

The Billboard

record phono starts page 41

FALL MARKETING SECTION

coin machine starts page 112

MARKET REPORT

OCTOBER 6, 1956

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

Okay '56 Progress In 200-Play Jukes

Expect This Year to Match Record Last Year in Remarkable Sales Feat

By BOB DIETMEIER

CHICAGO—The juke box business, in boldly staking its future on a greatly broadened scope of record programming with 200-selection machines this year, is well satisfied with its progress.

The fall of 1956 is expected to match—but not top—the same period last year. Because so much of the total year's business depends on the next two months, it is expected that production and sales of new juke boxes for the full year will be on a par with last year.

Since 1955 was the best year the industry has enjoyed in the last seven, that still ranks 1956 an outstanding year.

Competitive Battle

This fact is all the more remarkable when a number of business factors are considered. Two factors stand out both touching the base of the business—the juke box operator. One is that many operators bought heavily last year, which made it a top year. Therefore, distributors had a rugged competitive battle all cut out for them this year—even without considering 200-selection equipment.

The second is that high fixed costs facing today's music operator found many diversifying more into other lines of coin-operated equipment. With money invested in other equipment, the operator had less than ordinarily to invest in music—let alone investing more for the bigger, more expensive 200-play models.

It is still too early to tell for sure what place the 200-selection phonograph will occupy in the industry—whether manufacturers will standardize it next year or wait several years, or whether it will remain indefinitely the ma-

chine for an operator to buy for his top customers and buy smaller units for less important customers.

200 Aids

This much is certain: That in many sections of the country it has helped operators convince their customers to switch from a nickel to dime-a-tune play; that it has increased earnings from locations which had already been on dime play; and that, most important, perhaps, it has riveted the attention of the operator on record buying and record programming for all models of machines he operates as nothing else could.

More than all this, the broad range of selectivity allowed on well-programmed 200-play machines has captured the fancy of both the operator's customer and of the juke box playing public, according to a sizeable number of operators.

A good example is Ted Nichols, of Kyes-Nichols Music Company, Fremont, Neb. In a special report, Nichols tells of the new audience 200-selection juke boxes are reaching today, including people who

(Continued on page 118)

BEHIND IDEA OF RECORD INSERT, MUCH WORK

By THE EDITORS

NEW YORK — The Capitol Records insert (see center spread) in this issue represents a milestone and is, we believe, without precedent in the business paper publishing industry. It marks the first use ever of both a printed merchandising salespiece and the end product itself, a phonograph record, designed to reach the ultimate marketplace thru the industry's business paper.

(Subscribers' copies only will carry the record. Newsstand copies will carry the insert without the disk—a move necessitated by the fact that a \$1 EP available for 25 cents on newsstands would soon be gobbled up by record fans.)

Altho the everyday mechanics of publishing The Billboard are not without occasional drama and sometimes a crisis, it is with great pride and a certain amount of anxiety that we publish the current issue.

The unique idea, a bold move to capture the eyes and ears of the music, radio and

(Continued on page 31)

Look at Future: TV Home Tape May Be Sold Like Records

Reproduces Shows; Gen. Sarnoff Sees More Blockbusters Ahead

By SAM CHASE

PRINCETON, N. J. — On the day he celebrated his Golden Anniversary in radio, television and electronics, Brig. Gen. David Sarnoff came up with some new blockbusters which are bound to have vast effect upon the 20 years to come.

Three new electronic developments which General Sarnoff requested five years ago were unveiled here in reality Monday (1), at the David Sarnoff research center of RCA, of which he is board chairman. Among them is a "hear-see" magnetic tape player which reproduces television programs thru standard TV sets. This is a product which may well revolutionize the retailing of home amusement products. It is not stretching too far to say that perhaps TV tapes may some day rival record sales in gross retail volume.

Already, in the unveiling of the

TV tape process, sale of pre-recorded programs was visualized thru local record dealers. Dr. Harry F. Olson, director of the Acoustical and Electromechanical Research Lab, who led the team of scientists and engineers who developed the tape, declared, in unveiling the process: "Pre-recorded tapes for the television tape player can be easily produced by techniques already proved in the RCA television tape system for broadcast use, and they can be marketed in the same fashion as standard phonograph records and sound tapes. As television itself has shown, the artistic possibilities of combining pictures with sound are limitless."

Home Tape

Features of the home tape player, according to Dr. Olson, are use of tape only one-quarter inch wide, a tape speed of 10 feet per second, and use of reels of various diameters. He stated that techniques now being developed include use of two tape tracks side-by-side which will double the playing time, adaptation of the player to color and a recording attachment for the player which will permit the home user to tape his favorite shows from his own TV set for immediate or later playback.

Despite the do-it-yourself aspects of this latter item, the possibilities inherent in the sale of pre-recorded shows which may not be available via broadcast TV could

(Continued on page 6)

NEWS OF THE WEEK

Networks' Health Seems Okay As Celler Hearings Close . . .

Peace settled on Foley Square, New York, last week, as the House Antitrust Subcommittee wound up its hearings into possible monopoly in the TV industry. The networks seemed to have come out with a clean bill of health. [Page 2](#)

Tight Money May Pinch Small TV Filmmakers, Affect Competition . . .

The hard money policy settling on the nation's economy has caught up with the TV film industry and make it nearly impossible for small producers and distributors to raise the money for new product. [Page 8](#)

Columbia Ups Cast LP Tags; Rising Costs Seen Prime Factor . . .

Columbia Records has raised its original-cast (OL) album series from \$4.98 to \$5.98, marking one of the most significant album pricing moves since Victor's price reduction in January, '55, and mirroring the constantly rising costs of [album production and promotion](#). [Page 33](#)

Los Angeles County Fair Hit by Bum Roads, Weather . . .

The Los Angeles County Fair, Pomona, Calif., one of the 10 largest fairs in the U. S., last week was hit by two factors, road construction and weather. Highways between the fair and Los Angeles were under major repair. Temperatures in the middle 90's also cut into patronage. [Page 98](#)

Rooney & Record Stars Set As New Supermarket Premium . . .

Supermarket chains from October thru November will be offering name talent shows as a premium to attract purchasers. Tickets to the Grade-A productions will go into shopping bags when \$25 worth of groceries is bought. Acts involved include Mickey Rooney, Denise Lor, Pat Boone, the Four Aces and many more. [Page 86](#)

Cap Sets Heavy Fall Album Drive; Dealer Deals Part of Package . . .

Capitol Records launched its ambitious October-November sales program last week with the release of 34 new 12-inch LP's, backed by an extensive promotional and merchandising drive with unique aspects. The program was also highlighted by the introduction of a new sales campaign on the label's "Capitol of the World" series and a number of special terms [for dealers](#). [Page 33](#)

DEPARTMENTS AND FEATURES

Amusement Games . . . 130	Music Machines . . . 118
Amusement News . . . 88	Music Pop Charts—
Carnival . . . 99	Album Buying Guide . . . 41
Circuits . . . 91	Home Deal of the Week . . . 35
Coming Events . . . 111	Best-Selling LPs . . . 32
Entertainers' Ads . . . 108	Life on Learning Days . . . 64
Juke Machines . . . 113	Parks & Pools . . . 95
Man-Machine Market . . . 127	How . . . 107
Maps & Exhibitions . . . 96	Shows . . . 43
Final Curtain . . . 91	Shows . . . 91
General Opinion . . . 85	Shows . . . 28
Lawrence Walk Set . . . 118	Television . . . 2
Letter List . . . 110	TV Critic . . . 4
Musicians . . . 107	TV, TV Film Reports . . . 48
Music . . . 33	Vending Machines . . . 125

Backg'd Music On Juke Box

CHICAGO—Background music—soft dinner music—played from a 200-selection juke box on extended play records is preferred over other forms of providing such music by the proprietors of a swank Nebraska restaurant.

Ted Nichols, Fremont, Neb., music operator, whose location the restaurant is, reports that the owner himself furnishes most of the coins to play the music because that's the way we want it. He collects the compliments. Besides, during off-hours, employees are allowed to play the machine which returns him a profit.

In 20 Years It May Come

NEW YORK—Radio Corporation of America's development of the "hear-see" home TV tape device (see separate story on this page) is full of interest for the record dealer and the music business in general. The music trade views this as one of the facets of home entertainment that may come into full development within the next two decades or so.

Pre-recorded music tape, simpler in concept than the home TV type, still has not reached a broad market. But science as a handmaiden to art goes forward, albeit very slowly.

ITS ALL OVER NOW

Celler Committee Hearings Close; 'Clean Bill' for Webs

NEW YORK—Peace settled on Foley Square on Thursday (27) evening as the Celler Subcommittee and TV industryites folded their dispatch cases and retreated to Washington and Madison Avenue respectively. Not that the two weeks' investigation into possible anti-trust in the TV business had ever stirred up much fuss. The only real attack in the protracted testimony was that of the Justice Department's Victor Hansen in citing parallels with the motion picture industry's pre-consent decree status. For the rest, the onus of broadening the base of competition in TV programming was laid on the shoulders of the Federal Communications Commission.

The networks and networking came out of the hearings with what seemed to be a clean bill of health. Despite Chairman Celler's repeated assertion that the TV industry, since it operates within the natural limitation of the spectrum, may require special anti-trust regulation, he never pinned the networks down with any implication of conspiratorial machinations. On the contrary, he was full of praise for the testimony of the three network heads and their aides.

No Real Attacks

Aside from Hansen's testimony, there were no real attacks waged against the networks. Certainly the four film distributors, who opened the hearings here, were not

out to damn the chains. And there was no station testimony in the tenor of Dick Moore's brief before the Senate's Magnuson Committee last March.

The hearings wound up with a statement of one station manager who came down from Bangor, Me., to cheer the current network system on. Murray Carpenter, president of W-TWO, stated that network option time made it possible for his admittedly humble operation to get national advertising it could not touch under any other circumstances. Carpenter went on

to note, "It is foolish to imagine that the existence of more stations will diminish the importance of network programming. If there are more stations than there are networks (in a given market)," he said, "keen competition for network service is bound to result." And this, he said, is bound to strengthen the networks in their bargaining with stations.

At the conclusion of the last session, Celler announced that it may be necessary to continue hearings in Washington at some future date, but it was not certain.

ABC Sells 19 Out Of 22 Night Hours

NEW YORK — ABC-TV prospects are the brightest ever for the new season, with 19 hours sold to national sponsors out of a total of 22 evening hours of network option time, a gain over last season's 16 1/2 hours. Based on the 7:30-10:30 p.m. time period for five nights and 7:30-11 p.m. for Wednesdays and Fridays, the web is welcoming 11 new sponsors.

The ABC schedule this year breaks down to nine hours of full sponsorship, seven hours of alternate week sponsorship and three of co-op and participating sponsorship. For 1955-56, the division was eight hours of full, five-and-a-half of alternate and three-and-a-quarter of co-op and participating.

The network has got off to a flying start rating-wise for Tuesday, Wednesday, Friday and Saturday nights. Thursday night is a question mark, with two hours of new programming while Sundays and Mondays are fair. But there is a clear indication in sponsor and rating statistics that ABC is making its strongest move to date for tri-network equality.

Clearance Is 'Giant' Poser

NEW YORK—CBS-TV is finding itself with a station clearance problem, Wednesday, 7:30-8 p.m., where "Take a Giant Step" will go to General Mills this season. The problem is obviously the large station line-up of "Disneyland," which because of its strong ratings is attractive to stations.

"Giant Step," meanwhile, was picking from among three contenders for its emcee slot. They are Tom Moore, Bob Smith and Bert Parks.

Bankrollers new to nighttime TV on the web this year are Aluminum, Ltd., Union Carbide & Carbon, R. J. Reynolds, Plymouth, Lenthic, Eastman Kodak, Swift, Armour, Kleenex, Chesebrough-Ponds and Miller Brewing. Thirty-three others have returned, for an aggregate of 44 evening hour sponsors.

The biggest new entries are Plymouth, with its hour-long Ray Anthony show and half of Lawrence Welk's "Top Tunes and New Faces," and Chesebrough-Ponds, with the hour-long "Conflict" and half of "Jim Bowie."

With 11 debuts this week alone, the ABC schedule has a new look which advertisers seem to find pleasing. Only two embarrassing sales holes remain to be filled, half each of "Omnibus" and "Wire Service," and both are being mulled currently by several firms.

CHANGE OF HEART?

'Ford Jubilee' May Remain for Season

NEW YORK—Indications are that "Ford Star Jubilee" will be presented thru the entire season of 1956-57. Speculation in the trade has been that the Ford Motor Company would cancel its sponsorship of the CBS-TV spectacular after the third in the series, the December telecast of "The Wizard of Oz."

CBS, however, last week submitted a list of properties for presentation thru the middle of 1957 which seem to have met the requirements of the sponsor. These would include shows featuring both Judy Garland and Shirley Booth, both already under contract to the web.

Ford's dissatisfaction is said to have stemmed from the casting of the "Cole Porter Festival," the first show in this season's series, and from several of the shows presented last season, notably those starring Noel Coward. Altho Ford bought the first three shows, its continuance was dependent upon satisfaction with properties selected for next year.

Ford's spectacular philosophy is that such shows must be very different from regular weekly pro-

ABC SHOW PROMOTION GETS MODERN LOOK

NEW YORK — Modern 'art is being employed by ABC-TV to give a new look to promotion. Sleek, simple designs have taken over in kits, reports, trailers, slides and ad copy prepared by ABC's Advertising and Promotion department, both for the web and individual sponsors.

Last season, 14 kits per week were sent to stations, according to John Eckstein, director of the department. This year, a single advance folder covering all shows is sent out each week, with removable station breaks, mats, photos and newspaper releases packaged in versatile fashion. In August, however, two large filing boxes and a slide container were forwarded to stations which covered 40 upcoming programs.

Since advertisers and their agencies seldom engage in promotional activity among stations, ABC-TV is gradually increasing its campaign in their behalf. About 25,000 on-the-air spots will be seen

in 1956, with each print averaging six showings. If no trailer is available, the show is plugged via sequences of slides.

To kick off a new program, Eckstein's department plans an ad campaign in 17 markets, including all the Trendex cities, cutting back later to eight and eventually to the five where ABC owns stations. The saturation period, which lasts thru October for a fall premiere, includes station breaks, 20-second and 60-second trailers and the servicing of stations with a wide variety of material, all currently bearing the soft-shell "modern" stamp.

Trade Campaign

A new trade advertising campaign for its owned stations and generic network promotion support the individual sponsor, while the ABC-TV Sales Development and Research department, which helps sell the shows, aids in "keeping the shows sold" with comparison charts, schedules, statistics and presentations.

Under Eckstein's 1956 plan, every client and agency receives a monthly report on what network, affiliates and owned stations have done, while stations are notified of the next month's ads and program content episode by episode.

Follow-ups to stations include periodic mat and slide service, local exploitation manuals and specials such as a classroom guidebook called "Disney on Television," which was distributed to 200,000 school children for "Disneyland" and "Mickey Mouse Club."

Montgomery Gets Mennen

NEW YORK—Mennen will replace Schick as an alternate sponsor of "Robert Montgomery Presents," NBC-TV, Mondays, 9:30-10:30 p.m., beginning with its telecast of January 28. The S. C. Johnson Company will continue as the other alternate sponsor as at present.

Mennen will, however, cancel its sponsorship of "High Finance" on CBS-TV, Saturday evenings, 10:30-11 p.m., at the end of the second cycle of the program late this year. It is expected that the program will be dropped by the network unless it improves greatly.

The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

E. W. Evans Pres. & Treas.
M. L. Reuter Vice-Pres.
Lawrence W. Getto Secy.

Editors

Paul Ackerman Music-Radio Editor, N. Y.
Herb Dotten Outdoor Editor, Chicago
Robt. Dietmeier Coin Mach. Editor, Chicago
Wm. J. Sachs Exec. News Editor, Cincinnati
Leon Morse Television News Editor, N. Y.

Managers and Divisions

E. W. Evans Main Office, Cincinnati
R. S. Littleford Jr. Music-Radio Div., N. Y.
Sam Chase Television Division, New York
Lee Zilto West Coast TV Division, L. A.
M. L. Reuter Outdoor Division, Chicago
Hilmer Stark Coin Mach. Division, Chicago

Offices

Cincinnati 22, 2160 Patterson St.
E. W. Evans
Phone: DU 5-1430
New York 36, 1564 Broadway
W. D. Littleford
Phone: PL 2-2808
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CE 4-4741
Hollywood 28, 6000 Sunset Blvd.
Sam Abbott
Phone: HO 3-3431
St. Louis 1, 290 Arcade Building
Frank B. Joering
Phone: CL 2-1443
Washington 5, 1426 G St., N.W.
News Bureau
Phone: NA 2-4349

Advertising Managers

Outdoor-Mdse. C. J. Latscha, Cincinnati
Music-Radio Dan Collins, New York
Television Andrew Csida, New York
Coin Machine Richard Ford, Chicago

Circulation Department

B. A. Bruns, Director Cincinnati
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$12 in U.S.A. and Canada. All foreign countries, \$24. Subscribers, when requesting change of address, should give old as well as new address.

Published weekly, except one issue published bi-weekly. Entered as second class matter June 4, 1937, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1956 by The Billboard Publishing Company. The Billboard also publishes "Vend," the monthly magazine of automatic merchandising; one year, \$4.

NOT SO HOT

Webs Cool To Direct FCC Control

NEW YORK — The heads of NBC and CBS showed themselves rather cool to the idea of having networks regulated directly by the Federal Communications Commission when questioned on the topic by the Celler Subcommittee last week. NBC's Bob Sarnoff said he did not favor it because there was no clearly demonstrated public need for it. He warned that unless such a move were clearly understood, it could put the government into the broadcasting business and extend government control to all TV program sources including talent agencies.

CBS Frank Stanton said earlier he would not mind direct FCC control of networks provided it were limited to the same scope FCC now has over stations.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$12 (a considerable saving over single copy rates). Foreign rate \$24.

Payment enclosed Bill me 982

Name _____
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____
Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

RELATIVE CHANCES OF FALL'S SHOWS

Study of Times, Opposition, Audience Habits Brings Forth Staffer's Prediction

By BOB SPIELMAN

HOLLYWOOD—With the network schedules having undergone one of the largest shuffles in recent seasons, what seems to be the chances of success for the new programs? Have advertising agencies and sponsors measured these chances realistically, or will there be exclamations of pain when a certain show doesn't get a 30.0 rating, even tho this never could have been expected?

In an effort to determine just what bracket each new program does fit into, a study has been made of past performances in various time periods, of the opposition the series face, of audience habit correlated to a particular show and time, of possible trends, and of the general rating picture. No judgment is made as to how well a particular program is presented, tho this will obviously have some affect on the rating picture.

Average Lower

One fact which has become evident, but seems to have been generally overlooked last year, is that a rating of 20.0 to 25.0 is now about average. For instance, in 1952 the top 25 series ranged from approximately 70.0 to 30-plus. In 1956 the range was from 50.0 to 30.0, and competition from ABC-TV continues to get tougher, while the audience increases in its selectivity.

The programs are placed in four classifications: Best Bets, 30.0 and up; Challengers, 24.0 to 30.0; Possibles, 15.0 to 24.0 and Long Shots, 15.0 and below.

BEST BETS:

"Noah's Ark" (NBC, 8:30-9 p.m., Tuesday). This appears to stand the best chance of success of any new show. Tho it faces established competition in "Wyatt Earp" (ABC), and will have to pull some of the Phil Silvers (CBS) audience from the preceding half hour, it has strong family attraction in a time period in which that type of entertainment has traditionally gone over well.

CHALLENGERS:

"Most Beautiful Girl in the World" (NBC, 9:30-10 p.m., Monday). Despite the fact that this new quiz program goes up against a TV tradition, "I Love Lucy," it should go over big. It combines two universally appealing elements, money and girls, and telecasts of beauty contests have nearly always pulled high ratings. The strongest competition for "Lucy" to date.

"Playhouse 90" (CBS, 9:30-11 p.m., Thursday). Inherits a strong rating from "Climax" and opens in old "Four Star Playhouse" slot of steady 25.0 to 30.0 rating. If drama's not strong, however, may lose audience to "Lux" at 10 p.m.

"Walter Winchell Show" (NBC, 8:30-9 p.m., Friday). NBC going all out on this, and half-hour variety stanza may lift the bull's-eye. Follows steady audience-getter, "Life of Riley," and faces so-so opposition. Appears to have chance to crack 30.0.

"On Trial" (NBC, 9:30-10 p.m., Friday). Should inherit good audience from new Winchell show and faces weak competition on other nets.

"Oh, Susanna!" (CBS, 9:30-10 p.m., Saturday). Lawrence Welk on ABC and "Caesar's Hour" following Perry Como on NBC may prove too much of a handicap for the new Gale Storm entry, but it's family entertainment on a family night. Much may depend on how well Jackie Gleason bounces back in the previous hour.

7:30 p.m., Sunday) runs straight into "Lassie," will do well to pull 15.0 at the start.

"Circus Boy" (NBC, 7:30-8 p.m., Sunday). This is a sort of twilight time period as far as audience control is concerned. "Circus Boy" should do better than "Frontier," but can't hope to make too big a gain against Jack Benny.

"Stanley" (NBC, 8:30-9 p.m., Monday) goes into the second half of the old Sid Caesar slot and probably won't do much better despite weak ABC competition.

"The Brothers" (CBS, 8:30-9 p.m., Tuesday) may be helped by Phil Silvers, but has to buck two strong shows.

"Herb Shriner Show" (CBS, 9:30-10 p.m., Tuesday). This could become a challenger if it pulls in last year's Danny Thomas audience from ABC. Not likely to dent Jane Wyman, tho.

"Adventures of Hiram Holiday" (NBC, 8:30-9 p.m., Wednesday). This would probably do better in a different slot, but facing the second half of "Disneyland" plus Arthur Godfrey, the situation is not too hopeful despite strong potentiality.

"West Point" (CBS, 8:30-9 p.m., Friday). This is kids' night, and they've always liked "Life of Riley." ABC has "Jim Bowie." It looks like a three-way split in the audience.

"Zane Grey" (CBS, 8:30-9 p.m., Friday). Not likely to top last year's "Our Miss Brooks" ratings, especially with Winchell opposite.

"Buccaneer" (CBS, 7:30-8 p.m., Saturday). Goes in opposite "People Are Funny" in slot in which "Beat the Clock" laded last year. Could surprise.

"Hey, Jeannie" (CBS, 9:30-10 p.m., Saturday). Same type of show as "It's Always Jan," looks headed for same type of ratings.

"Omnibus" (ABC, 9:10-10:30 p.m., Sunday). First nighttime entry for this prestige program should pay off in steady ratings, but nothing spectacular.

"Adventures of Jim Bowie" (ABC, 8:30-9 p.m., Friday). Should hold its own against "West Point" but probably not equal "Riley."

LONG SHOTS:

"Sir Lancelot" (NBC, 8:30-9 p.m., Monday). Kid show goes in against two long-time family programs, Danny Thomas and Burns and Allen. Odds say third best.

