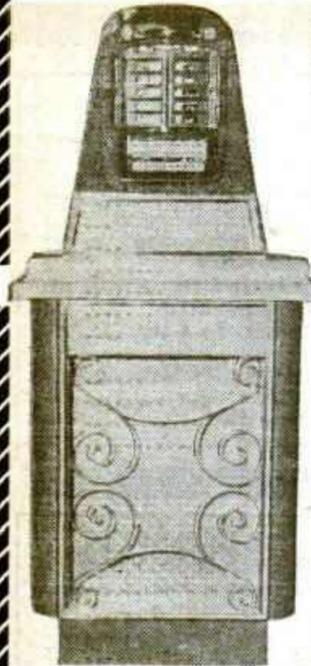
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Juke Union

• Continued from page 73

view to having all levels of help join their ranks.

David J. Baker, president of the Music Operators' Association of Massachusetts, said the group was aware of the union activities and has stepped in to meet union officials to see if a more favorable arrangement could be made with the association as the spokesmen for the industry instead of dealing thru individuals.

Last August, representatives of the national union of Automatic Equipment & Coin Machine Operators' Service & Repairmen called on operators in the metropolitan area and in parts of New Hampshire. No plans for unionization with this group have up to now been completed. It is believed that the teamsters' union is looked on with more favor, at least in the Boston area.



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Milwaukee Dimes

• Continued from page 75

for dime play use. "But most of them are for up-State operators," says head man Harry Jacobs Jr.

Sam Cooper, of Paster Distributing Company, wholesaler of AMI music equipment, estimates that about 20 per cent of the machines purchased for local route use, are provided with dime play coin slots.

A negative view of dime play was forthcoming from veteran music operator George Schroeder. "We've tried dime play a number of times," he claims. "In almost all instances it has resulted in lower volume. When we switched back to a nickel, the receipts went up." According to George Schroeder, "We've not opposed to the principle of dime play. It so happens that every time we've tried it, it hasn't worked out very well."

Who Runs Ft. Pitt

• Continued from page 72

dent and brother of the president, has been with Fort Pitt since 1948. He was elected a director in 1952, vice-president in 1954.

Other officers of the company are Elmer N. McCall, secretary and assistant treasurer, who was named controller in 1938, and Stanley Kann, who was elected a director and treasurer in 1936.

12-12 split followed by a 50-50 front money set-up. We're trying for 60-40, but can't see that for the immediate future. Our aim now is a weekly minimum. Current phonographs should yield us \$8 weekly minimum, and older models \$4 to \$5 a week. Once we get that well established maybe then we can talk 60-40," said Heilicher.

Fritz Eichinger, of Northern Coin Machine Company, St. Paul, said he knows of no 60-40 splits in that area. He said the general commission division was 50-50. There are a few cases of front money on some locations he operates. He has a few where he takes the first \$10, gives the location the next \$10 and then splits the balance 50-50. In other locations he gets \$3 or \$5 a week and then splits 50-50. Some he leases at \$10 a week, furnishes records and gives the operator a key to the coin box to keep receipts.

Harry Atkins, of United Machines Company, Minneapolis, reports no 60-40 splits for his operation. He believes phonographs three or four years old should yield him \$10 a week minimum and he works toward that guarantee goal. New 200-selection machines should bring \$20 as a weekly minimum, he contends. Several of these he leases out for \$25 weekly with location owner providing his own records.

See 60% Share

• Continued from page 72

possible. New 200-selection machines won't be installed without a minimum of \$15 a week, with 50-50 split thereafter. There are other deals, too, he said each depending on individual location.

Advance Music Company, Minneapolis, gets front money and minimums where it can, according to Amos Heilicher, who with his brother, Danny, operates a firm. But the almost standard commission break is 50-50, he said.

"Some places we take the first 15 per cent, location next 15 per cent and then we split 50-50," he explained. "Other places it is a

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How Det. Teen Program Works

• Continued from page 75

they have an intangible interest in the operators' group thru this connection. They may attend all regular meetings, and often do turn out for special functions. This is a friendly, social liaison that works benefits in both directions.

Primary co-operation that has helped the jockeys has taken the form of assisting jockeys to secure air interviews and personal interviews by recording artists.

The co-operation has gone beyond this in some instances locally, however. Aid given by the UMO to jockeys in getting record artists on their shows has served to expose the current release to more people by the air waves. In some instances, this local jockey promotion has led to an artist's current release becoming a top number on local juke boxes.

The shows are definitely charity shows, but they have an advantage for both the jockey and the artist in exposure. Commonly an artist's appearance results in coverage in the local daily press, as well as the national trade press. At the same time it helps both the jockey and the operator, local experience indicates, helping build up the popularity of records.