"Bold Journey" (ABC, 7:30-8 p.m., Monday). Debuting during summer, program has gone nowhere. "Journey" continues.

"Twenty-One" (NBC, 10:30-11 p.m., Wednesday). Too late a time period for a quiz show to stand much chance for success when there's no outstanding gimmick, especially with present surfeit of quiz programs.

"Circus" (ABC, 8-9 p.m., Thursday). Only faces Groucho Marx, "Dragnet," Bob Cummings and "Climax."

"Wire Service" (ABC, 9-10 p.m., Thursday). Faces a difficult situation in going up against second half of "Climax" on CBS and the "Dragnet"-People's Choice parlay on NBC.

"Treasure Hunt" (ABC, 9:30-10 p.m., Friday). Quiz show could surprise, but at present doesn't look strong enough to make a dent.

Ray Anthony (ABC, 10-11 p.m., Friday). Could come up stronger, but faces tough competition in CBS "Lineup" and NBC fights.

"Top Times and New Faces" (ABC, 9:30-10:30 p.m., Monday). This is the new Lawrence Welk show, giving Welk two hours per week on the air. Past experience has shown that when one personal-

MORE FOR TV

Dems Boost Use; One Net Per Speech

NEW YORK—Washington headquarters of the Democratic Party have blueprinted a new strategy for the use of network TV in the Presidential campaign. Henceforth the Democratic Party will concentrate on expanding the number of speeches made by its candidates, but on a single network each time.

The former philosophy was to saturate TV by using all the webs at the same time for a speech. Democrats got an impressive rating using this technique on Adlai Stevenson's September 13 speech, which saw him hit a 23.5 Trendex on all three webs.

But in spite of the good rating, the Democrats seem to believe that stepping up the rate of appearances on a single network by its candidates would not only attract as many viewers but would also attract a great deal of collateral newspaper publicity which is not forthcoming because of lessened TV activity.

The new Democratic strategy is patterned on the use already made of the medium by the Republicans. Because the Republicans are also getting ready to increase the schedule of TV speeches made by President Eisenhower, there is a need for a stronger use of TV by the Democrats.

SSC&B Ahead On Hudnut

NEW YORK—Sullivan, Stauffer, Colwell & Bayles will most likely be tapped to service the Lambert-Hudnut division of the Warner-Lambert Company. The account, estimated at \$5,000,000 in billings, is leaving Kenyon & Eckhardt at the end of the year.

SSC&B already has a small piece of Warner-Lambert business. It also has Carter Products, but none of the Lambert-Hudnut products will conflict.

'Special Branch' Weighed by CBS

NEW YORK—CBS-TV is considering the production of a pilot in a new half-hour vidfilm series titled "Special Branch." The show deals with cloak and dagger operatives of the British government who operate on a high level protecting the Royal Family.

The property was submitted by Alfred Crown, vicepres of Allied Artists, and Maurice Halpern, acting for the Alexander Korda estate.

ity gets two shows on TV, the second usually does less well than the first, and the ratings of the first drop somewhat. Welk faces "December Bride" and Robert Montgomery.

"Broken Arrow" (ABC, 9-9:30 p.m., Tuesday). Western over-matched against Jane Wyman and Herb Shriner.

Summing up, it can be reasonably expected that one new program will better 30.0; 6 will fall between 24.0 and 30.0; 12 between 15.0 and 24.0, and 10 below 15.0. This is a realistic analysis, yet undoubtedly sponsors are expecting much better.

The new shows that look like they're facing the toughest grind are Westerns, quizzes and kid programs, primarily because of the bandwagon psychology of agencies. Should the forecast prove cor-

ABC Leads in First Tues. Rating Round

Western Block Film Programming Bests Rivals; New Shows May Alter Scores

NEW YORK—The first Victory in the network rating battle seems to have gone to ABC-TV, giving it dominance Tuesdays, 7:30-9:30, most of the evening. Should this initial rating victory be solidified in the forthcoming weeks, ABC would be in strong positions on two evenings of the week, Tuesdays and Wednesdays, the latter also having given ABC impressive first ratings.

The interesting thing about the ABC Tuesday night showing is that it has scored with Western programming—"Cheyenne," "Wyatt Earp" and "Broken Arrow"—which might prove a potent argument for more such block programming. The maintenance of mood programming, as it is called, was traditionally a radio technique which fell out of favor in TV. This season, however, CBS-TV uses a mood programming combination on two evenings—Tuesdays and Thursdays—where comedy and dramatic shows prevail, respectively.

Trendex Scores

Trendex ratings Tuesday (25) at 7:30 gave ABC's "Cheyenne" 19.8 compared to CBS' "Name That Tune" with a 12.8 and NBC-TV's Dinah Shore and "News Caravan," which averaged a 5.8 for the half hour. At 8 p.m. "Cheyenne" got a 18.3, CBS' new Phil Silvers show a 16.7 and "Big Surprise" an 11.2.

At 8:30 ABC's "Wyatt Earp" improved the rating slightly by receiving an 18.7, CBS' "Navy Log" got an 11.5 and "Noah's Ark" a 12.8 on NBC. At 9 p.m. the debut of "Broken Arrow" on ABC received an 18.8 to CBS' 7.5 with "Joe and Mabel" and NBC's 15.2 with "Jane Wyman's Fireside Theater."

It should be noted that two of the new CBS shows, "The Brothers" which goes at 8:30 and Herb Shriner who follows, have not deleted. Consequently, it is to be expected that once these shows begin their regular schedule, they may give the ABC Western block stronger competition. But ABC did score a notable victory and by getting so strong an immediate advantage may be in a position to increase it if its programming maintains consistent high standards. The surprise in the Tuesday night situation is the fairly low rating of the debut program in the new Phil Silvers fall series. It may be expected, however, that Silvers will increase his audience, once

more viewers become aware that his new series is on and not terms of last season's show.

Wednesday Picture

ABC's Wednesday night story is equally satisfactory. The first half of "Disneyland" at 7:30 got a 24.0 against NBC's Eddie Fisher and "News Caravan" which received a 10.3; CBS' political "Pick the Winner" rated 3.6. At 8 p.m. "Disneyland" hit a 24.3 compared to Arthur Godfrey's 17.9 on CBS and "Press Conference's" 5.2 on NBC.

CBS should, however, improve its 7:30 rating considerably when "Take a Giant Step" gets under way at 7:30 late this season. And NBC should also present a stronger threat at 8 when "Hiram Holiday" takes over next week for General Foods.



CODE 3

#1 SYNDICATED

SHOW IN

LOS ANGELES

16.9 RATING,

25.1% AUDIENCE

SHARE

and in San Diego: 27.4 rating, 47.8% audience share

Highest rated in its time segment:

- Sacramento: 16.5
- Portland: 17.8
- Seattle-Tacoma: 22.7
- San Francisco: 12.3

Several east coast and mid-west markets sold for fall start.

Many good markets from coast to coast already bought. Yours still available?

Rating source on request

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



You've heard about
the birth of NTA-
TV's dynamic new network-
but you may be asking...



WHAT'S NTA GOT...

(that no other TV network has?)

UNLESS you've been away, in a cave, or underwater, doubtless word has reached you that the NTA Film Network has been born.

In that case, you probably know that TV's dynamic new network is presenting a whopping new marketplace to the national advertiser.

But you may need filling in on what the NTA Film Network uniquely offers to advertisers and their agencies. Rather than keep you in the dark, here's what:

1. **108 Stations Covering 82% of U.S. TV Homes.** They offer access to the nation's top markets ...where 38,173,100 families live...in 30,968,400 TV homes...with about $\$14$ billion dollars in buying power. To say the least, it's a vast market, with vast sales opportunities for the national advertiser.
2. **At a Fantastically Low Cost Per Thousand.** To those appalled by the high cost of TV advertising, the NTA Film Network offers enormous audiences at a remarkably low cost per thousand. Thanks to top talent at a fraction of the cost of the average TV show, and no staggering coaxial cable costs.
3. **With the Widest Flexibility in Scheduling Known to Network TV.** No costly "must-buys." Buy what you want...when you want...where you want it. One contract for everything—time and program. No worry about time differentials. You get the prestige of network *plus* the flexibility of spot.
4. **And Guaranteed Clearance of Time and Programming.** No more waiting for station clearances. You can get availabilities *now* ...without standing in line. Whatever your TV situation, make it better with the powerhouse programming of the NTA Film Network—the Four Dimension TV Network!

For the full story phone, wire, or write:



A Subsidiary of National Telefilm Associates, Inc.
60 West 55th Street, New York 19, N. Y. • Phone PLaza 7-2100

Home Tape May Be Sold Like Records

• Continued from page 1

make retailing of these programs a big business.

Major Import

Dr. E. W. Engstrom, senior executive vice-president of RCA, called the player "a development of major significance in the field of home entertainment." He noted that "adding sight to the sound of recorded selections, this new device heralds the approach of a new era in the recording art." In its present experimental form, Dr. Engstrom said, the player reproduces black and white tape recordings running about the same time length as a phonograph record.

At the demonstration, three pre-recorded tapes were played thru a standard RCA receiver: a four-minute recording by Vaughn Monroe and two four-minute selections taped off the air from regular TV

shows, one by Eddie Fisher and the other containing parts of baseball and football games.

The other electronic developments unveiled at Princeton were an electronic air-conditioner without moving parts and an electronic amplifier of light.

Sunday night (30), in an address at the Golden Anniversary dinner in his honor, General Sarnoff recalled to the industry that he had asked, during his 45 celebration, that these gifts be completed for the current anniversary.

In accepting these new developments Monday, General Sarnoff said, "My request of five years ago was not made lightly, but in full awareness of the ingenuity, vision and persistence which characterize the research people of RCA. These radical developments represent modern science at its best, concentrating its formidable talents upon the constructive task of providing a wealth of devices and techniques for man's well-being. It is most gratifying to me that all these new developments are related to peace-time use."

Development of the new devices was by a group of scientists, engineers and technicians working under the supervision of Dr. Douglas Ewing, vice-president of RCA Labs, and Dr. Irving Wolff, vice-president, research, RCA.

Air-Conditioner

The noiseless electronic air-conditioner consists of large wall panels which become cold under the influence of direct electric current, and with a reversal of the current, they produce heat. The electronic light amplifier, a thin, flat panel, can increase by 1,000 times the visual brightness of a projected light image.

The labs also went the General two better by coming up with developments he had not requested. From the light amplifier has been developed an amplifying fluoroscope for industrial X-ray use, which displays X-ray images 100 times brighter in greater contrast, and also a larger and more efficient electronic refrigerator.

General Sarnoff, however, was about two jumps ahead of the laboratory, as indicated by his address at the anniversary dinner the night before the demonstration. Again he looked into the future—this time 20 years ahead. Briefly he foresaw the collapse of Soviet Communism, the outlawing of war,

Celler Satisfied With Net Reply On Affil Pacts

NEW YORK—The Celler Subcommittee continued to put network affiliation contracts into the record last week during the testimony of CBS President Frank Stanton and NBC President Bob Sarnoff. But the committee questioned them on only a few. It seemed satisfied with the explanations for the discrepancies in contracts that were similar in most respects.

Sarnoff was questioned about NBC's contracts with WJHP-TV, Jacksonville, Fla., and KCBQ-TV, Lubbock, Tex. The rates for the two stations (\$325 and \$350) were similar, the compensations (30 per cent and 25 per cent) were similar, but the amount of free time each took (24 hours and 35 hours) showed considerable variation in the eyes of the committee. It was explained that, tho the markets were of similar value, the line haul to Lubbock was very long and costly, while Jacksonville lays along the main route thru the South.

Discrepancies

NBC was also asked about the waived time discrepancy among WOC, Davenport, Ia.; WBAP, Fort Worth, and WFAA, Dallas.

(Continued on page 17)

the control of weather, person-to-person television and revolutionary advances in aviation, atomic energy and electronic light.

Look at 1976

In outlining his predictions for 1976, General Sarnoff laid out quite a task for the world's scientists. Conversion of atomic energy to electricity (already demonstrated) will become a fact. The sun's energy will be harnessed for man. Global, color TV on a personal level will include language translation. Air travel will reach 5,000 miles per hour. Automation will take over. New materials will be produced by chemistry. Cold light will eventually eliminate the TV set and replace with a screen hung like a "picture on the wall." Computers will become even more highly developed.

Living will be much easier, with great strides made in food, health, home operation, climate control, General Sarnoff predicted, and the world itself will change in strong re-evaluation of philosophies of war, government, science and religion.

TOP SHOW PLUGGERS

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

WOR-TV, New York: "Million Dollar Movies"

Not for nothin' did "Million Dollar Movies" become one of New York's highly rated shows, says WOR-TV. And not for nothin' did the judges in The Billboard's 18th Annual Promotion Competition select its campaign on the show as a tie for third in the four-channel or more group. In fact, as one judge put it, the award was made for good coverage, scheduling and results.

Two weeks before the show went on the screen—it debuted September 21, 1955—WOR began spreading the word with handbills by the hundreds of thousands. From the 83d floor they were thrown when the wind was better than 22 m.p.h. A rundown reads like this: Lincens-of-the-Week bundles, 200,000; Liggett-Rexall Drug, 300,000; Piel's Beer retail outlets, 200,000; grocery bundles at supermarkets in New Jersey and Long Island, 125,000; Hanscom bakeries, 500,000, etc.

Cash boxes, with a key and tag reading "Here's Your Key to the Season's Top TV Entertainment," were sent out to TV editors. A slick chick, Miss Million-Dollar Baby, surprised Steve Allen with a guest visit as a member of the audience. (Allen's is a rival show.)

Throughout the campaign heavy use was made of the \$1,000,000 banknote design in throwaways, etc. The usual ads in newspapers and about 25 outdoor billboards were used prior to the debut.

On debut day local basketball players, dressed in top hats, tails and carrying umbrellas, paraded at Grand Central and Pennsylvania stations and the Port Authority bus terminal.

Dick Jackson, director of public relations; Gordon Gray, general manager, and Robert J. Sullivan, promotion manager,

New TV Spot Campaigns—

Future National Spot Drives—
Contracts Being Signed Now

Deals Set During Two Weeks Ending September 15

This tabulation is the result of a survey made by The Billboard among all U. S. TV stations. It shows new national spot campaigns for which contracts were reported as set during the survey period listed above, regardless of the starting air date of those campaigns.

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser

(Campaigns placed in more than one region)
Anahist, Anahist
Avon Cosmetics, Avon
Bliss Coffee, General Foods
Bon Ami Jet Spray, Bon Ami
Bromo Quinine, Grove Labs
Candy, Mars
Chattanooga Medicine, Black Draught
Clark Candy Bars, Clark
Cold Remedies, Anahist
Decaf, Nestle
Dentyne, American Chicle
Duz, Procter & Gamble
Five Day Deodorant Pads, Associated Products
Flav-R-Straws, Flav-R-Straws
Four Way Cold Tablets, Grove Labs
Guns and Ammunition, Remington
Hollywood Candy, Hollywood
Hot Cereal, Malt-o-Meal
Imperial Margarine, Lever
Instant Maxwell House Coffee, General Foods

Product and Advertiser

Ivory Flakes, Procter & Gamble
Kasco Dog Food, Kasco
M & M Candy, Hawley & Hoops
Mobilgas & Oil, General Petroleum
Morton Pot Pies, Morton
Necco Sky Bar, New England
Nytol, Block Drug
Peak & Norway Anti-Freeze, Commercial Solvents
Peter Paul Candy, Peter Paul
Prestone Anti-Freeze, National Carbon
Quip, Avonet
Reader's Digest, Reader's Digest
Southern Bell Telephone, Southern Bell
Sunshine Crackers, Sunshine
Table Napkins, Kleenex
Trucraft Hosiery, Trucraft
Vel, Colgate-Palmolive
Viewmaster, Sawyer
Watches, Bulova
Whitman Chocolates, Whitman
Zippers, Coats & Clark

REGIONAL SUMMARIES

Eastern

Amitone, Norex Labs
Anahist, Anahist
Avon Cosmetics, Avon
Bon Ami Jet Spray, Bon Ami
Calso, California Standard Oil
Candy, Chunky
Candy, Mars
Clorets, American Chicle
Clorox, Soil Builders
Color Phones, New York Telephone
Cosmetics, Max Factor
Decaf, Nestle
Dentyne, American Chicle
Dexter Sewing Machine, Grant
Duz, Procter & Gamble
Eastmar Kodak Camera, Eastman
Kodak
Ehlers Coffee, Ehlers
Five Day Deodorant Pads, Associated Products
Flav-R-Straws, Flav-R-Straws
Four Way Cold Tablets, Grove
Frozen Soups, Campbell
Glim, B. T. Babbitt
Good & Plenty, Quaker City Chocolate
Guns and Ammunition, Remington

Hollywood Candy, Hollywood
Imperial Margarine, Lever
Instant Maxwell House Coffee, General Foods
Ivory Flakes, Procter & Gamble
Kasco Dog Food, Kasco
Keebler Biscuit, Keebler
La Touraine Coffee, La Touraine
Life Magazine, Life
Long Distance, New York Telephone
Mapo, Henlein
Morton Pot Pies, Morton
Motor Additive, du Pont
Nabisco, Nabisco
Necco Sky Bar, New England
Nytol, Block Drug
Peak & Norway Anti-Freeze, Commercial Solvents
Peter Paul Candy, Peter Paul
Philip Morris Cigarettes, Philip Morris
Reader's Digest, Reader's Digest
Red Rose Tea, Red Rose
Southern Trailways, Southern Trailways
Sunshine Crackers, Sunshine
Table Napkins, Kleenex
Zerone & Zerex, du Pont

Southern

Anahist, Anahist
Bliss Coffee, General Foods
Bon Ami Jet Spray, Bon Ami
Bromo Quinine, Grove Labs
Bulbs, Dutch Bulb Growers
Chattanooga Medicine, Black Draught
Clark Candy Bars, Clark
Cold Remedies, Anahist
Dr. Hess Remedies, Hess & Clark
Decaf, Nestle
Dentyne, American Chicle
Duz, Procter & Gamble
Flav-R-Straws, Flav-R-Straws
Gold King Shrimp, Gold King
Guns and Ammunition, Remington
Imperial Margarine, Lever
Instant Maxwell House Coffee, General Foods
Kasco Dog Food, Kasco
M & M Candy, Hawley & Hoops

Mahatma & Watermaid Blue, Louisiana
State Rice
Malt-o-Meal, Malt-o-Meal
Morton Pot Pies, Morton Packing
No Bugs My Lady, Wade
Nytol, Block Drug
A & P Tea, A & P
Peter Paul Candy, Peter Paul
Prestone Anti-Freeze, National Carbon
Purina Dog Chow, Purina
Quip, Avonet
Red Star Flour, General Mills
Robot Gardner, Grant
Seam Roebuck, Sears Roebuck
Shell Oil & Gas, Shell
Shortening & Margarine, Mrs. Tucker's
Southern Bell Telephone, Southern Bell
Sunshine Crackers, Sunshine
Toys, Bernstein & Co.
Yellow Pages Promotion, S. W. Bell

Midwestern

A-MO Bleach, B. T. Babbitt
Anahist, Anahist
Arris, Carter
Appliances, Proctor Electric
Armstrong Tires, Armstrong
Aunt Jemima Corn Bread Mix, Quaker
Oats
Avon Cosmetics, Avon
Bliss Coffee, General Foods
Candy, Mars
Canned Sauerkraut, Frank Pure Foods
Chattanooga Medicine, Black Draught
Coco Wheat, Rogers & Smith
Coffee, Manor House
Cosmetics, Coty
Decaf, Nestle
Dentyne, American Chicle
Dietary Cookies, Du-It Cookies
Drugs, Pfizer
Duz, Procter & Gamble
Fall City Beer, Fall City
Five Day Deodorant Pads, Associated Products
Flashlights and Batteries, Ray-o-Vac
Fleischman Yeast, Standard Brands
Folgers Coffee, Folgers
Ford Cars, Ford
Four Way Cold Tablets, Grove
Frenchette Salad Dressing, American
Dietals
Freshlike Canned Vegetables, Larson
Fuel Oil, Standard Oil
Ginger Ale, Vernors
Glamorene, Glamorene
Hanger Guard, Chesney's
Hollywood Candy, Hollywood
Hospitalization Insurance, Blue Shield
& Blue Cross
Hot Cereal, Malt-o-Meal
International Shoes, International
Italian Swiss Colony, Petri Wine
Ivory Flakes, Procter & Gamble
Ivory Snow, Procter & Gamble
Karo Frosting, Corn Products

Kent Cigarettes, P. Lorillard
Kool, Brown & Williamson
Laundry Service, Illinois & Iowa
Laundry
Lucky Strike Cigarettes, American
Tobacco
M & M Candy, Hawley & Hoops
Macaroni & Spaghetti, DeMunco
Manischewitz Wine, Monarch
Mobilgas & Oil, General Petroleum
Morton Baked Goods, Continental
Baking
Morton Pot Pies, Morton
Necco Sky Bar, New England
Nescafe, Nestle
Oil & Gas, Deep Rock Oil
Oil & Gas, DX Sunray
Oxydol, Procter & Gamble
Peak & Norway Anti-Freeze, Commercial Solvents
Peter Paul Candy, Peter Paul
Fiyomath Cars, Chrysler
Pooler Work Clothes, Pooler
Prestone Anti-Freeze, National Carbon
Rapid Wax, Rapid Wax Paper
Sealy Mattress, Sealy
Snowcrop, Minute Maid
Southern Bell Telephone, Southern Bell
Super Anahist, Anahist
Super-Pyro, Olin-Mathlieman
Table Napkins, Kleenex
"Tea and Sympathy" (Movie), M-G-M
& Donahue & Co.
Tools, Magna Engineering
Toys, Hassenfield
Trucking Service, McCoy Truck
Trucraft Hosiery, Trucraft
Valerium, Chesebrough
Vel, Colgate-Palmolive
Viewmaster, Sawyer
Watches, Bulova
Whipped Cream Cakes, Dunlaps
Work Clothes, Kiehl
Zippers, Coats & Clark



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

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

Atlanta: 53.9% share of audience;

Chattanooga: 63.5% share;

Cleveland: 58.3% share;

Columbus: 45.6% share;

Los Angeles: 32.8% share;

Memphis: 45.9% share;

Phoenix: 36.7% share

For rating and sales success stories on

SHEENA, QUEEN OF THE JUNGLE,

Source: ARB, June, 1956.

Write, wire, phone

ABC FILM SYNDICATION, INC.

10 East 44th Street

New York City

Oxford 7-5880



DINAH

SHORE



Premiere **OCTOBER 5th**

the **DINAH SHORE CHEVY SHOW**

in Color

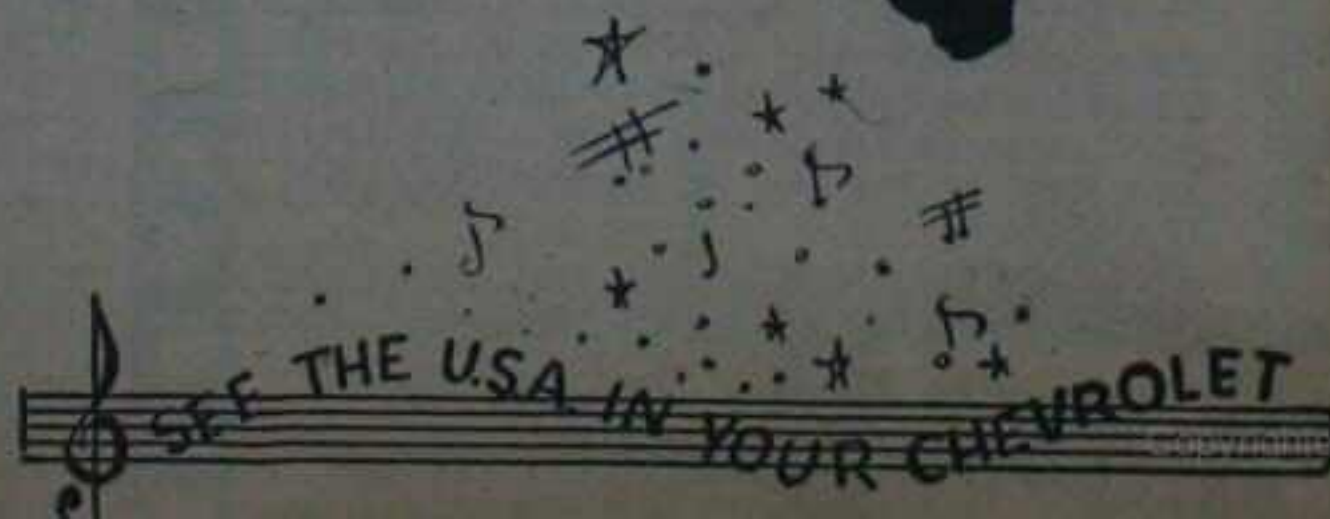
NBC-TV

Every fourth **FRIDAY, 9-10 P.M., E.S.T.**

and

THE DINAH SHORE SHOW - NBC-TV

Sponsored by **CHEVROLET—Thursdays, 7:30-7:45 P.M., E.S.T.**



ECONOMY ALREADY FELT

Tight Dough May Nip Small Filmers, Affect Competition

NEW YORK—The hard money conditions that have settled on the nation's economy are catching up with the TV film industry. Such conditions could have a serious effect on the future supply of film programming, with many producers and distributors, especially smaller ones, now admittedly in a desperate plight to raise capital, according to trade sources.

Due to the high discount rate and tight credit control imposed by the Federal Reserve System, the banks have not had an abundance of money to lend. With the SRO sign out at the banks doing the principal business in the amusement industries (Bankers' Trust and Chemical Corn Exchange), many film suppliers over recent months have been compelled to turn to secondary money sources, such as factors, and consequently pay around an 18 per cent interest instead of 6 per cent. The factors, of course, also get their money from the banks. But, since they spread the risk out to a broader base, they work on a stronger line of credit than most individual borrowers.

Bank Borrowing

In a few cases, a bank without the immediate resources to supply a small but established client has itself lined him up with an outside money source that doesn't normally make show business investments. The bank, in such a case, takes a small commission on the deal and handles all the paper work. The cost to the borrower is considerably higher than in a normal bank loan.

Now, according to one bank executive, the secondary money sources are drying up also. Many a small producer or distributor with a hot product potential is at a loss as to where to turn for financing, it's noted by Herb Golden, assistant vice-president in the amusement industry section of Bankers' Trust.

Adding to the film suppliers' difficulties is the lush condition of the bond market at this moment. When the individual investor can get an assured 5 per cent return on tax-free municipal bonds, he is naturally reluctant to put his money into the relatively risky TV film business.

NTA Issue

It is this over-all situation that is seen as a major reason for the attempt by National Telefilm Associates to float a bond issue to

finance the purchase of programming for the NTA Film Network.

With the over-all film supply as promising as it is at this juncture, (what with the harvest of feature films, a more than normal output of first-run syndicated series and a still generous roster of rerun series) the stations actually have little worry that their program will get too tight for comfort. True, some hot property that an enterprising indie might otherwise have

brought in will, under these circumstances, never reach the market. But there is so much good stuff already available the stations will never notice the difference.

They may, however, notice some changes in the competitive situation among their suppliers.

The much touted trend toward consolidation in the production and distribution fields has never really reached the momentum predicted.

(Continued on page 16)

FILMERS NOTE:

Banks in Tangier Offer \$\$ Bargains

TANGIER, Morocco — American Telefilm producers working on location in France or Spain can stretch their dollar production budgets from 15 to 25 per cent simply by locating their overseas bank accounts with banking houses in this "free port" zone on North Africa's edge.

That's the behind-the-scenes pitch being made to several important U. S. film makers by the largest banks along Tangier's colorfully international Rue du Statut. A few financial houses, like the American-managed Moroccan Bank, are even printing up handsome English-language brochures outlining the advantages of the Tangier set-up.

Tangier, altho due to become a zone of the new Moroccan State this fall, has no currency controls. The currencies of "soft" countries, particularly France and Spain, but

including Italy, Britain and Germany as well, are traded for dollars at the international free rates. On French francs, for instance, Tangier banks give 400-plus (depending on the day's exchange) for a U. S. dollar. In Paris, at official rates, a bank gives only 350 minus service charges.

Secondly, remittances from banks in Tangier to branch banks or correspondents in France and Spain in the respective currencies of these countries is completely legal, even tho the "dollars to soft currency" switch was made at better than the government-pegged rates.

In operation, a sponsor or his telefilmer planning to make a 39-episode series in either France or Spain would first deposit his American dollars with a Tangier firm. Then, on demand, the bank will

(Continued on page 16)

Erwin-Wasey Puts Together Alternating Sponsor Regional

HOLLYWOOD—Is it possible to solve the problems of alternate sponsorship in syndication? This is becoming an ever larger question in view of such happenings as the "Blondie" imbroglio (Sunkist and Wesson) and the "O. Henry Playhouse" situation of last year (Grey-

hound bought the show alternate weeks but wanted a Sunday afternoon time period which no other advertiser would go for.)

Now for the first time, a cohesive regional of alternating sponsors—not two, but four—has been put together, for the NTA-Desilu produced "Sheriff of Cochise." The agency accomplishing this was the Erwin-Wasey firm and the method utilized may well become a pattern for the industry.

Basically, it was successful because the four sponsors are the agency's own accounts: White King Soap, the Carnation Company, A-1 Beer and Star Kist Tuna.

The end result has been that, by combining, the agency was able to cut costs for its advertisers (see below) to such an extent that they are paying only two-thirds of the average first-run price for a syndicated series, or close to what they would have had to pay for a second run if each had bought individually.

According to Robert Redd, agency v.-p., the first step was to convince one of the sponsors to switch from seven or eight different syndicated shows (all top product) which it was sponsoring in different markets to one program for all.

This having been accomplished, the jigsaw puzzle was put together this way: White King made the basic purchase of 25 markets in the West; the fresh milk and

Official to Pick Two Of 4 New Projects

NEW YORK—Official Films, Inc., has settled on four new properties, all costume pieces, from which two will be chosen for winter pilot production. Under consideration are "The Highwayman," classic adventure yarn set in the days of the origin of England's "bobbies"; "Sword for Hire," a D'Artagnan-like swashbuckler; "Marco Polo," and "Three Just Men," the latter based on an Edgar Wallace detective novel.

Plans call for initial delivery in April of first prints on the two chosen series, with starting dates in the fall of 1957. Official has pacted with Sapphire Films, Ltd., in England to film these shows and two new series each year.

First of a number of Official properties to make the transition to color will be "Adventures of Sir Lancelot," which begins color shooting this week with its 18th episode. It has been decided not to turn "Lancelot" and two other Official properties, "Robin Hood" and "The Buccaneers," into fea-

ture length motion pictures, as previously announced.

Harold Hackett, president of Official, returned from a recent trip to London with the announcement of expansion of technical facilities for increased production, new dubbing operations and color filming.

The two new costume dramas will be offered for network sale.

Pyramid Asks Stock Issue

WASHINGTON — Pyramid Productions, Inc., producers of "Big Story" on NBC-TV, last week asked the Securities and Exchange Commission to register 220,000 shares of its \$1 par common stock. Public offering of 200,000 of the shares will be made at \$5 a share.

The company, formerly Procter Television Enterprises, Inc., feels it will be in a better position to finance its program production after sale of the stock.

Everett Rosenthal, board chairman; Leonard Loewinhan, president, and David A. Harris, treasurer, each owns 23 per cent of the currently outstanding 190,000 shares of common stock.

Guild Selling MPTV Films

NEW YORK—Guild Films this week officially took possession of the eight properties it acquired thru Motion Pictures for Television and already had deals with 28 stations for one or more.

KHQA, Quincy, Ill., bought the entire group, consisting of 439 films. WBKB, Chicago, bought three series, "Janet Dean," "Duffy's Tavern" and "Flash Gordon." Other multiple buys were made by KOMU, Columbia, Mo.; KONO, San Antonio, and WTTC, Washington.

The Lantz cartoon library was sold to five stations.

'Popeye' on WPIX Tops in Time Slot For ARB in Sept.

NEW YORK—WPIX "Popeye" strip was tops in the time slot four of its five days during American Research Bureau's September rating week, according to the station. Emceed by Allen Swift, the strip drew an average ARB for September of 5.9.

Meanwhile, Associated Artists Productions, distributor of the 234 Popeye cartoons, has succeeded in putting three of the WPIX sponsors of the show into several more markets. In addition to participating in "Popeye" here in New York, American Character Doll, Bosco and Remco are also riding the muscle man on WBZ-TV, Boston; KRON-TV, San Francisco; ETLA, Los Angeles; KDKA, Pittsburgh, and WBEN-TV, Buffalo. On most of those stations the cartoons are also stripped.

CBS Film Sales Eyes 'Border Patrol' Series

NEW YORK — CBS-TV Film Sales is considering the production of a new half-hour vidfilm series, "Border Patrol," based on the men who guard the nation's frontiers. It would concern itself with such subjects as the wetbacks, smuggling and immigration. Sam Gallu will produce.

Richard Webb Forms Film Production Firm

NEW YORK—Richard Webb, star of Screen Gems' "Captain Midnight" and "Jet Jackson," has formed Webb Productions, in partnership with Screen Gems, Inc., to produce, write and star in a new telefilm series entitled "Major Webb, Troubleshooter."

White Puts 'Rawhide Riley' Into Production

HOLLYWOOD — "Rawhide Riley," an outdoor action series starring Richard Arlen, is being placed in production by Sam White, producer of TCF-TV's "My Friend Flicka" for the past 15 months. Five of the new shows have already been completed.



RIN TIN TIN AND HIS TV TROUPE AVAILABLE FOR PERSONAL APPEARANCES!

The world's most famous canine, and his talented and nationally famous TV troupe will be the star attraction at the Rodeo at Madison Sq. Garden in N.Y.C. Sept. 26th — Oct. 14th, and then at the Boston Garden Oct 17th-Oct. 28th.

Rinty and his troupe are available for P.A.'s during the breaks in their film schedule.

FOR INFORMATION CALL ED JUSTIN
SCREEN GEMS, INC.

TV Reader's Digest

NOW READY FOR REGIONAL AND LOCAL ADVERTISERS



- 65 dramatic, action packed half-hour films, taken from America's favorite magazine
- proven prestige with a title and program that guarantee plus advertising values
- Hollywood's top stars in the nation's favorite stories, brilliantly produced by Chester Erskine
- backed by a nation-wide history of record making TV ratings

NOW, FOR THE FIRST TIME, regional and local advertisers can gain this dynamic series, pre-sold nationally, acclaimed everywhere, a proven success story for stations and sales.

For exclusive showings in your market, contact:
BERNARD L. SCHUBERT, INC.

other fine films produced and distributed by **BERNARD L. SCHUBERT, INC.**

TOPPER

Sponsored by General Foods over the NBC network

MR. AND MRS. NORTH

57 complete half-hour films, available for display in leading markets

CROSSROADS

Sponsored by Chevrolet over the ABC network

MOVIE QUICK QUIZ

An entirely new version of television's only syndicated audience participation show

ADVENTURES OF THE FALCON

Produced for NBC film syndication

for details, contact:

BERNARD L. SCHUBERT, INC. 509 Madison Avenue, New York, N.Y. MURRAY HILL 9-0940

DAYTIME BOLSTERS

WXYZ Relies on Pix In 'New Force' Look

DETROIT — "New Force" is what WXYZ-TV, here, calls its new look in morning and early afternoon programming, which will rely heavily on films. The revitalization of this programming segment began this week.

The shows and some of the films they'll be using are as follows: "The Big Show" — "Little Rascals," "Laurel and Hardy" and "It's Fun to Reduce," plus weather and news live (7-8:30 a.m.). "Wixie Wonderland" — Cartoons

New TV Spot Campaigns

Continued from page 6

Southwestern

Anahist, Anahist
Azzid Deodorant, Carter
Beer, Jackson Brewing
Clark Candy Bars, Clark
Cold Remedies, Anahist
Electric Shavers, Remington Rand
Furnaces, U. S. Steel
Glasses, Texas State Optical
Hot Cereal, Malt-o-Meal
Humble Gas & Oil, Humble
Instant Maxwell House Coffee, General Foods

Kool Cigarettes, Brown & Williamson
M & M Candy, Hawley & Hoops
Mobilgas & Oil, General Petroleum
Owip, Avonet
Rise Shave Cream, Carter
Tires, General Tire & Rubber
Tootsie Rolls, Sweets
Viceroy Cigarettes, Brown & Williamson
Watches, Bulova
Wine, Italian Swiss Colony

Rocky Mountain & West Coast

Aladdin Cameras, Frawley
Anahist, Anahist
Batteries, Nic-L-Silver
Bell Tone Hearing Aid, Bell Tone
Bra, Esquilite Form
Bromo Quinine, Geve
Campbell Tire Chains, Campbell
Carpet Sweepers, Bissell
Clark Candy Bars, Clark
Coin Nuts, Olin
Curly Bandages, Bauer & Black
Dentyne, American Chicle
Dolls, American Character Dolls
Falstaff Beer, Falstaff
Five Day Deodorant Pads, Associated Products
Fizrin, Sterling Drug
Food Products, Mario
Four Way Cold Tablets, Grove Labs
Gulf Oil Products, Gulf
Heard Germicide, Hexol
Instant Maxwell House Coffee, General Foods
Ivory Flakes, Procter & Gamble
Johnson Raid, Johnson
Kiwi Shoe Polish, Kiwi
Ladies' Home Journal, Curtis

M & M Candy, Hawley & Hoops
Max Factor, Sales Builders
Mobilheat, General Petroleum
Mobilgas & Oil, General Petroleum
Nuis, Fisher
Oil, Tidewater
Parliament Cigarettes, Benson & Hedges
Paper Products, Northern Paper Mills
Perfume, Coty
Peter Paul Candy, Peter Paul
Petri Wine, Petri
Prell, Procter & Gamble
Reader's Digest, Reader's Digest
Remington Arms, Remington
Salad Dressing, Reddi-Whip
Soap, White King
Standard Oil Products, Standard Oil
Trim Candy Bars, Master Brands
Trucraft Hosiery, Trucraft
Uncle Ben's Rice, Food Mfg.
Cigarettes, American Tobacco
Vel, Colgate-Palmolive
Vismaster, Sawyer
Wearerver Pens, David Kahn
Whitman Chocolates, Whitman
Wisk Liquid Detergent, Lever
Zippers, Coats & Clarks

plus Marv Welch as Wixie, Diane Dale, "Gramps," "Mr. Gee Whiz" and Mare Williams (8:30-9:30 a.m.).

"Breakfast Playhouse" — Music show with Liberace, Frankie Laine and Florian ZaBach films (9:30-10 a.m.).

"Story Studio" — Dramas taken from "The Pendulum" and "Uncovered" series (10-10:30 a.m.).

"Theater Seven" — Hosts Jean Loach and Larry McCann interview celebs and present half-hour dramas from "Star and the Story" (10:30-11:30 a.m.).

"Robin and Ricky" — Lally Deane and Irving Romig antics plus films from "Little Rascals," "Scallawags," Shirley Temple and "Our Gang" (11:30 a.m.-12 noon).

"12 o'Clock Comics" — Live with comedian Soupy Sales and his puppet friends (12-12:30 p.m.).

"The Erwins" — Film series with Stu and June Erwin and their family (12:30-1 p.m.).

"Charm Theater" — Full-length feature films (1-2 p.m. Monday and Tuesday).

"Lady of Charm" — Live with Edythe Fern Melrose giving cooking, homemaking and beauty aids 1-2 p.m. Wednesday, Thursday and Friday).

At the end of this month the station hopes to add new shows to its daytime programming.

'O' Henry' Sold In 23 Markets

HOLLYWOOD — Sales of the new "O'Henry Playhouse" TV series have been concluded in 23 markets, getting the resurrected Gross-Krasne syndication company off to a good start. The sales represent billings of approximately \$650,000.

Most of the top markets in the country are represented in the sales to date, Chicago being the principal exception. Sales in another 20 markets are in the negotiating stage, and are expected to be wrapped up by the middle of October.

The two largest purchases come from RKO General Teleradio and from Pacific Gas & Electric. General Teleradio bought the program for its six o.&o. stations in New York, Los Angeles, Boston, Memphis, West Palm Beach and Windsor, Ont. The PG&E deal is a regional for San Francisco, Chico, San Louis Obispo, Eureka, Salinas, Bakersfield, Sacramento and Fresno, all in California.

13 More Clooney Segs

HOLLYWOOD — Thirteen more episodes of the Rosemary Clooney Show, syndicated by MCA-TV, go into production at California Studios the middle of this month. Films will round out the cycle of 39.

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No.	(Seconds)	Type (C-Color)	Commercials Producer
FOOD AND BEVERAGES				
Food Ingredients				
Quaker Oats, Aunt Jemima Pancake Mix, J. Walter Thompson	—	—	NA	Sarra
Procter & Gamble, Crisco, Young & Rubicam	1 (30)	—	LA	Sound Masters
Robin Hood, Flour, H. W. Kantor	1 (60)	—	LA	Fred A. Niles
Aunt Jemima, Corn Bread, John Shaw	1 (60)	—	LA	Fred A. Niles
Canned and Packaged Goods				
The Nestle Co., Various Products, McCann-Erickson (Lone Ranger, Gale Storm Show)	14 (60)	—	LA	Sound Masters
Bama Products, Peanut Butter, Robert Luckie	1 (10)	—	FA, SE	Hal Walker
Mayonnaise, Robert Luckie	1 (10)	—	FA, SE	Hal Walker
Preserves, Robert Luckie	1 (10)	—	FA, SE	Hal Walker
Gold Seal Products, Dog Food, Robert Luckie	1 (10)	—	FA, SE	Hal Walker
Kellogg Co., Crispy Treats, Leo Burnett	1 (60)	—	LA	Kling
Sam McDaniel & Sons, Bunker Hill Hill Beef, Walter J. Klein	3 (60)	—	LA	Walter A. Klein
Jesse Jones Sausage, Meat Products, Walter J. Klein	8 (10)	—	LA, SE	Walter J. Klein
American Rice Growers, Blue Ribbon Rice	2 (60)	—	LA	Walter J. Klein
Frito Co., Chili, Tracy-Locke	2 (08)	—	LA	Hollywood Film
Tamales, Tracy-Locke	1 (08)	—	FA	Hollywood Film
Fritos, Tracy-Locke	1 (08)	—	FA	Hollywood Film
Heinz, Tomatoes, MacLaren	1 (60)	—	LA	Shamus-Cuthbert
Quaker Oats, Ken-L-Ration Dog Food, Needham, Louis & Brorby (Caesar's Hour, Sgt. Preston)	5 (60)	—	LA	Leo Lilly
General Foods, Dream Whip, Young & Rubicam	1 (60)	—	FA, LA	Playhouse
Kellogg Co., Rice Krispies, Leo Burnett	2 (60)	—	FA, LA	Playhouse
Campbell Co., Pork & Beans, Needham, Louis & Brorby	2 (20)	—	FA, LA	Playhouse
Calif. Prune & Apricot Growers' Assn., Sunsweet Prunes, Long Advg.	5 (60)	—	FA (C)	All Scope
Kraft Foods, Various, Needham, Louis & Brorby	1 (60), 1 (20)	—	LA	Fred A. Niles
Kellogg Co., Corn Flakes, Leo Burnett	2 (60)	—	LA	Fred A. Niles

(Continued next week)

COMMERCIAL CUES

PLUGGER MacDONALD CAREY

With the "Dr. Christian" show, Ziv-TV is continuing its policy of having the star of the show film commercials for the regional and even local sponsors. MacDonald Carey, who has the title role of the syndicated series, has filmed commercials for Lee Optical in Texas, American Beauty Sleep Productions in Pittsburgh, Mueller Macaroni in New York, Boston and Philadelphia; Hekman Biscuit in the Midwest, Miller Hi Life in Chicago and Nehi Beverage in Pennsylvania.

STATISTICS FROM PLAYHOUSE

Playhouse Pictures has completed its 150th TV spot contract. It was for the 1957 Ford. Over 4,500 reels of the spots were mailed last week to 250 TV stations all over the country. Other statistics for the four years of operation: The studio has produced over 20,000 feet of animated film, including 450 different commercials, and it has made over 22,000 copy reels of film. Production the first six months of this year was up 200 per cent, and its staff has grown from three to 20 in 18 months.

ID's

Storyboard, Inc., won first place in the TV category at the International Advertising Film Festival at Cannes, France. The winning commercial was the 20-second animation for Ford entitled "The Doctor." ... Lance Productions, Inc., has just completed a series of film commercials for Pez Candy for all major markets. ... Peter Elgar, president of the firm bearing his name, is now in Hollywood setting up offices there. ... Animation, Inc., has established a profit sharing plan among its employees. ... Video Pictures in two weeks produced commercials for "Wide, Wide World" with skater Barbara Ann Scott, for Spray Hutchinson Green Stamps, with Arlene Frances, and for Noxema. The firm is now working on Oldsmobile spots in Detroit.

FROM OUR
FILM AD-VANTAGE POINT



WE FOCUS YOUR ATTENTION ON:
JACK REYNOLDS
Production Manager

Advertisers know Jack Reynolds' fine art for fitting a fancy-free storyboard idea into a firmly-fixed budget — with sales impact. Call upon Jack's 30 years of motion picture experience to guide you through all phases of film ad production.

EFFECTIVE COMMERCIALS ARE MANY MEN!
This is No. 1 of a Series!