'Continuing' Must

Such programs must be planned and upon a basis of reasonable duration. Says Small: "A program cannot be successful unless it is continuing. If you go into it on a one-shot deal to secure publicity, the necessary civic people—whose co-operation you must have—will shy away from it. They want it to be a really altruistic public service."

A similar point of view was expressed by Commissioner Piggins, again stressing the importance of planned public service.

At record hops—unlike talent shows where many jockeys participate—one jockey will usually emcee the entire program with usually two artists—(occasionally only one starred act)—appearing on the bill. These are usually two-hour events, starting at 8 p.m., typically in a park or outdoor stadium or in a hall. About 40 individual sides will be played in this time.

Disk Hops

Such record hops are usually sponsored by appropriate educational, recreational, civic, business, and other groups. The park or hall is usually supplied by the sponsoring organization without charge. Since these are on a continuing program, each location usually has a large banner posted linking the sponsor group with the UMO. This is usually displayed continuously for sometime before the show—in the case of weekly hops, this is virtually continuous display.

Doubtless such co-operation builds the prestige of the jockey both with his own station and with his usually unseen audience. Such appearances serve to build him as a personality.

Recognition comes in different ways. It is significant perhaps that Detroit newspapers have not featured a major story upon juvenile delinquency in a year—or since the youth program got fully under way. Commissioner Piggins, at one youth event, commented, "I don't see any delinquency here. I see only juvenile enthusiasm."

Trade and trade press recognition, important to the jockey, is likewise achieved. When Small visited jockey Bill Randle in Cleveland recently, the latter paid tribute to the work being done in Detroit, and said "any disk jockey would be proud to work" with such an organization.

"I think it is natural for jockeys and operators to team up on youth programs and ways of meeting youth problems," Don McLeod, WJBK jockey, said. "The idea is to give the kids some entertainment. There are very few places

for kids in this State to go anywhere to see anyone in the entertainment world. Once in a while at the State Fair or a theater. Yet the kids are very instrumental in the success of any recording artist. But they can't go to see them when they come to town, as they come to night clubs where kids aren't allowed."

McLeod suggested two additional forms of co-operation.

1. Arrangements between operators, jockeys, and night spot operators to set aside one night a week for youngsters—with no liquor served. Serving would feature, for instance, Cokes and potato chips.

2. Co-operation of operators and jockeys with the Board of Education to go into the schools of the city and put on programs in them.

"The jockey gets a measure of personal satisfaction out of it," he summarized, "Which may be a great deal more remunerative than monetary compensation. It is a satisfaction to do something for the kids, rather than charging them to come out there to play records for them."

The jockey benefits directly thru meeting his public. And stations, whose approval the jockeys must have, like it also, because it means an important source of off-the-air publicity for the station.

One important point in this connection is that operators, in lining up such co-operative efforts, must consult the station management, and especially the program director in most stations. The jockey himself can, of course, usually appear freely off the air as he wishes, but anything he wants to use on the air, such as announcements of hops, must have station approval.

Bypassing the management and the program director would only mean unnecessary difficulty, since they are usually willing to be co-operative to any reasonable extent. Usually the jockey has only limited authority to include special announcements on his shows—tho

there are significant exceptions. The proper channel is to secure the interested consent of the necessary station personnel.

In Detroit the jockey is urged to give a "commercial"—that is, an announcement of his station, his show, and the time he is on the air, at his personal appearances on talent shows and record hops. Such announcements serve to build his audience further.

Experience in Detroit indicates that a program of continuing presentations like this can best be handled thru a smoothly functioning central office. Operators are able to furnish this nucleus of the organization.

The operation is now so smooth that little special attention is required. The bookings for a show can usually be set by a few well-planned calls from the UMO office.

The principal shows are now staged largely on Sunday afternoons—this is a time selected because both artists and jockeys are more generally available than other times in the week. This is usually more convenient for the jockey than a midweek evening affair. Good advance scheduling, however, is essential in any case.

Jockeys whose working hours make attendance difficult have participated in other ways. One jockey has never been able to attend a special show or hop, but he often attends meetings of the UMO and works with the organization in various ways. The co-operation given has been excellent. If a jockey finds he is unable to make a show for which he has a commitment, he will usually get in touch with a colleague and arranges for the latter to take over his assignment personally, rather than disappoint either the UMO or the youngsters.

The accent in co-operative efforts is upon youth, but there are many other areas of co-operation.