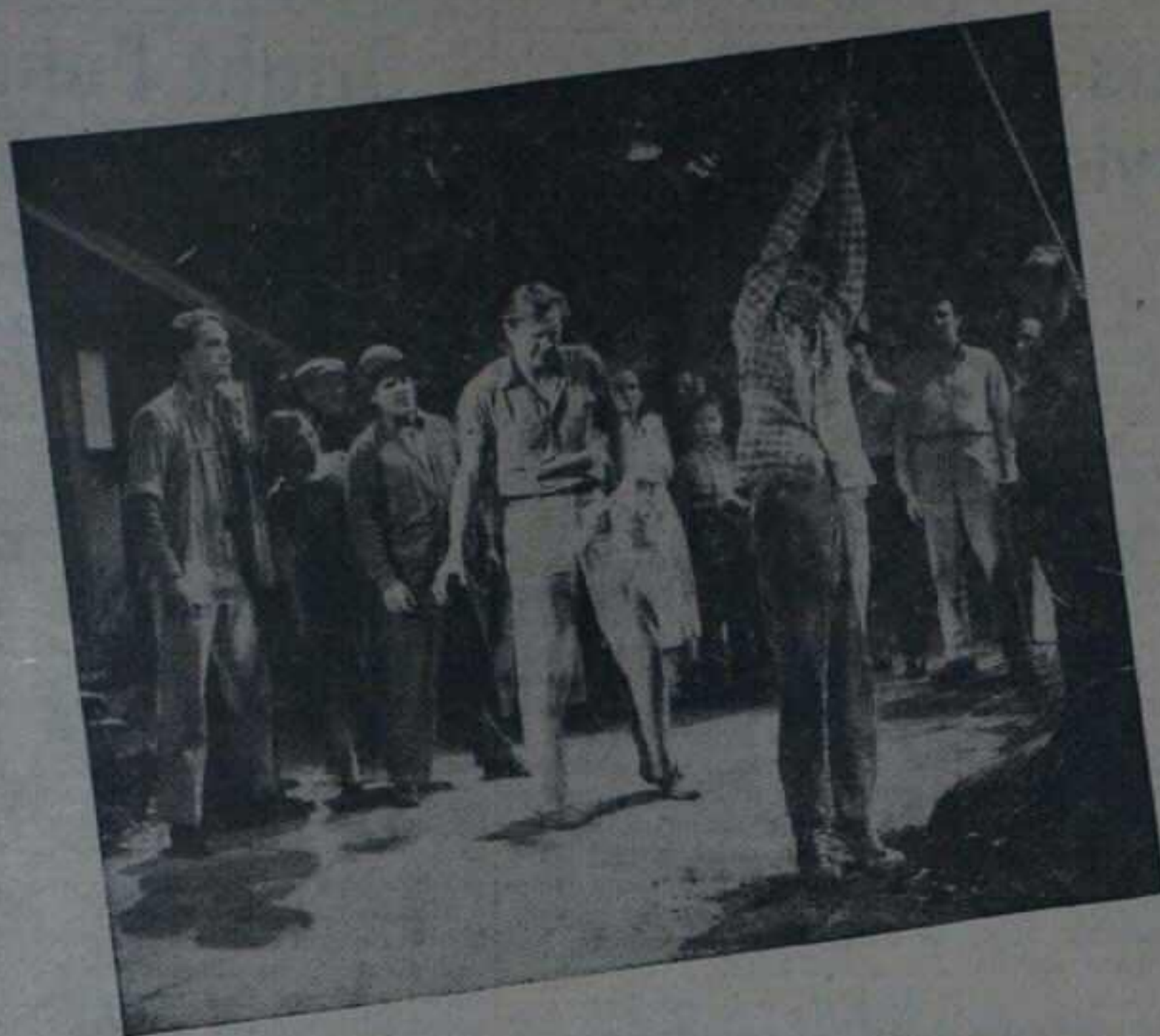
HAL ROACH STUDIOS
8822 W. Washington Blvd., Culver City, Calif.
Texas D-3361 • Vermont 9-2311
729 Seventh Ave., New York City
Circle 5-4135

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

"MR. DISTRICT ATTORNEY"
STARRING DAVID BRIAN

ZIV SHOWS RATE GREAT!
38.6
In 2-station
SHREVEPORT
beating George Gobel, Perry Como, Jack Benny, Sid Caesar, Lux Video Theatre, Robert Montgomery and many others.

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



A scene from "Tragedy in a Temporary Town," which won \$20,000 as the best network drama last season. Written by Reginald Rose and directed by Sidney Lumet, it was produced on the NBC Alcoa Hour by Herbert Brodtkin.

Announcing THE SECOND ANNUAL ROBERT E. SHERWOOD AWARDS for Television

programs dealing with freedom and justice as presented on commercial television between October 1, 1956 and May 31, 1957.

\$20,000 — for a network drama

\$20,000 — for a network documentary

\$15,000 — for a production by an independent station in either the drama or the documentary class

NOMINATIONS

may be made by anyone.
Advance word is especially solicited.

WRITE OR PHONE:

The Robert E. Sherwood Television Awards
The Fund for the Republic
60 East 42nd Street, New York 17, N. Y.
MUrray Hill 2-1250

THE JURORS

Kermit Bloomgarden
Theatre Producer

Buell G. Gallagher
President, College of the City of
New York

Robert M. Purcell
President, KEVE
Minneapolis, Minn.

Mrs. Eleanor Roosevelt

James J. Rorimer
Director, Metropolitan
Museum of Art

Gilbert Seldes
Author and Critic

Robert Taft, Jr.
Attorney
Taft, Stettinius & Hollister

Harrison Tweed
Attorney, Milbank,
Tweed, Hope & Hadley

Phillip H. Willkie
President, Rushville, Ind.,
National Bank

RULES:

1. All dramatic or documentary programs dealing with a topic related to freedom and justice telecast on commercial stations in the United States and its territories between October 1, 1956 and May 31, 1957 are eligible for consideration with the exception of programs in which the Fund for the Republic may be involved.

2. The producer, director and writer of a winning program will share in the award on a basis to be determined

by the jurors. The winning network or station will receive a citation.

3. In the case of a tie, the award will be divided equally between the winning programs or program series.

4. Kinescopes or films of nominated programs must be available if requested by the jurors.

5. The decisions of the jury will be final.

The Awards are given in memory of Robert E. Sherwood, until his death a Director of the Fund for the Republic and a valiant champion of American liberties. The Fund for the Republic is a non-profit corporation devoted to increasing the public understanding of the principles set down in the Constitution and its Bill of Rights.

THE FUND FOR THE REPUBLIC

60 East 42nd Street, New York 17, N. Y.

PAUL G. HOFFMAN
Chairman of the Board

ROBERT M. HUTCHINS
President

M-G-M Weighs Interest in 2 UHF Outlets

NEW YORK—M-G-M is considering the acquisition of minority interests in two UHF stations along the lines of patterns already established with KTTV, Los Angeles, and KTVR, Denver. One of the stations is reported to be WITV, Miami, and the other located somewhere in the Northeast.

In the deals already concluded M-G-M TV sold its entire library of feature films to both stations and then purchased 25 per cent of each station with money received for the films. The film company is also readying the third step of its diversification into TV, the sale of features and acquisition of station interests being the other two.

Charles (Bud) Barry, M-G-M TV topper, has also gotten budget approval for a series of three pilots and is leaving for London on October 15 in connection with the shooting of the first pilot, "Good-bye, Mr. Chips," which is being readied for the season of 1957-'58. Among the other properties being considered is "Father of the Bride."

Six Stations Buy 3 Guild Musicals

NEW YORK—Six stations have bought each of Guild Films' three musicals—Liberace, Frankie Laine and Florian ZaBach. The stations were WTTG, Washington; WAIM, Anderson, S. C.; KCEO, Enid, Okla.; KONU, Columbia, Mo.; WCEN, Quincy, Ill., and CJBR, Rimouski, Canada.

Additionally, CJB-TV, Sydney, Canada; WCTV, Tallahassee, Fla., and KTAC, Lake Charles, La., bought Liberace. CBWT, Winnipeg, Canada, bought Frankie Laine, and WCTN, Minneapolis, bought the ZaBach show.

WABD Ratings Up Via 'Warner' Bow

NEW YORK — WABD, here, scored a cumulative rating of 10.1 in the Trendex survey for its September 23 double debut of "Warner Brothers Premiere" at 3 p.m. and 9 p.m. Each telecast drew higher ratings than all but one of the six rival local stations.

This prompted the statement from Ted Cott, WABD's general manager, that this may be now known as "the feature film era."

a top quality film show for Every Product, Every Market, Every Budget

Offices in principal cities throughout the United States

animation inc. 8564 Melrose ave. hollywood

Stern for NBC Internat'l Dept.

NEW YORK — NBC International Operations, a new department of National Broadcasting Company, has been formed to keep pace with expansion of company services overseas. Alfred Stern, vicepres of California National Productions, has been named director and will report to Charles Denny, NBC executive vicepres. The new unit will make teams of NBC programming, technical and sales personnel available to assist foreign management of commercial and non-commercial stations.

NBC-TV already has affiliation contracts with stations in Cuba, Mexico, Puerto Rico, Hawaii,

FILMERS TAKE TO THE BOATS

NEW YORK—It seems to have started with "Victory at Sea" and "Waterfront." Since then TV film producers have been heading for the seven seas in greater numbers. Guild Film is working on "Capt. David Grief." RKO Television has just acquired "Sailors of Fortune." Roland Reed and MCA have for months been working on "The Sea Hawk." And Ziv-TV has a pilot on "Harbor Patrol" and "Annapolis." Also, on network, the waves roll and the salt sprays the air on "The Buccaneers" and "Navy Log."

Guam, Alaska and Venezuela. Romney Wheeler, NBC London director, will serve as director of European operations.

Four Denver Stations Gear for Hot Pix Fight

DENVER—One of the biggest film battles in the industry is looming here as four TV stations level their big film guns in an all-out effort to shoot down high audience ratings this season.

The latest barrage is being fired by KOA-TV, the NBC outlet, which has cornered such ammunition as the Warner Bros., Columbia, Republic, RKO and David O. Selznik's packages. With this stockpile of more than 1,800 features, Program Manager Van Hafton has slated three movie shows per day beginning October 29. The morning film will roll at 11 a.m., the matinee at 3 p.m. and the evening "Academy Theater" at 10:10 p.m.

This action by KOA is the result of competing KTVR (independent)

copping the M-G-M film package and KBTU (ABC affiliate) giving a big play to some of its packages, including 20th Century-Fox and United Artists.

KOA Ratings
KOA has consistently copped high ratings for its nighttime feature films. But with the threatened danger of other stations promoting new big packages, the NBC station has tied up an estimated \$3,500,000 in film that it believes will hold off any threats to its ratings.

KLZ, the CBS outlet, in Denver, continues to hold to its philosophy that a majority of the working audience does not like to stay up late watching vintage features but would rather see a good half-hour (Continued on page 17)

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

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

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

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

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

PLUS

134 CHILDREN'S SHOWS

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

100 ALL-STAR WESTERNS

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

65 WOMEN'S FEATURES

It's Fun to Reduce

250 TOP HOLLYWOOD MOTION PICTURES

191 MUSICALS

LIBERACE
FRANKIE LAINE
FLORIAN ZABACH



143 MYSTERIES

I SPY
SHERLOCK HOLMES
PARIS PRECINCT
and
CONFIDENTIAL FILE



208 COMEDIES and DRAMAS

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



370 CARTOONS

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



GUILD FILMS Company, Inc.

460 PARK AVENUE, NEW YORK 22, N.Y.
MURRAY HILL 8-9365

TV Program and Time-Buying Guide

THE TELEVISION INDUSTRY'S GUIDE TO THE PURCHASE OF NATIONAL AND LOCAL TV PROGRAMS AND SPOT CAMPAIGNS

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

Web Quiz and Panel Shows

Table with columns: Rank, Show, Sponsor & Web, Rating. Sections: AUGUST RATINGS, AMONG MEN, AMONG WOMEN, AMONG CHILDREN.

Web Winners

MIGHTY MOUSE-CBS-TV "Mighty Mouse" moved into the No. 1 spot among children's shows...

Films to Watch

Studio 57-MCA-TV Now going into its third year on an extensive spot spread for H. J. Heinz...

ARB Top Shows Among Kids

How Network Shows Rated Among Children in August

This weekly audience composition analysis shows the relative popularity of network series regardless of program type...

Table with columns: Rank, Show, Sponsor & Web, Children Per Set, Avg. Rating. Lists top 25 network shows among children.

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

Syndicated Film Mystery Shows

Table with columns: Rank, Show & Distrib., Avg. July Rating, Men Per 100 Homes Tuned In, Kids Per 100 Homes Tuned In. Sections: JULY RATINGS, AMONG VIEWERS, AMONG MEN, AMONG WOMEN, AMONG TEENS, AMONG CHILDREN.

Pulse Top Pix Among Kids

How Non-Net Films Rated Among Kids in July

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted...

Table with columns: Rank, Title, Kids Per 100 Homes, Avg. July Rating. Lists top 25 syndicated film programs among children.

Note: All material published in The Billboard's TV Program and Time-Buying Guide is protected by copyright. Reproduction of any portion of this material for advertising, promotion or other purposes is possible only upon written consent from The Billboard, 1564 Broadway, New York, and also from any rating service whose research provides the basis for such material.

TV Season's Greetings

I LOVE LUCY

Starring
LUCILLE BALL & DESI ARNAZ

A DESILU PRODUCTION

CBS-TV—Monday 9:00 p.m.

General Foods and
Procter & Gamble

DANNY THOMAS SHOW

Starring
DANNY THOMAS
A Martello Prod.
FILMED BY DESILU

ABC-TV—Monday 8:00 p.m.

Dial Soap & Shampoo
and Kleenex

THE RED SKELTON SHOW

FILMED BY DESILU

CBS-TV—Tuesday 9:30 p.m.

Johnson's Wax & Pet Milk

DECEMBER BRIDE

Starring
SPRING BYINGTON

A DESILU PRODUCTION

CBS-TV—Monday 9:30 p.m.

General Foods

The Life & Legend of WYATT EARP

Starring
HUGH O'BRIEN

A 616 Production
FILMED BY DESILU

ABC-TV—Tuesday 8:30 p.m.

Procter & Gamble and
General Mills

THE LINE-UP

FILMED BY DESILU

CBS-TV—Friday 10:00 p.m.

Viceroy Cigarettes and
Procter & Gamble

SHERIFF OF COCHISE

Starring
JOHN BROMFIELD
A DESILU PRODUCTION
In Association with National
Telefilm Associates
National Syndication

THE ADVENTURES OF JIM BOWIE

Starring
SCOTT FORBES
A Jim Bowie Ent., Inc. Prod.
FILMED BY DESILU

ABC-TV—Friday 8:00 p.m.

American Chicle Gum Co.
& Vaseline

THE BROTHERS

A Dallard Production
FILMED BY DESILU

Starring
GALE GORDON-BOB SWEENEY
CBS-TV—Tuesday 8:30 p.m.
Sheaffer Pens and
Procter & Gamble

WIRE SERVICE

A
DON W. SHARPE WARREN LEWIS
Production

FILMED BY DESILU

ABC-TV—Thursday 9:00 p.m.

Camel Cigarettes

CAVALCADE THEATRE

A
DON W. SHARPE WARREN LEWIS
Production

FILMED BY DESILU

ABC-TV - Tuesday 9:30 p.m.
The Dupont Company

MONDAY: "Lucy" ½ hr.
"Bride" ½ hr.
"Thomas" ½ hr.
TUESDAY: "Earl" ½ hr.
"Skelton" ½ hr.
"Cavalcade" ½ hr.
"The Brothers" ½ hr.
THURSDAY: "Wire Service" 1 hr.
FRIDAY: "Lineup" ½ hr.
"Bowie" ½ hr.
Syndication "Cochise" ½ hr.

6 HRS. per week

TOTAL PRODUCTION FOR
THIS SEASON:

189½ HOURS

Desilu Productions Inc.

HOLLYWOOD, CALIFORNIA

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

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

The symbol "f" 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.

COLUMBIA, S. C.

2 TV STATIONS—34,300 TV HOMES
Population—168,300 (124th in U. S.)
Buying Income—\$239,858,000 (113th)

BALTIMORE

3 TV STATIONS—406,800 TV HOMES
Population—1,481,600 (12th in U. S.)
Buying Income—\$2,360,849,000 (115th)

SEATTLE-TACOMA

4 TV STATIONS—302,850 TV HOMES
Population—777,600 (24th in U. S.)
Buying Income—\$1,628,460,000 (19th)

SIoux CITY, IA.

2 TV STATIONS—32,600 TV HOMES
Population—113,500 (173rd in U. S.)
Buying Income—\$201,074,000 (161st)

TOP NETWORK SHOWS

- 1. Robert Montgomery Theater, WIS, M., 38.8
2. Du Pont Cavalcade Theater, WIS, F., 36.3
3. Truth or Consequences, WIS, F., 35.8

TOP NETWORK SHOWS

- 1. 564,000 Question, WMAR, T., 32.9
2. Godfrey's Talent Scouts, WMAR, M., 27.0
3. 564,000 Challenge, WMAR, Su., 23.9

TOP NETWORK SHOWS

- 1. Lawrence Welk, KING, S., 26.4
2. Warner Brothers, KING, T., 22.1
3. 564,000 Question, KTNT, T., 21.6

TOP NETWORK SHOWS

- 1. 564,000 Question, KVTY, T., 49.3
2. Ed Sullivan, KVTY, Su., 45.1
3. 564,000 Challenge, KVTY, Su., 39.3

TOP MULTI-WEEKLY SHOWS

- 1. Queen for a Day, WIS, M-F, 16.4
2. Carthage, Rascals, WIS, M-F, 16.3
3. Weather, Sports, Spotlight (6:15), WIS, M-F, 16.0

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WAAM, M-F, 12.6
2. Search for Tomorrow, WAAM, M-F, 11.8
3. Guiding Light, WMAR, M-F, 11.4

TOP MULTI-WEEKLY SHOWS

- 1. Sea Fair, Misc. KING, KTNT, KOMO, M-F, 17.4
2. Early Edition, Misc. (6:30), KING, M-F, 15.1
3. Mickey Mouse Club, KING, M-F, 13.9

TOP MULTI-WEEKLY SHOWS

- 1. News, Misc. (10:30), KVTY, M-F, 24.3
2. Markets, Misc. (6:15), KVTY, M-F, 21.8
3. News, Sports (6:00), KVTY, M-F, 21.4

TOP FEATURE FILMS

- Once Weekly
1. Saturday Matinee, WIS, S., 3:30-5:30, 7.3
Multi-Weekly
1. Million 5 Movie, WIS, F., S., 11:30-12:00 midnight, 15.2

TOP FEATURE FILMS

- Once Weekly
1. Ford Film Playhouse, WAAM, Th., 10:30-12 midnight, 8.6
2. Park Circle Theater, WAAM, W., 11:00-12 midnight, 6.4

TOP FEATURE FILMS

- Once Weekly
1. Saturday Night Film Festival, KING, S., 9:30-11:00, 14.8
2. Rainbow Theater, KING, S., 11:00-12 midnight, 9.4

TOP FEATURE FILMS

- Once Weekly
1. Masterpiece Theater, KVTY, S., 10:45-12 midnight, 16.6
2. Gun Playhouse, KVTY, S., 10:00-11:00, 12.9

TOP SYNDICATED FILMS

- 1. I Led Three Lives (Ziv), WIS, F., 8:30, 36.2
2. Dr. Hudson's Secret Journal (MCA), WIS, M., 9:30, 31.3
3. Badge 714 (NBC), WIS, W., 8:00, 30.3

TOP SYNDICATED FILMS

- 1. Annie Oakley (CBS), WBAL, S., 5:30, 14.9
2. Wild Bill Hickok (Flamingo), WBAL, F., 7:00, 11.2
3. Waterfront (MCA), WMAR, Th., 10:30, 11.0

TOP SYNDICATED FILMS

- 1. I Search for Adventure (Bagwall), KING, W., 7:30, 21.8
2. Steve Donovan, Western Marshal (NBC), KING, W., 7:00, 19.8
3. Confidential File (Guild), KING, Th., 9:00, 18.6

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), KVTY, T., 8:30, 39.5
2. Science Fiction Theater (Ziv), KVTY, T., 9:00, 37.8
3. Studio 57 (MCA), KVTY, M., 8:00, 32.5

Celler Satisfied

The first waives 24 hours, which is about par, while the two Texas stations waive only 12. It was explained that Dallas and Fort Worth are virtually the same market and that those two stations split NBC's schedule so that it would be impossible to waive the normal amount of time.

Sports Lite Tallies 8 Station Sales on 'Grid Highlights'

NEW YORK — Sports Lite racked up eight new station sales of its new vidfilm series, "Big 10 Football Highlights," in the past 10 days. A long list of local sponsors has already hopped aboard the show.

4 Denver Stations

syndicated film. Operating on this basis, it will continue to show two 30-minute films nightly beginning at 10:30 p.m. Plans are under way to revamp the afternoon film fare at KLZ, but it is expected that the same idea of keeping half-hour syndicated material will prevail.

STAR PERFORMANCE

Advertisement for Diana Lynn featuring a photo of her and text: "Looks like a million, doesn't she Pip?" "This series sells like a million right now. Old Boy! Raft of satisfied sponsors, y'know!"

Clients Split 'Highway' Double Book of KPHO

PHOENIX, Ariz. — "Highway Patrol" has been double booked here on station KPHO-TV for Tuesday and Thursday nights. Two sponsors, Arizona's Blakely Service Stations and Western Savings & Loan Association, have bought both shows and will alternate sponsorship.

THIS WEEK'S FILM BUYS

- ABC FILM SYNDICATION
RACKET SQUAD
KTRK, Houston, Tex.: Southland Hardware, Star Furniture
PASSPORT TO DANGER
KTVR, Denver: Adv. TBA
SHEENA, QUEEN OF THE JUNGLE
KTVR, Denver: Adv. TBA
THREE MUSKETEERS
KTVR, Denver: Adv. TBA
CBS-TV FILM SALES
RANGE RIDER
WITN, Washington, N. C.; KWTY, Oklahoma City; WILK, Wilkes-Barre, Pa.: Adv. TBA
WCVB, Bristol, Va.: Tube Rise
GENE AUTRY
WITN, Washington, N. C.; Adv. TBA
WCSH, Portland, Me.: Seltzer, Ryduhm
BRAVE EAGLE
WALA, Mobile, Ala.: Adv. TBA
WFBG, Altoona, Pa.: Keebler Biscuit and Triangle Publication
AMOS 'N' ANDY
WNAC, Boston: Adv. TBA
KDAL, Duluth, Minn.: Public Furniture
TERRYTOONS
WNAC, Boston; WHEW, Syracuse, KTRK, Houston: Adv. TBA
NEWSFILM
WSUN, St. Petersburg, Fla.: Adv. TBA
SAN FRANCISCO BEAT
WGBI, Scranton-Wilkes-Barre, Pa.: Adv. TBA
WJIM, Lansing, Mich.: Bristol-Myers and General Electric
FILES OF JEFFREY JONES
WVJ, Detroit: Adv. TBA
THE WHISTLER
WITN, Charlotte, N. C.: Thomas Hardware
GUILD FILMS
JOE PALOOKA
KSWB, Roswell, N. M.: Consolidated Bottlers-Nu Grape
LOONEY TUNES
KSWB, Roswell, N. M.: Clardy's Dairy
I SPY
KSWB, Roswell, N. M.; J. E. Motelland & Son Tires
CONFIDENTIAL FILE
KSWB, Roswell, N. M.: Tweedy Oil
MCA-TV
DR. HUDSON'S SECRET JOURNAL
KSWB, Roswell, N. M.: Builders Block and Stone, Bowman Biscuit
HEADLINES
WMUR, Manchester, N. H.: Red Rose Tea
WATERFRONT
WOOD, Grand Rapids, Mich.: Muller Baker
KTRC, Austin, Tex.: Remington Rand Shavers
NBC TELEVISION FILM
CRUNCH AND DES
KTRC, Austin, Tex.: Jackson Brewing (R)
INNER SANCTUM
KSWB, Roswell, N. M.: Barnett Furniture Company & Appliances
OFFICIAL FILMS
SCARLET PIMPERNEL
KTVR, Denver: Adv. TBA
COL. MARCH OF SCOTLAND YARD
KTVR, Denver: Adv. TBA
ZIV TELEVISION PROGRAMS
DR. CHRISTIAN
WNEB, Bay City, Mich.: Heckman and Rival
WBNS, Columbus, O.: Buckeye Savings & Loan
MR. DISTRICT ATTORNEY
KGLD, Mason City, Ia.: Oxydol
I LED THREE LIVES
WTOG, Savannah, Ga.: Dixie Furniture



A DEEP BOW TO THE FINEST PERFORMERS I KNOW!



There are no words to adequately express the depth of my gratitude and appreciation to the entire group of Champagne Music Makers—to the whole producing staff and workers—and to the many, many others who have helped so much to achieve the success we now enjoy.

I shall be forever grateful to each and every one of you.

Lawrence Welk

P. S.: And a special deep bow to the Dodge Dealers and Plymouth Dealers of America—for their sponsorship and consistent enthusiasm for our Champagne Music Makers!

L. W.

★
SPOTLIGHTING THE
MAN WHO LED
THE TREND TO
Music on Television
1956-1957
★

The LAWRENCE WELK Story

★
A SPECIAL SECTION OF
The
Billboard
OCTOBER 6, 1956
★

SUCCESS PATTERN

In Back of the Star The Helping Hand

- Friends' aid makes the road possible
- Welk to return the gesture this fall

By LAWRENCE WELK

Behind the success story of every star on Broadway, in television or in Hollywood—any personality who ever has experienced the exhilaration of an excitingly brilliant spotlight—lies a story of a helping hand in time of need.

Hard work and natural talent notwithstanding, the path to stardom is made a little easier thanks to some understanding friend or an absolute stranger who stretches out his arm to help a youngster over the hurdles.

I know—because I have known that helping hand, time and again, from 1,000 different sources, as I plodded along on my career and met rebuff after rebuff. And I still know that helping hand today. Seldom does a day or week go by that someone doesn't do something for me to push me just a little farther on. The only difference between then and now is that TV, which allows us to appear each week before more than 30,000,000 people, instead of a mere thousand or so, has enlarged our list of friends, so that more people than ever before want to help us in some way.

Helping Hand

It might be a fan of our Champagne Music group, or a band member or someone little known to any of us whose constructive thinking is responsible for one of the developments or events which, in looking back over the years, seem to constitute a series of miracles which happened to me, one after another.

When I first decided to shake the dust of the farm from my shoes, I took to playing for weekend barn dances, church socials and weddings. And, among my close friends in the Dakotas, it wasn't too difficult to make a hit. But when I felt I was ready for "bigger worlds to conquer," it was a different story.

A fourth grade farm-country education and music lessons from my father on his old-fashioned accordion and pump-organ left much to be desired in the way of and over-all education with which to attack the world of show business. But the glory of youth lies in its supreme confidence, and that I had in plenty.

Failures

Playing for strangers, not knowing how to talk to people and trying to compete with already-established musicians made mine a particularly rough row to hoe. And many an early morning, fol-

lowing a ballroom appearance, I knew I'd been a dismal failure.

Around the whole Midwest I went, trying to appear and act like all these other professional musicians I'd come to observe. And each time, I found myself back in my own region, where I knew I could at least be sure of something to eat. It was my friends who comforted me, rebuilding my confidence, until I was again ready to make another try for fame and fortune.

Tom Archer is a perfect example of the many helping hands that in my early days of striving reached out to me. Archer, now the president of the National Ballroom Operators' Association and operator of half a dozen ballrooms in the Des Moines-Cedar Rapids region, was the first to show evidence of understanding and offer help where and how he could.

Archer's Loyalty

It began to seem natural to me to head for him after a flop engagement, and he never failed me. He offered me no words of solace or wisdom. He just put me to work again, with a silence for which I was grateful. No one learned to examine himself more than I, and he knew it.

Another to whom I shall be always grateful is George T. Kelly, one of the greatest natural showmen I have ever known. Now 76 years of age, he worked in a carnival, and one night, in Selby, S. D., he saw me perform and searched me out. Over the proverbial cup of coffee, he analyzed me for my own benefit, stripping me apart layer by layer, pointing up the good qualities I had, stretching before me for my own analysis the many bad ones. He offered to help me, and he offered me, as well, a steady job under his tutelage.

During the next two years, I learned more from George Kelly than I ever might have learned at school. He taught me first of all to be myself, and not try to be anything other than what I actually am. He taught me that the public was a discerning group which knew performers even better than the performers themselves, and that you couldn't fool them even tho you might be able to fool yourself for a while.

Gauging Public

He taught me how to gauge public likes and dislikes, to know public preference and how to recognize it when you saw it. He taught me the science of self-appraisal and the need for constant practice, and he gave me the driving ambition to become the very best I possibly could within my own personal limitations.

All my life, as helping hands



WELK

lifted me from the sticky mud of despair, I have vowed to offer my own help when and where I could. And I have consistently tried to repay all these kindnesses as I have gone along—even tho I know I shall never be able to repay them because they were so many and so great and because they came at a time when seemingly only a miracle could happen.

How can you "repay" a miracle?

Now, for the first time in my life, I'm in a position where I can really make an all-out effort to help others on to success. My new TV show, "Top Tunes and New Faces," is dedicated to just that: Finding youngsters with every quality needed for success, except for the "one big break" to launch them on their road to stardom.

Untapped Talent

I have long believed there exists thruout the nation an untapped talent source among thousands of entertainers who need a hand up. You can find them everywhere—in local radio and TV stations, in night clubs, little theater and musical groups, in towns and on farms all over the country. Professionals and semi-professionals mostly, eking out a living in the profession they love and to which they have dedicated themselves, finding local success yet pining for the big time. Occasionally, you even find an amateur whose personality sparkles with the brilliance of potential stardom, and it's the most exciting thrill I've ever known to see and hear a sensational young star for the first time!

These are the people to whom I've dedicated the remainder of my career, and whom I plan to feature on my new Monday night ABC-TV program for Dodge and Plymouth. Each week we'll feature three or four of these youngsters, and I know they'll find their place in the sun in some medium of show business.

This is the best way I know how to say thanks to all of you who have helped so much—who still help me—to ease our path. I only hope I can afford as much solace and actual help and encouragement as those who took the trouble to show me the way.

More Music Is Due On TV This Week

- Plymouth gets into the act with co-sponsoring of Welk show, buying of Ray Anthony program
- NBC hops on band wagon with morning musical strip show and slotting of Frankie Carle's band

NEW YORK—The success of the Lawrence Welk show on ABC-TV last season has sparked a swing to music as a source of TV programming this season, a significant new pattern for the video industry. Welk clicked so strongly that he has now been given his second hour music stanza to be shared between Dodge, the sponsor of his first show, and Plymouth. The latter sponsor has also just purchased its own hour music stanza, Ray Anthony and his ork, which goes 10-11 p.m. Fridays on ABC.

Also riding the music bandwagon is NBC-TV. The web's major effort is a 10:30-11 a.m. music strip that has encompassed a large number of important bands, including Guy Lombardo, the Dorsey Brothers, Lionel Hampton and many others. Frankie Carle and his ork have also been slotted Mondays 7:30-7:45 for the fall season on NBC.

ARB Scores

Welk's success story is truly an amazing one, for he started out July 2, 1955, as a 13-week summer replacement on ABC after having clicked locally on TV in Los Angeles. He started slowly with a 11.1 American Research Bureau rating in July. But each month except October his ARB rating improved: August, 14.1; September, 21.5; October, 20.3; November, 23.7; December, 24.4; January, 26.8; February, 31.0; March, 31.7. Then he dropped back a little and soared again to a 31.7 this July when he placed No. 7 in the top 10.

Welk has also begun well this season against Sid Caesar. His September 15 Trendex rating was a 21.8 vs. Caesar's 21.9, and his September 22 rating was a 21.8 vs. Caesar's 21.1. Caesar, of course, represents much stronger competition than Welk had from NBC last season.

Welk's click is attributed, in some quarters, to his ability to project all-family musical entertainment. And with the high cost of TV, it is necessary to reach out and get all sections of the TV audience. For sponsors music programming has many virtues. It offers a fairly low-cost operation without the dependence on writers or name talent that can be so costly.

Band Trips

It also offers a very merchandisable commodity. Last March

Dodge arranged a tour of New York and Philadelphia for Welk. He played and filled Madison Square Garden, along with Danny Thomas and Bert Parks. One of the ways that viewers received free tickets was to buy a Dodge. Welk also recently finished a nine-city tour of the Middle West and Upper South. And since Welk has become identified with Dodge it is that company which received a great deal of the benefit of such a tour.

Interestingly enough, Welk plays sweet music and bucks the current rock 'n' roll trend prevalent in the country today. Obviously his greater appeal is to an older audience, an audience his sponsors want to reach because they buy most of the cars. The Chrysler Corporation is said to attribute much of the sales success of its Dodge division to Welk.

Simple Pattern

Welk seems to have proved that TV programming can be simple to be successful. In a day when high-powered writing, Broadway properties, spectaculars and big name acting talent seems to be a must for the medium, he has got audiences by virtue of a simple musical style and his own natural personality.

Such programming may not send the critics reaching for their superlatives, but it has found a large audience of TV viewers, an accomplishment not to be taken lightly when cancellations come in large numbers as they have in the past season.

Welk to Radio Via Thesaurus

Lawrence Welk and His Champagne Music will reach radio, too, this winter. RCA Thesaurus has just signed Welk to do a new half-hour transcribed radio show, which it will distribute to its subscriber stations at no additional cost.

The radio show will follow the format of Welk's TV show of the past season, and will feature all of Welk's regulars, including Alice Lon, Myron Floren, Dick Kesner and Jerry Burke.

The music is being freshly transcribed in RCA's "New Orthophonic" high fidelity sound. RCA Thesaurus will supply sales promotion and merchandising materials to all the stations playing the new Welk show.

PRIME EXAMPLE

Pivotal Performer
Is TV's Innovation

- TV develops new type of dependable star
- Whole show must turn about his talents

By ROBERT E. KINTNER
President, ABC

Television has added something new to show business: A new type of big-time entertainment star described by coin-phrasers as a "pivotal performer." Lawrence Welk is a prime example.

The theater, vaudeville, the movies and night clubs have produced stars along traditional lines—men and women with arresting personalities who could sing, dance, act or tell stories. This type of star achieves fame on television too, but the climb of the TV pivotal performer into the top niches of stardom is a comparatively new show business phenomenon and a most welcome development.

The pivotal performer may be a host on a variety show, a quiz-master, a weather-giver, talent-hunter or band leader. But what they have in common in varying degrees is a warm, likable per-



KINTNER

sonality around which the entire program series pivots.

That's part of the answer. The really great pivotal performer must have also a fine show business sense as to just what his particular type of audience likes. He must also have the skill and experience to demand and get from his production and talent personnel smooth, flawless performance week after week. He must literally take command of the show, guide it in every detail, and at the same time not lose, in his preoccupation with production detail, the spontaneity and naturalness that makes him so appealing to millions of home viewers: week after week.

At Ease

Another characteristic of the successful pivotal performer is that he wears well with his audiences. He is at ease, puts his viewers at ease, and they enjoy the show in an atmosphere of relaxed intimacy.

Viewers like Welk. They like to listen and dance to his music. They like his warm smile. They like his personality. They look forward to having him around the house.

Television will, of course, always have a wide variety of program fare—drama, comedy, music, news public affairs and special events—but it is becoming quite obvious that there is increasing recognition in the industry of the importance of the pivotal performer. He may have something different to offer than the traditional talents of show business, but he's equally big at

the box office. What this means to the sponsor in sales potential hardly needs explanation. Welk, incidentally, will be twice as effective on ABC-TV this season—he'll have two full-hour shows.



PATTERSON

Dogged Rise of Lawrence
Welk From Plow to Baton

- Determination sees him over many rocky roads leading to development of Champagne Music
- Influence spreads from farm lands of Dakotas to top handleader in the nation

In 1878, when the heavy step of Bismarck's conquering Prussians was heard throughout the little country of Alsace-Lorraine, a peace-loving farmer and his new wife fled across France and steamed off to a new life in America. Ludwig Welk and his spouse settled near Strasburg, N. D., where fertile farm land assured them a secure future, and it was here they built a simple home and reared a family of four boys and four girls.

Lawrence Welk was the next to the youngest boy, and from his dad he inherited a love of music which today has made him one of America's most famous orchestra leaders, star of his own weekly television program over ABC-TV and sponsored by the Dodge dealers of the nation.

While still a toddling youngster, he evinced interest in his father's old-fashioned accordion, brought over as Ludwig's sole possession when he left the old country. Lawrence fingered the imitation pearl buttons as his dad played, and gradually he learned to play the instrument himself. As he grew older, he studied music after school and after chores every evening, accompanying his father on an old pump organ they'd acquired over the years.

Every local celebration found Lawrence and his accordion in demand. Soon his ambition to make his own way got a firm hold

on him, and he left the farm to try his own hand as an accordion soloist.

Later, in Aberdeen, S. D., young Welk formed his first orchestra consisting merely of drums and accordion, later augmented by a saxophone and a piano. With this aggregation he won for himself a daily radio program on WNAX, Yankton, S. D., marking his first appearance on the airwaves.

Increasing the band to six pieces, he tagged it, "The Biggest Little Band in America," and he strove for a particular musical touch that would identify it. As the years passed and his band grew, he hit upon a grouping of instruments which gave it that distinctive touch—a bouncing, effervescent beat that made listeners' toes tap—inviting them to dance to a distinctive rhythm. Its bubbling quality reminded one of champagne—light, airy and distinct. And so was born "Champagne Music," which today has become a byword in the ballrooms of the nation.

The road to fame, like all paths to that elusive goal, wasn't easy, nor did Lawrence think it would be. He applied himself to his goal, steadfastly aimed at it despite the tangential paths fate threw at him. He worked, hoped and planned, and his love of music and people spurred him on.

In Chicago he appeared in hotels and ballrooms, and later

Welk, Like Dodge,
Caters to Demand

To a veteran automotive manufacturing executive, well accustomed to producing cars and car accessories dictated by public demand, there is nothing in the least unusual about giving the same public more of what it wants in entertainment, too.

"Unprecedented" is the word that has been used to describe the decision of Dodge to sponsor a second hour-long Lawrence Welk show on the same national television network.

"Only natural" is the way Dodge President M. C. Patterson looks at it, however.

To the Dodge executive, the company's thinking regarding Welk and his Champagne Music is another application of the basic principle of supply and demand.

"Over the years the public has demonstrated what it likes and dislikes in motor cars," he pointed out. They demanded more brakes, so four-wheel brakes replaced the two. Then they responded well to the idea of power brakes. They disliked manual gear-shifting, so automatic transmissions took over. They liked push-button driving, so we are producing more push-button cars. They demanded more power, more glass, more comfort, and these are what they are getting.

Public Wishes

"In the same manner, TV viewers have indicated their warm approval of Lawrence Welk," he said, adding:

"It's too bad that the 'supply' of Welk can't be stretched to meet the demand better."

As for the plan to televise a second Welk show over the same network, Patterson feels that similar logic applies: The public's demand for Welk is associated with his phenomenal success on ABC, "so why break up a winning team?"

As to the possibility of Welk wearing out his welcome with TV viewers, the Dodge executives concede that the public is probably more unpredictable in its entertainment tastes than it is in just about any other field. That doesn't dampen his enthusiasm for the new Welk venture, since the Monday night show is designed in a different format from the Saturday show.

Popularity Plain

"It's not difficult to understand why the Welk show for Dodge has become so popular and why more of this fine musical entertainment wouldn't be too much," he said. "This is not a frantic hour of high-pressure program that makes the next show anti-climatic. It is not a breath-taking spectacular that attempts to overwhelm its audience with brilliant settings, stars and material. It does not have the problem of appealing to one geographical segment but not to another."

"The public in all walks of life and in all parts of the country has demonstrated that Lawrence Welk need portray nothing more than the man he really is, providing the type of music they obviously like to hear."

"There being so little of his type of pleasant entertainment available today, we concluded that we certainly could present Lawrence Welk and his orchestra in two shows a week without filling the public's appetite for good music, consistently well played by interesting people."

"The Welk show has become synonymous with good taste. We feel, then, that it is an ideal medium for displaying Dodge products."

very often, but when you do, you can't miss it. Just go down the list to today's "greats" in show business and the formula becomes self-evident.

Television, radio, records, motion pictures, stage—it's all the same. When you see and hear "that certain something," THAT'S A STAR!

Personality With 'Zingggg!'

- Inborn star quality creates own future
- Managers merely play part in development

By SAM LUTZ

Perhaps the question most likely to be asked next of any personal manager in the entertainment world is that which goes: "How do you create a star?"

The answer is a simple one. You don't!

All you have to do is to find someone with that certain something—that brilliant glow of stardust—that evasive quality of scintillating personality that sings out "ZINGGGG!" And then you merely surround it with tried and true practices until you have "discovered" a new star!

I wish I could say that I "discovered" Lawrence Welk. But, the truth is I didn't. He discovered me, and the day we met was the greatest day of my life. It set off for me a series of nuclear fissions (with two wonderful partners) that spurred me on one day,

to organize a company that today manages the careers of more than a dozen show business stars.

In 1942, as a sergeant in Special Services with the U. S. Fifth Army in Chicago, I approached Lawrence Welk, then playing at the Trianon and Aragon ballrooms, to appear at Gardiner General Hospital. An instantaneous success, he became a virtual weekly event.

Four years later, when I was fresh out of the Army and looking for a job in Los Angeles, someone mentioned my name to Welk, then out at the Aragon Ballroom at Ocean Park, Calif., on a special engagement. He remembered me, sent for me and put me to work as his personal manager. Months later, our success with transcriptions, records and radio dates well along, Dick Gabbe and I formed our company, later being joined by Seymour Heller. Welk became our first client.

Wonderful Years

These past 10 years have been wonderful, and next year with Lawrence Welk we anticipate the greatest in his entire career. For

my part, the decade just past has afforded me the most gratifying experience of my life, in the privilege of knowing and being a personal friend of as fine a man as I have ever known.

Rewarded

Last year Lawrence Welk was named the No. 1 Dance Band Leader in the nation by the National Ballroom Operators of America, and early in 1956, his was acclaimed the Top Musical Television Program of the year in the annual poll of radio-television editors across the nation.

Welk's first TV program over a local Los Angeles station was snatched up by the Dodge Dealers of Southern California, which sponsored him for two years. When they finally let him go, it was only because the Dodge Dealers of America wanted to sponsor him nationally, and in July, 1955, he and his band joined ABC-TV for an hour musical program every Saturday night from 9 to 10 (EST). From a rating of only 7.2, scored on their first program, the Welk program in January, 1956, had marched steadily upward to a smacking 29.7, indicating more than 30,000,000 families weekly are finding Champagne Music to their hearty liking.

my part, the decade just past has afforded me the most gratifying experience of my life, in the privilege of knowing and being a personal friend of as fine a man as I have ever known.

Analyzing his success, I must say Welk most assuredly has that "zingggg!" quality that makes for stardom. Because he himself is so real, he knows people for what they are and what they want and like. His sincerity comes across the TV screen as vividly as the he were in a viewer's living room, and his is not a performance but a visit of a friend to that home.

Lawrence Welk long ago learned to be what he is—no more, no less. He long ago learned what it takes to please an audience, because his eye was forever on the people who danced before him.

When you watch him perform, watch his frank delight in his own music, his own band, his own appreciation of an audience's pleasure, you recognize a personality with "zingggg!" It's the personality of stars. You don't find it

CORAL
RECORDS

proudly presents

ANOTHER
Winning Phase
of a Fabulous
Showbusiness Career...

The One and Only

Lawrence

WELK

and his Champagne Music

Exclusively on



New Album in
Lush String Arrangements
CRL 57040
EC 82029

Lawrence Welk



His Popular Theme
Song and Other Favorites
CRL 57038



A Full Year on the
Best-Selling Charts
CRL 57041
EC 82029



Dance Medleys of
36 All-Time Favorites
CRL 57041
EC 82029



Recorded March 26th
at the Garden
CRL 57044
EC 82030



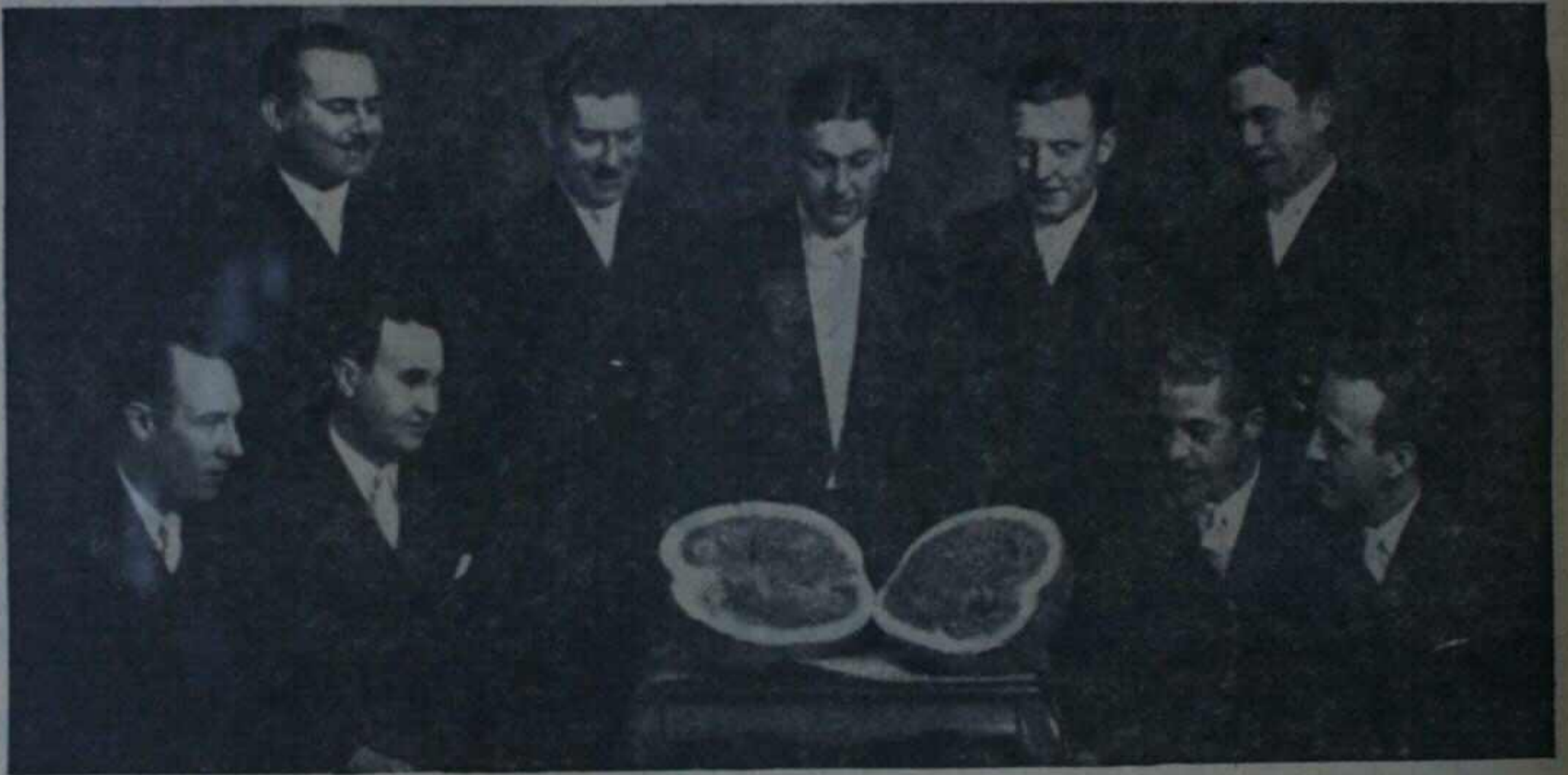
Today's Top Tunes
CRL 57074



Coral Records is proud to number among the fine roster of exclusive Coral recording artists the fabulous musical artistry of Lawrence Welk and His "Champagne" Orchestra. We present here the outstanding collection of current Welk albums that are now creating consistent sales all over the country.