For instance, a valuable form of working together was arranged when local theaters were buying time on a jockey program to announce their coming motion pictures. This time was taken several days a week, and included an announcement that next week or

at a specified time, listeners would be able to hear the songs that would be in the film on juke boxes. In turn, the operators placed stickers on their machines, advertising the playing time of the film at such a theater.

On another occasion a jockey who was selling air time to a particular theater was able to serve as liaison agent, resulting in the offer of the theater free of charge for a special matinee at which teen-agers were given free admission. The arrangement was that

the UMO provided live talent for a special show at the theater, to be followed by the regular film program. Such an arrangement, Small believes, would be especially effective in a small community.

The Detroit experience has tapped only some of the possible facets of valuable co-operation between jockeys and operators—evidence that it requires only the combination of an intent to work together for mutual objectives with well-executed planning.

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100 Sel.—Chrome—
Latest Features \$65**

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COINMEN YOU KNOW

• Continued from page 85

Leading ops are talking about the high license costs on juke boxes and are hoping something can be worked out in future with location owners to get them to pay half. Location owner now pays half of federal license fee. The federal license is \$10. Ops bear costs of other licenses: City, \$10.25; county, \$10.50, and State, \$10.50. Among leaders who sanction such a move are Allen Dixon, president of Memphis Music Association, the association of ops; Edward H. Newell, secretary-treasurer; Drew Canale, owner of Canale Amusement Company, and Parker Henderson, general

manager of Southern Amusement Company.

Ops cashing in on the Elvis Presley craze (they've got several Presley records on their phonographs): Drew Canale, Canale Amusement Company; Jack Canipe, Canipe Amusement Company; Doug Highfill, Rainbow Amusement Company; Fran Smith, S & M Sales Company; Edward F. Newell, Or-Matt Company; Jake Kahn, Tri-State Amusement Company; June Bodenheimer, Shelby Amusement Company, and others.

Clarence A. Camp, president of Southern Amusement Company, still getting in some enjoyable weekends at his cabin in Horseshoe, Ark., some

30 miles from Memphis. Weather permits Camp's top man, Parker Henderson, some golfing, too.

R. E. Swanson, owner of Chicasaw Canteen Company, food and drink venders, is busy these days with big upswing in business. Ditto H. L. Todd, manager of Commodities, Inc., and John D. H. Meyer, owner of Meyer Sales Company.

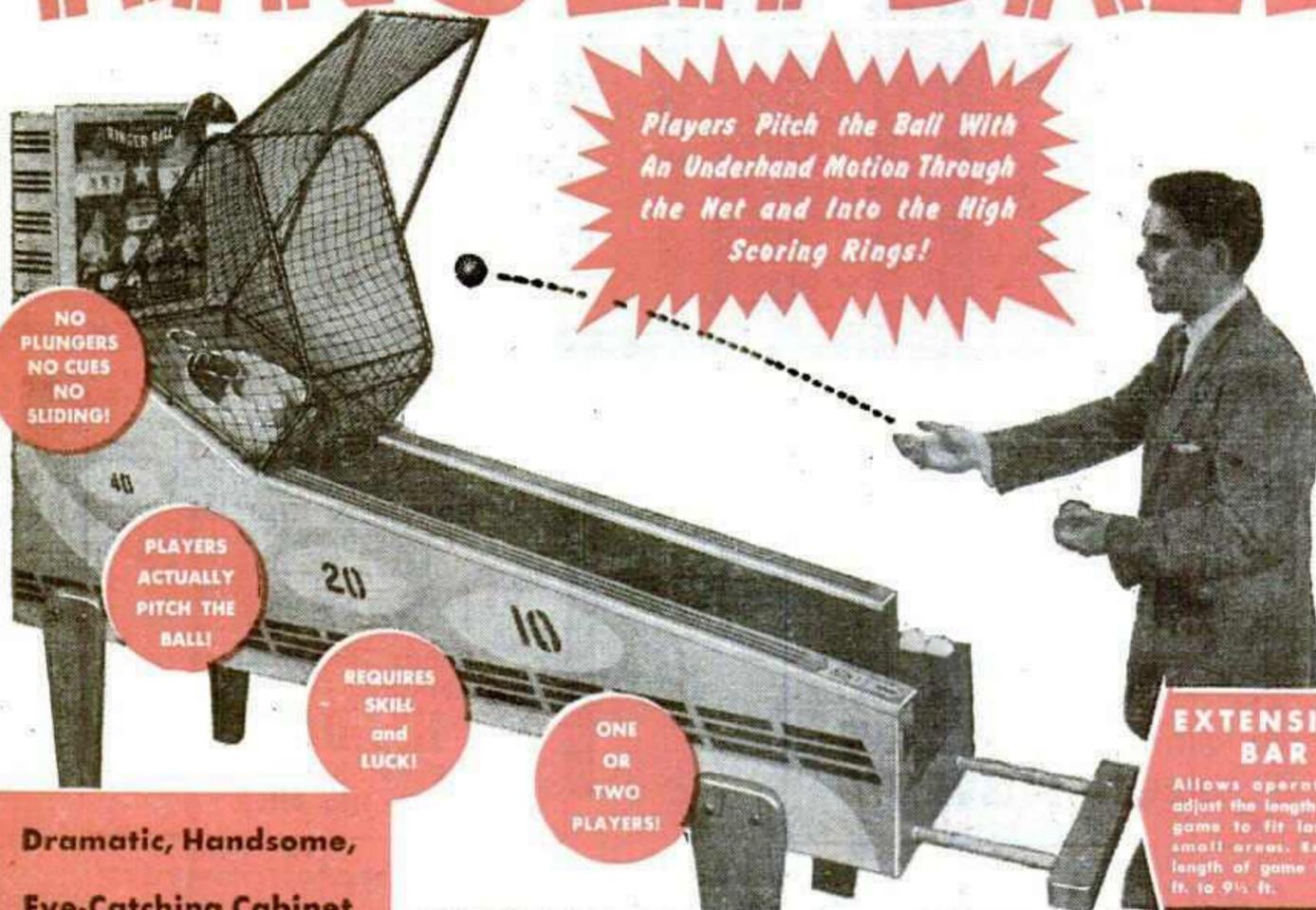
A number of Midsouth ops were in Memphis recently shopping for equipment and supplies. Among them were Harold Young, Broadway Music Company, Caruthersville, Mo.; T. P. Aaron, West Memphis Amusement Company, West Memphis, Ark.; J. A. Butcher, Dyersburg Amusement Company, Dyersburg, Tenn.; Bill Uttz, Dixie Novelty Company, Covington, Tenn.; Clinton Collins, Crystal Amusement Company, Grenada, Miss.; J. L. Long, Long Music Company, Hollandale, Miss., and James Howard, Dixie Amusement Company, New Madrid, Mo.