Who is the man behind the melon?



- CLUE: Back in the late twenties and early thirties his band was the Honolulu Fruitgum Band (pictured left).
- CLUE: His orchestra today is one of America's best known and most popular. Its forte is "Champagne Music."
- CLUE: His Saturday night show for Dodge on ABC-TV just about owns the one-hour slot from 9:00 to 10:00 (NYT).*
- CLUE: He has a brand new hour-long show on ABC-TV every Monday night. Starts October 8 at 9:30 (NYT).
- CLUE: His new show is called *Lawrence Welk's* (oops) *Top Tunes and New Talent*. Now that we've slipped and given you his name, we might as well tell you that Lawrence Welk is still the man behind the melon. Only this time it's one of the juiciest, handsomest melons that a TV network ever grew.

*From Nielsen I, Aug. to Trendex Sept. 23, The Lawrence Welk Show has consistently outrated competition on the two other major networks.



abc television network

DANCING **ARAGON** **DANCING**
 LICK PIER - OCEAN PARK, CALIF. *Ballroom*

LAWRENCE WELK
and His Champagne Music

In appreciation to Lawrence Welk for his unstinting cooperation which has helped so greatly to establish one of the longest dance band engagements in the history of American ballroom.

W. K. Lange,
 General Manager

The ARAGON BALLROOM
 Lick Pier, Ocean Park, Calif.
 home of
Champagne Music
 since August, 1951

Congratulations . . . and
ALL THE BEST . . . to
ONE OF THE BEST!

We are proud to have been associated with Lawrence Welk . . . as advisors and consultants . . . since his National Television Debut in July of last year.

The only personality in Show Business today to be sponsored for 2 full hours of nighttime television programming . . . Lawrence Welk, with his second full-hour ABC TV program for Dodge and Plymouth, "TOP TUNES & NEW TALENT," marks an unprecedented milestone in the television industry.

DON FEDDERSON PRODUCTIONS

Speed and Quality On RCA Thesaurus

By BEN SELVIN
A.&R. Manager
RCA Thesaurus

I've just completed the most exciting series of recording sessions in my 30 years of control room experience. I'm talking about the recording of the Lawrence Welk band for our new RCA Thesaurus radio show, "The New Lawrence Welk Show."

For my money, Welk has—man for man—the most entertaining band in the United States today. Why? Because Welk can now afford to hire the very best men available. His full schedule lets him pay top dollars, and when a

musician lands with the band, he doesn't have to worry about the road. He can settle into family life. I believe this makes him a more contented man—and this contentment is reflected in his performance.

All thru the recording sessions, I was conscious of a feeling of camaraderie among the men. That's why we shattered every record in sight for getting a master practically every time on the first take. It was absolutely phenomenal. No false starts, no flubs—just masters almost every time.

New ET's
And I think I captured that

biting quality that has made Welk a highly acceptable favorite in millions of homes across the country. As for the first 100 tunes we recorded for the new RCA Thesaurus Lawrence Welk radio show, we chose 70 that Welk had never previously recorded for radio or transcriptions.

Now you may wonder how we managed to get thru the recording so quickly. Several weeks before the session, I met with Welk and told him the tunes I wanted. Since they were all standards, I suggested Welk play them in his personal appearances at the Aragon in Los Angeles. A week before our sessions, I spent three nights in the ballroom listening, and after each set I would get together with him and make certain suggestions. Since we wanted these transcriptions to fit into the needs of radio programming to-

(Continued on page 32)

Welk and His Public Trade Friendships

By DON FEDDERSON

A few days ago Lawrence Welk and I were sitting at his television rehearsal and he was telling me enthusiastically of the heart-warming success of his record-breaking concert tour, from which he had just returned. I knew he'd had no time for rest, except for a few winks of sleep on planes between cities, and I remarked that I'd bet he was looking forward to a good night's sleep after his TV show and prior to his leaving again the next morning.

"Don," said Welk, "I haven't any time for rest. We're playing the ballroom tonight until 2

o'clock and then we leave at 8 in the morning for the final four days of the tour."

I asked him why in the world he was playing the ballroom, here in Los Angeles, on this particular night, having just returned from his tour and having spent all day in television rehearsal. Welk answered simply, "I couldn't disappoint 5,000 people out at the ballroom tonight, most of them from out of town. They've made a special effort to come out to meet us, and I wouldn't want to disappoint them."

Plus Personality

Did someone say, perhaps with tongue in cheek, "Humility, honesty, and sincerity provide the basis for a star's success in television?"

When you meet Lawrence Welk, either on TV or in person, you know that this man has all three, plus an unbelievable talent for knowing what the public wants. Many have referred to Welk's rise in popularity as an "overnight sensation." Nothing could be more untrue. His success, like that of other greats of show business, is a natural fruition of years of hard work and a real honest effort to please his public. It has not been an easy success.

Many of us in the trade refer to a star's "track record." Lawrence Welk's goes back to one-night bookings in barns and at church socials in the Dakotas when, without realizing it, he developed his most valuable asset, "finding the pulse-beat of the people." His track record on a local Los Angeles TV station was outstanding. In this highly competitive, seven-station market, he was among the first 10 not for just one season, but for five.

Driving Ambition

Welk has one driving ambition. With each new performance, (in front of millions of people or just a few) he insists that this show must, if possible, please every individual. Consequently, his friendliness comes across the TV screen into living rooms all across the country, and everyone feels that he is actually there, with them, and playing just for them. His frank enjoyment of his own music, his appreciation of the talent of his "orchestra family" and his love of dancing, together with his own personality combine to afford him a national stardom that few entertainers ever reach, much less maintain.

I consider it one of the great privileges of my business career to be associated with Welk, since his advent on the national scene, as an adviser and consultant. But I consider it an even greater privilege to know him personally and to enjoy in this association something that I hope will rub off at least a little on me. I'm speaking of his philosophy of living, his kindness and his wisdom—all so refreshing to today's show business.

Top Combination



Jack Martin
Alto, Soprano and Baritone

Dick Dale
Alto

Bill Page
Alto, Soprano and Baritone

George Aubry
Tenor

Orie Amedeo
Tenor

Lawrence Welk
Alto

Lawrence Welk and his top sax men all choose BUESCHER



Two New Buescher Saxophones

These two all-new Buescher Aristocrats add a new dimension to Buescher saxophones' reputation as the standard of quality. Their sound is rich and full-bodied. They have many exciting new features, while retaining Buescher's traditional intonation. See them... try them... at your Buescher dealer's today.



Wherever band music is heard and appreciated, Lawrence Welk and his all-Buescher sax section have become the standard of success. Over 200 consecutive weeks at the Aragon. Over 2100 network radio shows. Last year's top-ranking orchestra on TV. And this year a second weekly TV show to add new laurels to the records already set by this organization.

Each year another chapter in the Welk success story unfolds. The Welk sax section has proved itself again and again as the nation's tops. It is especially notable that all five of these top sax men—as well as their outstanding leader—choose Buescher saxophones. Another example of how Buescher has become the accepted standard of saxophone quality.

To a man, the Welk sax section gives Buescher credit for being the best. Tone, playing ease, endurance... everything these top players look for, they find in Buescher saxophones.

BUESCHER BAND INSTRUMENT COMPANY

Elkhart, Indiana



SELVIN (continued material)

Congratulations, Lawrence Welk!



*... and every good wish to
you for your continued
success!*

★

It has been a great pleasure to be associated with you over these past ten exciting years—and we look forward with pride and pleasure to our continued association with you and your fine Champagne Music Organization... for many more years to come!

GABBE, LUTZ & HELLER

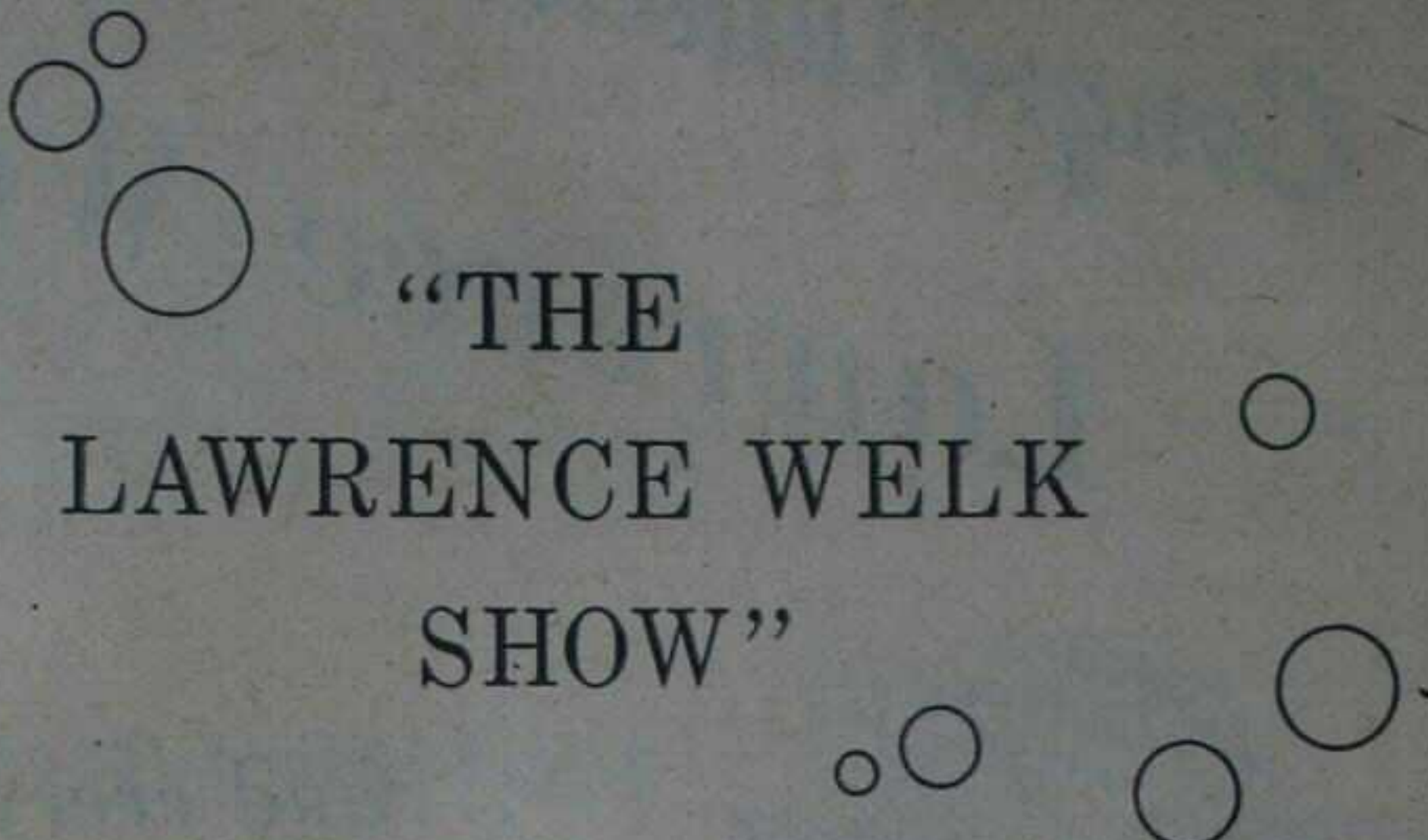
PERSONAL MANAGERS

HOLLYWOOD • NEW YORK

1626 N. Vine St.

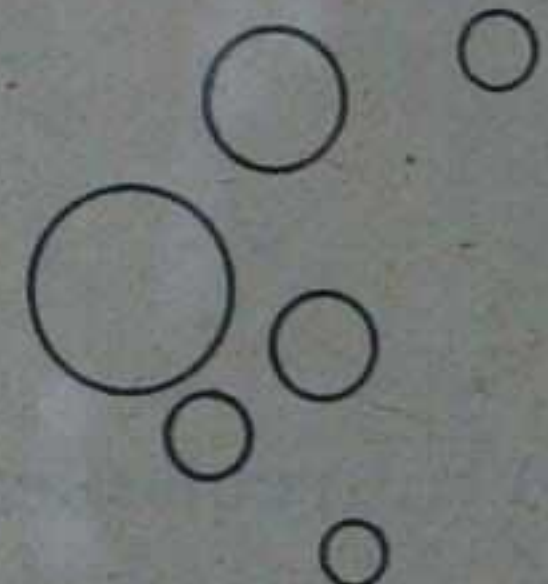
1919 W. 57th St.

The Top Ranking Musical TV Show in the Country-



“THE
LAWRENCE WELK
SHOW”

*Featuring the Champagne Music
of Lawrence Welk and his Orchestra*



In little more than a year, “The Lawrence Welk Show” has become the most popular musical program on the air. Millions of families tune in regularly each week. This spectacular climb is a tribute to the wholesome charm of Lawrence Welk and his talented aggregation.

EACH WEEK ON ABC-TV

SPONSORED BY

THE DODGE DEALERS
OF AMERICA

Announcing

A NEW AND DIFFERENT
FULL-HOUR TV SHOW
FEATURING—

LAWRENCE WELK

“Top Tunes

and

New Talent”

Lawrence Welk, TV's newest sensation, has captured the hearts of millions of television viewers. Now, starting October 8, the “Maestro” will be featured in a second full-hour show, “Top Tunes and New Talent”—60 sparkling minutes that highlight young and fresh talent from all over the country.

STARTING

OCTOBER 8TH

ABC-TV

SPONSORED BY

**DODGE DEALERS and
PLYMOUTH DEALERS
of America**

ADVERTISERS AIMING FOR A NATIONWIDE MARKET ON THE MOVE ARE

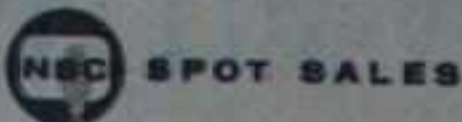


SOLD ON SPOT
AS A BASIC ADVERTISING MEDIUM

WENDELL D. "PETE" MOORE, Assistant Sales Manager in charge of Advertising and Sales Promotion for Chrysler's Dodge Division, counts on SPOT'S selective selling role:

"WITH GREATER SUBURBAN GROWTH AND INCREASED USE OF CARS FOR COMMUTING, SPOT RADIO IN EARLY MORNING AND LATE AFTERNOON NOW REACHES A GREATER AUDIENCE THAN EVER BEFORE.

"SPOT RADIO IS ESSENTIAL TO ANY BALANCED, OVERALL PROMOTIONAL OR ADVERTISING EFFORT!"



The Man's a Real Salesman

Selling automobiles goes a lot farther with television star Lawrence Welk than the time schedule of his popular hour-long national television show for Dodge on Saturday nights.

"The man's an enthusiastic salesman all day, every day, no matter where he is, at home or on the road," according to Wendell Moore, director of advertising and sales promotion for Dodge, the automobile company that has sponsored the Lawrence Welk show on coast-to-coast TV for more than a year.

"He's an effective salesman, too," Moore added. "Our dealers all over the country tell us so, and they should know."

At Dodge dealerships throuout the United States, life-sized cardboard cut-outs of the TV star stand prominently in showrooms. A four-color booklet containing information about the Welk band and pictures of all the orchestra's members is distributed free by dealers everywhere.

Dealer groups and individual dealers in many cities supplement the television program by sponsoring radio shows featuring recorded music of the Welk orchestra.

Orchestra Ties

Welk's "selling" job for Dodge ties into the orchestra's frequent whirlwind road trips across the country for one-night concert appearances and dance engagements, as well as his television show.

Because of television, Welk is "Dodge" wherever he appears, and it follows that Dodge and the retail dealers are alert to make

- Great merchandising done by Dodge dealers
- Road trips also help sell

the association pay off at every opportunity.

For the orchestra's recent concert and dance tour of the Pacific Northwest, Dodge dealers in Portland, Ore., used outdoor billboards to welcome the Lawrence Welk band to Portland and advertised in newspapers that tickets were available at the dealerships. They were gone almost before the ink was dry.

Early this year the orchestra made an 11-day swing thru Texas for one-night appearances at the time Dodge was introducing a special "Texan" automobile in that State. More than 80,000 persons attended the Texas concerts and dances, and thousands more were on hand for personal appearances by Welk and members of the band in dealers' showrooms along the tour. A remote telecast of the Saturday night network program from the Houston automobile show packed 'em in there. Dodge dealers tied into the promotion everywhere the band traveled in its cavalcade of Dodge convertibles.

Dodge Promotion

During September more than 90,000 persons jammed Midwestern auditoriums for personal appearance engagements by the band in nine cities in two weeks. Promotional tie-ins by Dodge dealers included sponsorship of contests to select "Miss Champagne Music" to reign during the band's stay in several cities, pa-

rades of Dodge cars bearing band members, disk jockey radio shows featuring Welk records, airport receptions on arrival and "Key to the city" presentations at city halls. Again Welk and other greeted crowds assembled at Dodge dealerships to say hello.

Last spring when Dodge selected a number of key market areas for a hard-hitting six-week "Sell-a-thon" sales campaign, Welk and the band played a key role in the promotion.

The entire orchestra flew to New York, Philadelphia and Chicago to participate in private parties for dealers and all their employees, kicking off the "Sell-a-thon" campaign strategy and promotional activity.

"Sell-a-thon"

At the close of the "Sell-a-thon" in April, the Welk orchestra helped attract more than 50,000 persons to big All-Star celebration parties at New York's Madison Square Garden, Philadelphia's Convention Hall, Chicago Stadium and Los Angeles' Shrine Auditorium where admission was by free ticket available only thru Dodge dealers.

Special concert appearances at the same time in Washington and Richmond, Va., tied into the "Sell-a-thon," also attracted capacity crowds. Dodge dealers reported heavy selling activity everywhere there were "Sell-a-thon" campaigns, and they were extended to nearly 20 cities.

The Champagne Music of Lawrence Welk helps sell automobiles in the band's personal appearances, the same as in television. And Dodge and its dealers aren't missing any bets.



ABC-TV SAT. NITES COAST TO COAST
LAWRENCE WELK TV SHOW
2 FABULOUS DIRECTONE ARTISTS
CHAMPAGNE MUSIC MAESTRO
LAWRENCE WELK
FAMOUS ACCORDION VIRTUOSO
MYRON FLOREN



ONLY PANCORDION AND CRUCIANELLI ACCORDIONS HAVE DIRECTONE

35% MORE CARRYING POWER!

FREE LITERATURE... WRITE TODAY!
FIND OUT WHY THE NATION'S TOP ACCORDIONISTS INEVITABLY CHOOSE DIRECTONE FOR TOP PERFORMANCE!

PANCORDION

DEPT. Q56, 601 WEST 26TH ST., NEW YORK 1, N. Y.

SUCCESS TALE: WELK RATINGS

HOLLYWOOD — The Welk rating story in the Los Angeles market has been one of those tales of success of how a local show, catering to specific local tastes, can capture supremacy from network programs on a relatively low budget.

When Welk made his debut on KTLA in the spring of 1952 he became a hit with the viewers almost immediately. The April rating of that year was 24.0, and Welk never dipped below 20.0 in the entire 3½-year span of local airing of the show.

He hit his peak in the spring of 1953 with a 35.2 tally, placing him seventh in popularity of all teleseries. This was against such opposition as "Ozzie and Harriet," "Playhouse of Stars," Friday night fights, "Topper" and many other shows that came and went. Welk and KTLA dominated the period throuout, with only "Ozzie and Harriet" ever coming close.

For the entire span Welk stayed in the top 15 L.A. programs. To show the consistency with which viewers tuned in, he was 11th in October, 1952; 10th in October, 1953, and 15th in October, 1954.

A rundown of the entire rating picture is as follows: 1952, spring—24.0; fall—27.1; winter—31.1. 1953, spring—35.2; fall—29.0; winter—32.2. 1954, spring—28.8; fall—26.8; winter—23.7. 1955, spring—30.1.

Welk went on to ABC-TV in the fall of 1955, and promptly upset all prognostications by becoming one of the top-ranked web programs.



JOHN KLEIN
Starring With Lawrence Welk uses **Ludwig Drums!**

Like other top drummers today, John Klein uses Ludwig Drums exclusively.

For 56 pages of "reasons why," write today for our new Catalog No. 57!



LUDWIG DRUM CO.
Makers: WFL Drum Line
1728 N. DAMEN AVE. - CHICAGO 47, ILLINOIS

JUST RECORDED BY RCA THESAURUS:

Exclusive! The same stars, style, and sell that make Lawrence Welk a national top-rated TV idol... now available for your radio station!

THE NEW LAWRENCE WELK SHOW

HERE'S MODERN RADIO PROGRAMMING . . . THE KIND THAT TURNS IN A PEAK SALES PERFORMANCE. AND HERE'S WHAT MAKES THE DIFFERENCE!

- All "New Orthophonic" high fidelity transcriptions.
- Over 150 selections recorded to date, over 70% of which Welk has never previously recorded or transcribed.
- Lawrence Welk emcees the series, opens and closes each broadcast, introduces tunes and local announcer.
- Special 30-minute once-weekly scripts starting Dec. 3.
- Special sponsor sales kit including brochure, audition discs, promotion material, available Nov. 1.
- The entire Lawrence Welk crew — "Champagne Lady" Alice Lon, Myron Floren, Artistic Aladdin!
- Special pre-broadcast promotion announcements by Lawrence Welk.

ALL THIS AT NO EXTRA COST TO SUBSCRIBERS!

"The New Lawrence Welk Show", just as *every* exclusive feature in the extensive RCA Thesaurus Service, adds substantially to subscriber stations' audiences, prestige and profit.

RCA Thesaurus may be available in your market. Ask about the treasure of services available through your *single* RCA Thesaurus subscription. Your representative will tell you all about the 5,000 musical selections you receive, sales-building Sell-Tunes and Sell-Effects (more than 2,000 singing commercial jingles, commercial sound effects, program signatures, time and weather jingles). You also get the RCA Thesaurus subscribers' profit-maker, Shop at the store with the Mike on the Door — plus many other features. Get all the details NOW!



RECORDED PROGRAM SERVICES

155 East 24th Street, New York 10, N. Y., MURRAY HILL 9-7200 — 445 N. Lake Shore Drive, Chicago 11, Ill., WHITESHALL 4-3539
522 Forsyth Building, Atlanta 3, Ga., JACKSON 4-7703 — 1907 McKinney Avenue, Dallas 1, Texas, RIVERSIDE 1371
1016 N. Sycamore Avenue, Hollywood 33, Calif., OLDFIELD 4-1569.

Who's Who in the Champagne Band

Alice Lon

"The Champagne Lady"

Alice Lon, now known as the Champagne Lady of the Lawrence Welk orchestra, started her singing career in Kilgore, Tex. Coming from a musical family, she began taking singing, dancing and piano lessons almost before she could talk. At the ripe young age of six, she began singing for civic clubs and over the local radio station, and at 10 she was singing regularly on her own sponsored show. Her first big break came while she was on a tour. An agent sent her picture and a recording to Don McNeill in Chicago and she was hired as featured vocalist for McNeill's "Breakfast Club." She made her first TV appearance in Chicago and subsequently was seen extensively on Chicago television. She later settled in Pasadena, started singing over a local radio station and began looking for the right opportunity. A friend tipped her off that Lawrence Welk was looking for a new vocalist. Alice rushed a photograph and recording to the orchestra leader's agent, Sam Lutz. Welk gave Alice a tryout on his TV show. She made a lasting impression on both Welk and the public. He signed her as the Champagne Lady and she has been with them ever since.

Myron Flores
(Accordionist)

A native of Webster, S. D., Myron began playing the accordion when he was seven, acquiring one of Sears Roebuck's better

instruments for \$19.95. No teachers were available, so long hours of practice took the place of formal instruction. At the age of eight, Myron entertained the crowds at the Day County Fair at Webster. While in the third grade he won first and second prize in a local amateur contest playing both the piano and accordion. Myron worked his way thru Augustana College in Sioux Falls, S. D., teaching the accordion. When he was 19 he began to play professionally over Radio Station KSOO, Sioux Falls. During this period Myron was invited to furnish his melodious portion of the entertainment background for numerous parties and dances. Myron joined a group called the Buckeye Four, whose specialty was hillbilly frivolity, and remained for years, until 1950, in St. Louis, where he joined the Lawrence Welk orchestra.

ALADDIN: Violinist and featured novelty vocalist with the champagne crew, Aladdin previously appeared as featured violinist with many notable names in show business, including Rudy Vallee, Leo Reisman, Carmen Cavallero, Xavier Cugat and Ray Noble. Born and reared on the East Side of New York, Aladdin speaks 10 languages fluently, sings in 12 languages and is a highlight featured comic vocalist on the weekly Welk programs.

ORIE AMODIO: Plays flute, sax, piccolo and clarinet. His father was a music teacher and taught Orie to play violin, the instrument which he first played professionally as a youngster in

Mechanicsville, N. Y. He joined the Welk band in 1945.

GEORGE AUBREY: Nine years ago George Aubrey played sax in the house band at Colosimo's in Chicago. Behind him was experience with Del Courtney and Phil Levant, plus earlier experience with summer resort bands. Welk heard this New Orleans boy play at Colosimo's and signed him to join as first sax and clarinetist.

NORMAN BAILEY: If this fellow looks like a banker playing a musical instrument, it's only because that's just what he is, or was. Following attendance at business college in New England, this talented lad joined the staid Dun & Bradstreet company, and finally chucked banking for good to join Freddy Martin. Now he's top tooter in Welk's champagne group, and noted by the fans for his solo performances.

JERRY BURKE: When an aspiring young accordionist named Welk formed his first orchestra in 1934 Jerry Burke, of Aberdeen, S. D., joined as pianist of the group. He has been with Lawrence Welk ever since, playing piano, celeste, novachord and the Hammond electric organ, and is the oldest member, in terms of continuous years with the champagne maestro, in the group today.

DICK DALE: Dick began playing sax in 1936, and he coupled his high school studies with musicianship, appearing with local bands in and near his home town of Algona, Ia. Two years in Uncle Sam's Navy were followed by a berth with the famed Six Fat Dutchman of Minnesota, after which he joined Lawrence Welk in 1951. Dick shares the vocal spotlight from time to time with other members of the band.

LARRY DEAN: One of the

youngest in the band (age 20), he had been singing professionally since 16 years of age and is now a featured vocalist with the Welk band.

BUDDY HAYES: Born in Weston, W. Va., he grew up in a show business atmosphere with his family active in the vaudeville field. He has worked with the Art Mooney and the first Stan Kenton band. He made the first multiple recording with Les Paul. He plays bass fiddle and sings with the Welk band.

LARRY HOOPER: A fine pianist and musician, Larry weekly, and one of the most popular stars and features of the Lawrence Welk television program, might have been confined to a shower had it not been for the champagne maestro. Hired as a pianist, Hooper was heard singing to himself one day during rehearsals, and the lanky lad from Lebanon, Mo., next found himself in front of the band as a soloist. His most noted recording to date has been "Oh, Happy Day," which swept the nation as a juke box and record store's hit.

DICK KESNER: A three-year scholarship to the American Conservatory of Music, followed by appearances with the San Francisco Symphony, the Chicago Symphony and membership in the symphony formed by the American Broadcasting Company forms the substance of a brilliant musical background for this concert violinist, a native of Sioux City, Ia. Serious in his approach to music, Dick recently became the proud owner of a \$11,000 Stradivarius violin.

JOHNNY KLEIN: Five years ago, Johnny Klein, who, like Welk himself, hails from Strasburg, N. D., decided to forego teaching in the Midwest and armed with a B.S. and an M.A. degree in music education, he applied to Welk, offering to turn in his school band baton for a job. Following an audition, he quickly became one of the major factors in the champagne music beat which now so typifies the Welk crew.

BARNEY LIDDELL: Ace trombonist for Welk, Barney Liddell originally aspired, back in his Gary, Ind., school days, to play sax in the high school band, but they were temporarily out of sax, and handed him a slide instrument. Jobs with various musical groups in the Midwest followed, and in 1948 he joined Lawrence Welk.

BOB LIDO: Violinist, blues singer or novelty singer, they're all the same to Bob Lido, of Jersey City, N. J., and together they constitute a combination that keeps him going at top speed every week as the star bachelor of the band. Previous to joining the Welk crew, Lido had been featured with Carmen Cavallaro and also Perry Como's "Super Club."

TINY LITTLE JR.: Son of a prominent Midwest band leader of an earlier era, Tiny Little Jr. began playing piano in Worthington, Minn., at five years of age. Today, an accomplished organist, pianist, bass horn and bass fiddle player, his major role in Welk's shows consists of featured spotlight at the Tin-Pan-Alley-type piano he plays, and he is a featured member of the Dixieland group within the Welk players.

PETE LOFHOUSE: Plays bass trombone and bass fiddle. Joined Welk three years ago after working on the Phil Harris-Alice Faye show. He's appeared with Bob Hope, Skippy Egan, Danny Kaye, Frank Morgan and Raymond Scott.

JACK MARTIN: Agency work notwithstanding, Jack Martin's proficiency with the saxophone caused him to quit his job and head for a musical group. Ultimately, he wound up as a star performer with the champagne

orchestra, but prior to his joining Welk, Martin was a featured member of various bands, including Meredith Wilson, Carl Hoff and Kay Kyser. From Nelsonville, O., Jack is an alumnus of Ohio University, and in addition to being featured as a saxophonist and clarinetist in Welk's reed section, he's a vocalist and novelty performer as well.

BUDDY MERRILL: Buddy Merrill, found by Welk in the hinterlands of Los Angeles last year and the winner of Welk's champagne music makers' All-America music competition, was introduced to the Spanish guitar by his parents at an early age. At 11, he undertook the complex steel guitar, and literally bowled the maestro over with his audition record. Sure it was a joke, sent in by one of his professional friends, Welk sent for the kid, heard him in amazement and signed him as a regular performer, aged 19. He's since turned his 20th birthday.

BILL PAGE: He played with the Del Courtney and Boyd Raeburn bands in Chicago. He's featured on all the reed instruments. After World War II he toured with the USO Judy Garland-Mickey Rooney units.

CURT RAMSEY: Attended the American Conservatory of Music before joining the Navy, where he played in the USN Band and served aboard the Shangri-La aircraft carrier. Plays trumpet and sings with the Sparklers Quartet, and serves as band librarian and arranger for the Welk band.

ROCKY ROCKWELL: Trumpeter, trombonist and gravel-voiced comic singer, Rocky's origin was St. Joseph, Mo. He is a popular favorite with the fans, and his contract with Welk calls for him never to change the style of his present crew-cut hair, which has become a trademark of the champagne crew.

JIM ROBERTS: Hailing originally from Madisonville, Ky., this young Irish tenor aspired to become a member of the champagne orchestra and forthwith approached Welk on the bandstand at the Aragon. His convincing talk netted an immediate audition on the bandstand, before 3,000 people, and he was signed the next day. Jim, who lives in Encino, is a veteran, for all his age, of light opera productions and also sang with several small combos in clubs thruout the Midwest.

GEORGE THOR: A Harvard grad, featured on trumpet and mellophone, Thor came to the Welk band after working with Isham Jones, the Dorsey Brothers, Benny Goodman and Paul Whiteman, among others. He also serves as an arranger with the Welk band.

Speed, Quality

• Continued from page 26

day, one thing I had to watch was the timing. We kept most tunes down to two minutes or less. In all of the future recording sessions we have planned, we will continue to keep in mind the requirements of present-day radio.

While handling out bouquets, I can't overlook the engineers. They got beautiful, New Orthophonic High Fidelity sound not only on all of the music but also on the voice tracks. This makes our library service show as near to a live show as possible.

One final statement about the present-day Lawrence Welk band. With its great list of soloists—Alice Lon, Myron Flores, Dick Kesner, Jerry Burke and all the rest—it's head and shoulders over any other band Welk has ever had. Consequently, his transcriptions for RCA Thesaurus are also head and shoulders over his transcriptions of the past, many of which are being peddled today to take advantage of Welk's current popularity. Copyrighted material



TODAY—AS FOR OVER A HUNDRED YEARS

The best
play
Besson!

The All-Besson Brass section of LAWRENCE WELK

Left to right:
Woody Guitry, Norman Bailey, Rocky Rockwell, Lawrence Welk, Barney Liddell, Pete Lofthouse and Buddy Hayes.

LAWRENCE WELK AND HIS CHAMPAGNE MUSIC

Besson instruments are played exclusively by the entire brass section of the Lawrence Welk Orchestra.

For over one hundred years Besson Brasses have been acclaimed by the world's foremost artists as the ultimate in quality and performance.



C. BRUNO & SON, INC.
460 WEST 34TH ST., NEW YORK 1, N. Y., 1100 BROADWAY, SAN ANTONIO 6, TEXAS
Canadian Distributors: BOOSEY & HAWKES (Canada) LTD., Toronto, Canada

Cap Surprises With Oct.-Nov. Sales Plan

Dealers Told of Sales Aids, Special Terms; 34 New LP's to Be Released

HOLLYWOOD—Based on the merchandising theory that "new hit albums are the lifeblood of the dealer's trade," Capitol Records took the disk industry by surprise last week in unveiling an ambitious October-November sales program.

Introduced at a time when other record firms have already gone before record dealers to outline their new product, the Capitol plan has the additional element of surprise and encompasses the release of 34 new 12-inch LP's, the generous use of point-of-sale display material, additional dealer merchandising aids, the introduction of a new sales campaign on its "Capitol of the World" series, and a number of special terms for dealers.

Effective the day following dealer meetings in 60 cities throughout the country, dealers will be allowed a 100 per cent exchange privilege on all new Capitol albums in its October-November release. The purchase of \$150 worth of new, catalog or Christmas package and single merchandise will entitle the dealer to deferred payment billing, one-half due December 10 and one-half due January 10. A dealer's reorder of \$75 of both new and catalog packages will also entitle him to deferred billing. The program and special terms will be applicable thru November 24.

Merc. Signs New Classical Disk Director

NEW YORK — Harold Lawrence, director of recorded music at WQXR here, has resigned that post to succeed David Hall as musical director of Mercury Records' classical division. Hall left Mercury last month to study abroad.

Meanwhile Martin Bookspan will replace Lawrence at WQXR Effective October 15. Bookspan is currently radio, TV and recordings co-ordinator of the Boston Symphony Orchestra and director of serious music programs for WBZ, Boston. In his new post, Bookspan will program some 80 hours of recorded classical music each week.

Special Carton By Disneyland

HOLLYWOOD — A specially designed pre-pack carton, which will hold 30 LP's and 50 EP's, will be introduced by Disneyland Records next month. Produced by the Container Corporation of America in co-operation with the Disney label's sales chief, Al Latauska, the package is designed as both a self-contained shipping carton and a display box.

LP unit will feature the entire Disneyland line, while the EP package will be devoted to the firm's forthcoming "A Musical Tour of Disneyland," latter to retail at a suggested price of \$1.

Both cartons can be used as a counter unit or as a floor browser.

The current success of the firm's "Capitol of the World" line, all of which are recorded abroad and appropriately bear the tag, "Recorded in Paris," has cued the start of an extensive advertising sales campaign keyed to the theme, "What in the World Do You Want in Music?" A heavy appropriation of consumer advertising in Holiday, Esquire, Saturday Review, New Yorker, Atlantic and High Fidelity magazine, in addition to numerous tie-ups with Pan-American and Trans-World Airlines and other international travel agencies, have been scheduled.

Nine pop and five classical albums are included in the new "Capitol of the World" release. High point of the pop line is a two-

(Continued on page 38)

Additional 8% Break for Col's Dealers

NEW YORK—Columbia Records, on its October sales program, is giving dealers an additional 8 per cent discount on EP's, children's merchandise, and merchandise in the Christmas catalog.

This, together with the strong Bruno Walter sales program, is designed to assist dealers in taking full advantage of the peak selling months immediately ahead.

Cap's Sinatra, Cole, Ford Hypo

HOLLYWOOD — Important facet of Capitol Records' new release this month is the additional impact the firm expects to receive via the release of three new pop single recordings by Frank Sinatra,

(Continued on page 38)

COL. ASSURES TALENT POOL FOR SHOWCASE

NEW YORK—New artists signed by Columbia Records now agree to a stipulation that on a specific date in 1957 they must be available to participate in "Sounds of the Future," talent showcase pioneered by the diskery several weeks ago at the Park Sheraton Hotel.

Of course, not all new talent will be used for the annual event, but the label is making certain at this early date that it will be able to make its choices from among the entire roster of new pacts.

HEADACHE

Rush Needs New Title That's All

NEW YORK—That sometimes band of publishers' existence, duplication of song titles, cropped up again last week, creating embarrassment in several sectors of the business. The case in point, this time, was a new tune called "That's All I Need," recorded by the Cadillacs for Josie Records.

The new tune was written by Chuck Willis and published by Rush Music, firm owned by Willis' manager, Danny Kessler. Last year, there was a big tune of the same title, written by Lincoln Chase, published by Raleigh Music and recorded initially by Lavern Baker for Atlantic. Subsequently it was covered by Dorothy Collins and others.

Broadcast Music, Inc., with which both Raleigh and Rush are affiliated, has refused to license the new tune, and at press time, the future course of the Josie disk was vague.

Adding to the complexity of the situation is the fact that Willis currently is a hot disk artist contracted to Atlantic. Raleigh's concern is heightened by the fact that its tune recently was recorded by the Mills Brothers for Decca and is scheduled for release in the near future.

Col. Hikes Price on Orig. Cast Albums

See New Tag as No Deterrent To Sales at Consumer Level

NEW YORK—Columbia Records has raised the price of its OL Series, representing all of its original cast albums, from \$4.98 to \$5.98, effective Monday (1). The move, one of the most significant in album pricing since Victor's price reduction one year ago last January, mirrors the constantly rising costs of album production. Hal Cook, Columbia Records sales chief, stated: "We must be realistic in pricing." He noted that the product is exclusive, and that the additional manufacturer's profit would facilitate greater exploitation and promotion of package material.

The profit margin for distributors and dealers will remain the same.

Cook said that he did not foresee any price increases in Columbia product other than the OL Series.

Speaking of rising costs generally, Cook pointed out that whereas the record market has broadened tremendously, there has been no corresponding increase in the manufacturer's profit.

"There can be no compromise on

quality," Cook said, adding that the costs of a disc, packaging and art, exploitation, etc., all pointed to the logic of an increase in the price of exclusive product such as the OL Series.

Records Not Beans

The Columbia price hike recalls the statement of James Conkling, Columbia chief prior to the tenure of Goddard Lieberson, that: "Records are not beans," and that some

(Continued on page 38)

Marvin Cane To Rejoin Paxton Org

NEW YORK — Marvin Cane, general manager of Bourne Music for the last year and a half, is resigning that post this week to rejoin the expanding George Paxton publishing operations. Cane is acquiring a stock interest in the Paxton enterprises, with which he was once connected as a contact man.

Cane's activities with Paxton will include writer-relations, limited personal management and some recording activity. In regard to the latter, Paxton has organized his own disk set-up, called Podium Records, Inc. Outfit plans to record masters for the purpose of turning them over to regular commercial labels.

At the same time, Paxton's general professional manager, Wally Schuster, has hired Norman Robin,

(Continued on page 38)

Atl'tic Distribbs Triple Album Sales Quotas

NEW YORK — Atlantic Records' current LP sales promotion plan (10 per cent discount on all packaged, including new items) has been so successful that all but one of the label's distributors have tripled (or more) their LP quotas, according to Atlantic veepee Ahmet Ertegan.

The discount plan winds up Oc-

(Continued on page 39)

ALIS LESLEY A LA PRESLEY

HOLLYWOOD — A new singer, billed as "Alis Lesley, the Female Presley," made her debut here last week (28), which, if proved successful, could result in a battle of the sexes among rock and roll fans. Discovered by KPOP disk jockey Earl McDaniel, Miss Lesley bowed at a rock and roll show promoted by McDaniel at the Shrine Auditorium here. Bill headlined Gene Vincent, the Coasters, the Sixteens, Sonny Knight, the Dots, Jerry Wallace, the Turks, the Gassers and the Ernie Freeman ork.

RECAPPING POP ALBUM CHARTS

Winners Underline Creative Art, Pic Tracks, Musicomedy

By JOEL FRIEDMAN

HOLLYWOOD — The preponderance of Hollywood motion picture soundtrack albums, packages from legitimate musical comedy, and a wider latitude allowing for greater freedom and expression of creative ideas in album production take on special significance in a recapitulation of The Billboard's popular album charts for the first nine months of the year.

The phenomenal rise in volume of LP's indicates that most majors, and a good many independent firms, are currently battling to secure large share of sales in package goods. To do so, the record companies are investing more money

per package than ever before and, accordingly, experimenting with new ideas in assembling their album output.

Three significant facts revealing the trend in past months are gleaned from an examination of the charts: (1) Motion picture soundtracks and original-cast Broadway albums continue to remain in great favor, (2) background and mood music albums are on solid footing and (3) the album field, beyond all question, is wide open to new talent and new ideas.

50 Per Cent Packages

Of the 50 albums that made the charts during the period in question, slightly less than half of those

were packages that sold in excess of \$3.98. The higher priced sets were almost wholly restricted to movie and Broadway music, and undoubtedly accounted for greater dollar volume for those majors fortunate enough to have produced them. This fact alone seems to indicate that the major recording companies will redouble their efforts to secure rights for music in these fields.

On a per company basis, a recap of the pop LP charts shows that of a total of 50 albums that made the lists, Capitol placed first with a total of 15 packages, followed by RCA Victor with 10, Columbia

(Continued on page 39)



SMASH REACTION EXPECTED FOLLOWING RED FOLEY'S INTRO OF NEW PLUSH POP VERSION "PEACE IN THE VALLEY" (30080) ON THURSDAY'S "OZARK JUBILEE" ABC-TV. RED RECEIVES GOLD RECORD FOR MILLION PLUS ON ORIG VERSION. LITTLE BRENDA LEE STARS SAME SHOW—REMEMBER "JAMBALAYA"—"BIGELOW 6-200" (30050) BREAKING BIG . . . DECCA DAN

Celler Committee Winds Up Hearings

But No End in Sight for Attack on BMI; ASCAP Also Gets Share of Abuse

NEW YORK — The Celler Committee investigating charges of network monopoly ended its examination of the music business last week, but it appeared unlikely that there would be any immediate lessening of the attack against Broadcast Music, Inc., by songwriters levelling charges at the licensing agency. Newest development has the cleffers taking to the air for a series of discussions of the Celler hearings. At press time two such programs were already scheduled for WABD, Du Mont outlet here.

It was also reported that a group of songwriters were organizing a committee whose purpose would be to broach to BMI the possibility that the songwriters' suit versus BMI could be dropped. In the event networks divested themselves of interest in BMI. John Schulman, SPA counsel and attorney for the writers in the suit, stated this sounded "fantastic" to him—"a wild thought."

Adversaries of BMI were jubilant over two developments during the Celler hearings earlier in the week. One was the statement by CBS president, Frank Stanton, that he would "take a hard look" at the possibility of divorcing his network from its stock interest in

Behind Idea of Record Insert, Much Work

• Continued from page 1

television trade thru The Billboard readership, is not without its own human drama. As in all things, there are men behind the men. In this case there were literally scores of people involved in the preparation of the Capitol insert, all imbued with the spirit and enthusiasm that go with creating a first in publishing and merchandising history.

The end result was not without great labor, numerous problems, much burning of midnight oil. Conceived nearly a year ago by Capitol Records' Merchandising department under the aegis of Vice-President Lloyd Dunn, National Merchandising Manager Gordon R. (Bud) Fraser, and Lou Schurrer, creative service and advertising manager, the idea at first presented hurdles which seemed insurmountable.

Following months of detailed planning and collaboration between Capitol and The Billboard's Bob McCluskey on the Coast; Robert Schueler, of The Billboard's mechanical division in Cincinnati, and Roswell (Bud) Messing Jr., head of World Color Printing Company in St. Louis, actual printer of The Billboard, the final go-ahead signal for the project was given in late August.

During the summer the staffs of Messing and Schueler had worked out many production bugs. Methods were invented for overcoming problems, such as inserting the records into the sleeves rapidly, binding, stitching and trimming 60,000 copies of The Billboard and the insert in one day, special wrappers to handle oversized subscription copies and U. S. Post Office regulations.