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RINGER BALL



*Players Pitch the Ball With
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NO
PLUNGERS
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ACTUALLY
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Allows operator to
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**Dramatic, Handsome,
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Once They Play It—
They'll Keep Coming
Back Again and Again!**

- ★ PLAYERS GET 2 SHOTS PER FRAME . . . 10 FRAMES PER GAME!
- ★ FIFTH FRAME DOUBLES SCORE— 10th FRAME TRIPLES SCORE . . . giving losing player chances to catch up or win!
- ★ FIRST BALL OF EVERY FRAME COUNTS 100 POINTS WHEN IT GOES IN THE TOP RING! SECOND BALL COUNTS 50 POINTS IN TOP RING!

- ★ SCORES TOTAL UP AUTOMATICALLY!
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- ★ REQUIRES SKILL AND LUCK!
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Sales of confectionery and competitive chocolate products by manufacturers were estimated at \$109,211,000 in September, 49 per cent above August, 1956, and 1 per cent above last year's September total, according to Commerce Department. Sales of manufacturer-wholesalers at \$85,921,000 were 50 per cent above August, 1956, and 3 per cent above September, 1955. Manufacturer-retailers' sales were 12 per cent above August, 1956, and 4 per cent below September, 1955. Sales by chocolate manufacturers in September were 65 per cent higher than in the preceding month, and 5 per cent lower than in September of last year. U. S. third-quarter cocoa bean grind was estimated at 109 million pounds—only 6 per cent over the 1955 third quarter, compared with first and second quarter increases of 20 and 23 per cent over the corresponding 1955 period.



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Easy to clean . . . never wear out
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BUY THE BEST . . . WE DO!

History of Fort Pitt Ind.

Continued from page 72

on gross income of \$11,691,634. However, for the first six months of fiscal 1956, the firm cut its loss to \$45,239 on sales of \$4,199,050.

Fort Pitt completed the purchase of the Windsor Overcoat Company and the Jacob Siegel Company in April. Total purchase price for both firms was \$3,943,690. Of this amount, \$1,488,011 was in cash. The remainder was split in this way: 417,132 shares of the Fort Pitt Brewing Company (figured at three and a quarter a share which was the closing market price on the date the transaction was approved) and 35 per cent of the net earnings before taxes of the two companies for five years after January 1, 1956 (this amount was figured at \$1,100,000 based on pro forma earnings).

An increase in the authorized capitalization of Fort Pitt was approved by stockholders to provide for the purchase of the two topcoat and overcoat manufacturing companies. It was increased from 750,000 shares of \$1 par value to 1,250,000 shares at \$1 par. Partners of Windsor and stockholders of Siegel therefore received 41.7 per cent of the outstanding stock of Fort Pitt Industries at that time.

Berardino has said that Fort Pitt Industries is currently hitting an annual rate of \$30 million in sales. For fiscal year ending January 31,

1955, the Jacob Siegel Company had net income of \$159,385 on net sales of \$2,247,406. The Windsor Overcoat Company for fiscal year ending December 31, 1955, had net sales of \$1,256,437 with \$196,038 in net income.

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NOVELTY or REPLAY

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Another **FIRST**

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Sugar Deliveries High

Deliveries of sugar for U. S. consumption in August, 1956, totaled 910,000 short tons, raw value, up by 12,000 tons over the previously published preliminary total for that month, according to Agriculture

Department. September deliveries totaled 787,000 tons (preliminary), down 13.5 per cent from August, 1956, and 0.9 per cent from Sep-

tember, 1955. The price of raw sugar, duty paid, at New York, which had averaged 6.01 cents per pound thru September, rose to 6.25 cents on October 9 and to 6.50 cents on October 26. Twice during October, Agriculture announced increases in the total sugar quotas

for the continental U. S. for 1956. Total now stands at 8,775,000 short tons, raw value.



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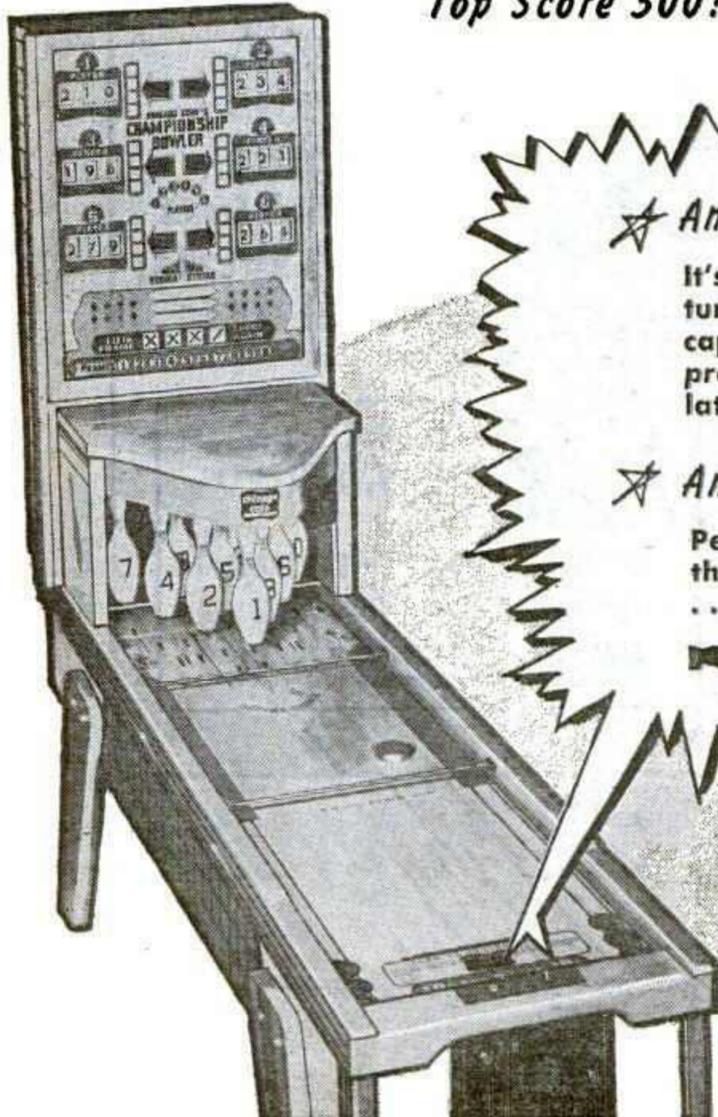
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★ **Jumbo Pins... Giant Puck!**

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WITH
RIOTOUSLY EXCITING
WILD BALLS
SCORE-BOOSTER FEATURE

See up to 6 extra balls-power-shot from Wild Balls Bazooka! Wild Balls a-popping like popcorn on the playfield... sky-rocketing scores to sudden success... releasing additional Wild Balls to bombard every scoring-target on the playfield... creating greatest Last-Ball Suspense in pinball history!

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1
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MORE
FUN FOR
2
PLAYERS

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