Lloyd Dunn's men secured four-

(Continued on page 36)

BMI in the event of (1) withdrawal of the songwriters' suit, and (2) assurance that competition will exist in the licensing field.

The second development at the hearings, regarded by the anti-BMI writers as of prime importance to their cause, was the attack aimed at Clause 17 of the Hill & Range-BMI 1949 pact, restricting H&R's exploitation of ASCAP material. The clause states that none of the H&R ASCAP firms "shall engage in or perform any exploitation, song plugging or similar activities, or any other activities for the purpose of obtaining performances of musical compositions."

Later in the week, H&R attorneys stated that in actual practice, H&R had chosen to ignore the clause. H&R had, they stated, secured literally scores of records by major artists on behalf of songs written by ASCAP writers. In H&R's Alamo catalog, for instance,

(Continued on page 39)

NEW 5-YEAR PLAN

Leeds Renews USSR Pact on Class. Imports

By BILL SIMON

KIEV—Leeds Music has embarked on a new five-year plan with the USSR with respect to Russian music and recordings. A new pact, renewing the original 1952 deal between the Lou Levy firm and the Mezhdunarodnaya Kniga, exclusive Soviet music agency, was set up recently in Moscow by Leeds' Michael Stillman in conjunction with Leeds' European representative, Sal Chiantia. Leeds will continue to be the only authorized agent for the Russian material in North America. According to Stillman, Leeds now intends to put major effort behind selling newer, comparatively unknown Russian artists here, now that such names as Oistrakh and Gilels have been established firmly. The publisher has opened up the doors to the major classical diskeries, recently placing Russian tapes with Capitol, Columbia, Decca and Angel. Previously, it did most of its business with Vanguard, Westminster and Concert Hall, all of whom continue to lease material with some regularity.

According to Levy, just a couple of years ago, he found it difficult to place any of the Russian tapes, but once David Oistrakh and Gilels appeared here and lived up to their advance notices, every

Republican Jazz Don't Come Free

NEW YORK — "Now is the time for all good cats to blow for the aid of their party."

Jazz enters the political campaign this week with a Youth for Eisenhower-sponsored concert to be held Tuesday (2) at the Rockland Palace in Harlem. The previously reported Jazz for Stevenson concert will be held at the Cornet Theater October 21.

The Republican jazz, purchased at market prices via booking

(Continued on page 83)

TRIPLE PLAY

O'Neill to Holmes to Chapel

NEW YORK — Jean Chapel, "new" rockabilly thrush, signed by RCA Victor last week, arrived at the major via a somewhat circuitous route.

About six years ago, Miss Chapel was known as Matty O'Neill, and she recorded for London Records. She was the voice on the hit Salty Holmes disk of "I Want My Mama," with Holmes, her husband playing the talking harmonica. Then she had fair success with a disk of her own entitled "Don't Sell Daddy Anymore Whiskey."

Recently, she changed her name and her style and signed a management deal with Murray Nash. Nash cut two sides with her and leased them to Sun Records. When her "Welcome to the Club" stirred some action, Victor's Steve Sholes got interested. He signed the thrush, and Nash arranged for Sun to return the masters. They'll be issued by Victor this week.

Oh, yes. . . . Miss O'Neill-Holmes-Chapel happens to be the sister of another Victor thrush, Martha Carson.

Denny Exits WSM, Heads Own Business

NASHVILLE—Jim Denny, veteran manager of WSM's Artist Service Bureau here, resigned that post last week, following a "difference on policy matters" with WSM president and general manager, John H. Dewitt Jr. His resignation, said Denny, will enable him to devote full time to the Jim Denny Artists Bureau and his music publishing firms, (Cedarwood and Driftwood).

W. D. (Dee) Kilpatrick, country and western artist and repertoire director for Mercury Records, has been appointed to succeed Denny as WSM Artist Bureau head and supervisor of the "Grand Ole Opry," and the nearly 3,000 yearly personal appearance bookings of the "Opry" stars. Prior to joining Mercury, Kilpatrick served as country and western a.&c.r. man for Capitol. It is reported that before taking over the Denny post, Kilpatrick was all but signed to head up Chicago station WLS's Artist Bureau.

The new Jim Denny Artist Bureau, with offices at the Albert

Building here, will book talent and serve in an advisory capacity to artists and their personal managers, altho, said Denny, it will in no way interfere with operations of the latter. Altho Denny admittedly disagreed with DeWitt over policy matters he stressed that he and his new office will work in close co-operation with station WSM and its artists.

Denny, who hopes to establish his new Bureau as a "William Morris type operation in the country field," has already signed more than 27 artists, including Webb Pierce, Faron Young, Marty Robbins, Ferlin Husky, the Louvin Brothers, Jim Reeves, Red Sovine, Cowboy Copas, Jean Shepard, Hawkshaw Hawkins, Ray Price, Moon Mullican, Lonzo and Oscar, Lew Childre, George Morgan, Bill Monroe, Anita Carter, Carl Smith, George Jones, Jimmy Newman, Goldie Hill, Van Howard, the Jordanaires, Odie and Jodie, the Carter Family, Altho June Carter is signed to William Morris, she will do p.a.'s for Denny.

Among the personal managers, for whom the Denny firm serve in an advisory capacity, are Al Flores (who handles Price), Hubert Long (Young and Pierce), Eddie Crandall (Robbins), Herb Shucker (Reeves), Tom Kelly (Jean Shepard, Hawkins), John Kelly (Lonzo and Oscar) and Hal Smith (Carl Smith).

Denny joined the National Life & Accident Insurance Company, owners of WSM, in May, 1929, and took over the management of the station's c.&w. talent several years later. He won The Billboard's 1956 "Country and Western Man of the Year" poll last March.

Capitol Holds Dealer Meets In 60 Cities

HOLLYWOOD—Capitol Records kicked off its surprise October-November merchandising program at a series of dealer meetings in 60 cities throught the country last week (23), the most extensive coverage of its kind ever attempted by the company.

Top Capitol Records executives, in addition to the firm's district sales managers, unveiled the program to dealer audiences expected to top an estimated 7,000. Cap execs helming the meetings include Sales and Merchandising Vice-President Lloyd Dunn, Mike Maitland, Bud Fraser, Bill Tallant, Andy Wiswell, Dave Cavanaugh, Voyle Gilmore, Don Hassler, and district sales managers Irv Jerome, Max Callison, George Gerken, Bob Camp and Don Comstock.

A host of Capitol recording artists will also attend the meetings. Latter include Jackie Gleason, Dick Haymes, Four Freshmen, the Jodimars, Carol Bennett, Lonnie Sattin, Bobby Hackett, Joe Bushkin, the Nilsson Twins, Lou Busch, Trudy Richards, the Five Keys, the Al Belletto Sextet, Jerry Reed, Tex Ritter, Ferlin Husky, Wanda Jackson, Stan Freberg, Tabby Calvin and the Rounders, Tommy Leonetti, Margaret Whiting, Nat Cole and Paul Smith.

Cocktails and dinner preceded each meeting, followed by Capitol's audio-visual presentation of its new merchandising plan and product.

Modern's Fall LP Click Cues Hyped Output

HOLLYWOOD—As a result of the success of its current LP fall plan, Modern Records will substantially increase its output of package merchandise for the remainder of 1956, with plans for a heavy slate of albums during the coming year.

Saul Bihari, president of the label, declared that its current offer of a flat 10 per cent discount on all LP goods has resulted in a 30 per cent increase in business. On the basis of this reaction, said Bihari, the firm plans on releasing at least 12 more packages this year. Negotiations for the purchase of additional material have been successful, according to Bihari, with the firm assured of a sizable quantity of LP's next year.

Two new jazz series of LP's, in addition to a rock and roll line, will be released during the coming months. Mood music packages are expected to be ready for distributors and dealers by December.

Big 3 Professional Dept. Revamp, Sims Bows Out

NEW YORK—A revamp of the Big Three professional department was initiated last week, with Lester Sims, former professional manager of Miller Music, winding up his 15-year association with the company. The Big 3 stated that changes are being made "in view of the greater concentration of record companies in the album field and the requirement for more emphasis on the exploitation of standards and pop standards." A major goal in the revamp, it was stated, is the search for compositions heretofore unpublished and unrecorded and greater exploitation of catalog material.

Within the next three weeks, the Big 3 intends to add personnel to its exploitation staff now headed by Oscar Robbins. This week, Ted Black moves up from the Big 3 pop staff to handle the post of associate professional manager of Miller Music. Murray Baker takes over supervision of Miller Music, while retaining his present post of managing Robbins Music. Norm Foley, professional manager of the

Feist firm, will handle professional activities in connection with Pine Ridge Music. He will continue in the Feist operation.

It is intended to activate Pine Ridge in the country music field.

Scheduling of material for the various Big Three firms, as well as the flow of material for abroad, will continue to clear thru Ed Slattery, professional department co-ordinator, with the over-all operation headed by Mickey Scopp.

Sims, one of the best known professional men in the business, joined the Big 3 under Jack Robbins and Harry Link. He started as a pianist and vocal coach. When Link left in 1950 he became professional manager of Miller Music. Among the firm's hits during Sims' tenure were such smashes as "Be My Love," "A Kiss to Build a Dream On," "Ruby," "I Need You Now," "If I Give My Heart to You," "Love Is A Many-Splendored Thing," "Bus Stop Song" and "Every Day of My Life."

Haley Set for Pacific Jaunt

PHILADELPHIA—Bill Haley, the rock 'n' roll maestro, has agreed to fly the Pacific with his Comets to introduce his brand of beat to the natives of the Philippines and Australia. Haley took his first air flight from Charlotte, N. C., a fortnight ago in order to get to Hollywood in time for his movie chores at Columbia studios for the new "Don't Knock the Rock" feature.

Jolly Joyce, who heads the local theatrical agency bearing his name, closed a deal in Hollywood this week for the first overseas jaunt of the rock 'n' rollers. Contracts were signed with Lee Gordon, Sydney, Australia, promoter, for Haley to play in Manila in the Philippines for the January 7 week, followed by a 10-day tour of Australia.

Returning to the States for a string of dates, Haley is also set for a European concert tour early in '57.

Decca Names Winners of Display Contest

NEW YORK—Judging of more than 2,000 entries in Decca's Holiday album window display contest has been completed. First prize winner, Robert Butler, of Butler Music, Marion, Ind., receives as his award an all-expense holiday for two in Rio de Janeiro via Varig Airlines. Winning Decca salesman, Walter Edson, of the Indianapolis branch, gets the same prize.

The contest centered around the company's 15 musical holiday albums. Judges included Lowell Thomas; record dealer Mrs. Marilyn Hartson, winner of Decca's 1955 contest; Neil Harrison, of Record and Sound Retailing; Bob Austin, of The Cash Box, and Paul Ackerman, of The Billboard.

Second prize of a Bell & Howell movie projector and a year's supply of movies went to Sol Kessler's Melody Shop, York, Pa. D. A. Norton, of Lipman Wolfe, Portland, Ore., took third award of a Decca Hi-Fonic Phonograph, while fourth-prize winner, Fred Silvey, of Silvey Music, San Antonio, received a Harmony electric guitar and amplifier.

Capitol Album Preview Kit to 4,700 Deejaes

HOLLYWOOD—Approximately 4,700 disk jockeys thruout the nation will receive copies of Capitol Records' "disk jockey preview album kit" containing selections from the company's new October-November pop album merchandise.

Special package is aimed at further d.j. exposure of material from Capitol's package goods, and is arranged to give d.j.'s full programming information, including titles, artists, music notes, publisher and writer credit and time. New kit is the second of its kind released by Capitol, previous d.j. package having been released by the firm to kick off its August-September merchandise.

Capitol's recently introduced popular album subscription service to date numbers in excess of 1,000 subscribers, with the company reporting a continuing interest from radio stations and disk jockeys. Plan guarantees a subscriber a minimum of 70 new albums annually for \$60, plus a basic library of catalog merchandise for an additional \$60.

In addition to the album kit allocation, approximately 10,000 full albums will also be serviced to jockeys.

Ballroom Ops' Annual Meet Termed 'Highly Constructive'

Teen-Age Hops, Taxes Are Forum Features of Successful Conclave

By BILL SIMON

CHICAGO—"Highly constructive" was the term applied to the annual convention of the National Ballroom Operators of America, held here last Tuesday and Wednesday (25 and 26) at the LaSalle Hotel.

One of the highlights of the meet was the forum held regarding teen-ager dances. Leading off the discussion were three Midwestern operators who have been running these youth affairs on a successful basis. These were Chuck Malek of Peony Park, Omaha, Tom Archer Jr. of Bal Air Ballroom, Des Moines, and Bob Bender of Electric Park, Waterloo, Ia. Each of these reported that they charged 50 cents per head and invited parents free. Each also reported that it was vital to tie up with a prominent local disk jockey to promote each affair. The deejay helps especially by touting various contests and gimmicks.

The ops have found that they are able to get away with using a combination of live band and records at the same dance, that the kids don't object at all to use of disks. In fact, where just a deejay and disks have been employed, there was no drop-off in attendance.

In the discussion, a large number of ops got up to report that they too were going in for teen dances in one form or another, and that the key to their success was close supervision by the ops themselves. In cities where civic recreation commissions ran the affairs for free, there have been problems that don't come up when the ops run them.

No-Passout Rule

For one thing, the civic people let people in and out of the ballroom, and if any trouble has occurred, it usually started with youngsters who had been outside. When the ops run a dance, they insist on a no-passout rule. In fact, if a girl wants to leave early, the supervisor in some spots will call her parents to advise them.

However, ops also saw the need for keeping kids happy in the ballroom by preserving a friendly atmosphere. It was determined that the size of ballrooms should be adaptable to the size of any type crowd. If there is a small crowd in a big room, kids might wander to the corner bar in search of a more cosy setting. As antidotes, it was suggested that booster tables and curtains could be used.

Tax matters also came in for discussion. The consensus was that the new tax law, whereby there is no federal levy on admissions up

to 90 cents, has only slightly benefited ops. Most of them maintain \$1 minimum, except possibly on one bargain night every week.

In the official business sections, all of the incumbent NBOA officers were re-elected, and one new board position was added. Elected to fill the spot was Jack Petrill of the Arcadia Ballroom, New York. Dick Sloan of the Pla-Mor, Lincoln, Neb., is president; Carl Braun, Commodore BR, Lowell, Mass., is vicepres; Joe Malek, Peony Park, Omaha, is treasurer, and Kirk Hayes, Ali Baba, Oakland, Calif., is executive secretary. Other board members are Ken Moore, the Prom, St. Paul; Jack Stoll, Westview Park, Pittsburgh; Sloan, and R. E. Chenn, Crystal Ballroom, Fargo, N. D.

On Wednesday evening, the activities wound up with a banquet and the finals of the NBOA's first national dance contest. Finalists in the tango, waltz, polka and fox-trot categories performed and a grand champion and runner-up were selected. The contest was

Groove Signs Jack Dupree

NEW YORK—Groove Records last week signed several new artists, chief of them being Jack Dupree, formerly with King Records. On his first release Dupree will be coupled with Groove's "Mr. Bear" on "Lonely Road Blues." Flip will be Dupree alone. Groove has also signed the El Venos, a teen-age group, and Annie Alford, another teen-age vocalist.

R&R Lures Harris Back to Disk Fold

Wynonie Harris, after a nine-year affiliation with King Records, this week signed a long-term contract with the Atco label. The r.&b. singer actually had made no new recordings in the past four years and played comparatively few club dates during that time.

Jimmy Evans, Harris' manager, said that altho the singer still would prefer "just to take it easy," he had been persuaded to hit the come-back trail because of the high and unabating market for rock and roll music. "What they call rock and roll today, Harris was singing 10 years ago. One only has to compare Harris' big hit of yesteryear 'Good Rockin' Tonight,' with Elvis Presley's more recent version of it to see that," Evans averred.

termed a complete success in all areas, creating considerable publicity for the ballrooms everywhere. Plans were launched for a new edition next year.

DOLA Attendance

Perhaps the only less-than-successful phase of the meet was the intended participation of the Dance Orchestra Leaders of America. DOLA scheduled its own meeting on Monday, then held a joint dinner with NBOA on Monday evening. Lawrence Welk presided in the absence of proxy Les Brown, who was tied up with bookings. Attendance was very small, with mainly Midwestern orksters showing, and as a result, elections were postponed. There were discussion on the need for formalizing the organization, hiring an executive secretary or a field contact man. The biggest problem, obviously, has been getting the leaders together inasmuch as most of them are constantly on the road.

Recorded by

ELVIS PRESLEY

RCA VICTOR

"HOUND DOG"

Elvis Presley Music, Inc., and Lion Publishing Company, Inc.

"I WANT YOU, I NEED YOU, I LOVE YOU"

ELVIS PRESLEY MUSIC, INC.

Sole Selling Agent:

Hill & Range Songs, Inc.

LOVE IS A GREAT BIG NOthin'
DICK HAYMES

First Single Release on Capitol

Bourne, Inc.

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

The Four Voices

THE TIES THAT BIND

Columbia

AMERICAN MUSIC, INC.

9109 SUNSET BLVD. HOLLYWOOD, CALIF.

From William Wyler's

"FRIENDLY PERSUASION"

An Allied Artists Picture

FRIENDLY PERSUASION
(Thee I Love)

LEO FEIST, INC.

A cute novelty with a liltin' beat!

WAIT LITTLE DARLING

Recorded by

KAY CEE JONES
on Decca

MILLS MUSIC, INC.

TEEN AGE GOODNIGHT

THE CHORDETTES
Cadence
THE AMERICANS
Crest

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



CHRISTMAS SHOPPING MADE EASY!

Be Sure to Watch for the Big

Christmas Merchandise Section

In the October 13 Issue

Where you will find a large array of attractive premium products and Gift Items economically priced for your Christmas needs.

"YOU DON'T KNOW ME"

Recorded by

EDDY ARNOLD—RCA-Victor

KYLE KIMBRO—Camden

CARMEN McRAE—Decca

JERRY VALE—Columbia

(Artist shown alphabetically by name)

Hill and Range Songs, Inc.

The BEST Novelty Version...

"In The Middle Of The House"

and

"PINK CADILLAC"

MERCURY 70921



RUSTY DRAPER



CHICAGO 1, ILLINOIS

Deutch Brothers' Pic Hook-Up Sets New Outlet for Tunesmiths

NEW YORK — Today songwriters shoot for the record that's going to put over their creation, but there's a new outlet in the making for their wares, according to Murray and Irving Deutch, the twin mahoffs of the Southern and Peer publishing combine. This market is in short musical films starring top pop talent.

The Deutch boys have taken a big step to prove their point by setting up two new publishing firms in conjunction with Quality Films. Latter outfit recently acquired the film rights to the Mark Hellinger short stories, which number in excess of 5,400. These are rapidly being converted into half-hour films starring such names as Nat (King) Cole, Frank Sinatra, Julie London, Peggy Lee, Frances Faye and possibly Alan Dale.

The new firms are Quality Music, an American Society of Composers, Authors and Publishers affiliate, and Charmour Music, which is a Broadcast Music, Inc. affiliate. Both firms actually are subsidiaries of Quality Films, which is owned by Charles Weintraub and Jack Entratter. Latter is also the proprietor of the Sands Hotel in Las Vegas. Weintraub is president of Quality Music and Irving Deutch is vice-president. In Charmour, Maurice Jansov is presy and Murray Deutch is vicepres.

The Deutch boys already have commissioned a number of songs for the first films from such writers

as Bernie Wayne, Charlie Tobias and Al Altman, Sid Wayne and Al Frisch, and Herb Miller. The brothers have control over all music used in the flicks. Lou Forbet is musical director and Charles R. Rodgers is production head. Latter is the former president of Universal-International.

The Deutches will continue in their present roles at the Peer establishment, where Murray is general professional manager. Peer and Southern will be selling agents in the United States for all Quality and Charmour tunes, and will also get 50 per cent of the tunes for all foreign countries.

The publishers expect that, as the artists create demand for the tunes by performing them in the flicks, the same artists are likely to cut the same tunes for their regular disk labels. In view of the talent signed for the series so far, this can add up to a heavyweight venture.

Goody Moves On Pittsburgh Beachhead

PITTSBURGH — Sam Goody, whose free-wheeling sales tactics have cut a swath thru the retail disk business, has established his first non-Manhattan beachhead in this western Pennsylvania metropolis.

The new store will open about November 1 at 639 Liberty Avenue, in the heart of the downtown shopping district, across the street from one of the 15 branches of the National Record Mart and two doors away from one of the two Lampkin Music downtown locations.

Goody will hold 50 per cent of the stock of the new combine, will do all buying and will supervise the operation of the store. Initial disk stock will be worth about \$50,000 and the store will also carry a complete stock of audio equipment. Goody's New York store discount policies will be matched in the new layout here, it was reported.

Goody's three partners, who among them will own the other 50 per cent of the stock, are Robert Raphael, an attorney; Sam Sugarman, who is associated with Gulf Oil here, and Paul Tessler, who was formerly with Spring Mills. Tessler reportedly has a brother-in-law who is connected with the Goody Manhattan operation. The three partners, all of whom live in the Highmount Apartments here, adopted that name for the new company, Highmount Music Corporation. The store itself will be known as "Sam Goody of Pittsburgh."

Meanwhile, dealer circles actively speculated on where Goody might strike next.

Cap Records Introduces 4 New Artists

HOLLYWOOD — Capitol Records introduced four new artists in its current merchandising program, in the person of Louis Prima, Jack Teagarden, Dennis Day and Gordon Jenkins.

Prima makes his bow on a package tagged "The Wildest," recorded at Las Vegas, Nev.; Teagarden is introduced via "This Is Teagarden"; Dennis Day on a set titled "Here's Dennis Day" and Jenkins via his celebrated "Manhattan Tower."

Jenkins was one of the first Capitol recording artists to sign with the label when it was first organized and officially rejoins the company with this release. He has recently appeared on the label as a conductor.

Release of artists via the package route rather than singles is aimed at the theme of its current program that new hit albums are the lifeblood of the dealer's trade.

Levy-Kahl Expansion

NEW YORK — The Morris Levy-Phil Kahl interests continued to expand last week when the combine purchased a half interest in Maureen Music, a Broadcast Music, Inc. affiliate. Maureen is an adjunct of the Old Town record operation, owned by Hy and Sam Weiss.

Simultaneously, the Weiss brothers handed local distribution of their disks to Tico Distributing, adding to the complexity of the Levy-Kahl network. Thru Kahl's brother, Joe Kolsky, the combine is interested in the Tico-Rama-Gee disk operations, many of its artists and most of the material recorded on those labels.

Present most active Levy Kahl publishing firms are Patricia, Kahl and Planetary. First two are in BMI, the last in the American Society of Composers, Authors and Publishers.

NEW YORK — Judge William Hecht of New York Supreme Court has granted Ampex Corporation of Redwood City, California, a temporary injunction against record and audio equipment dealer Sam Goody. The action came Monday (24) on Ampex's petition to restrain Goody from selling any of its hi fi equipment items below their fair trade retail prices. In the current proceeding, Goody was ordered to post a \$1,000 bond, and it was indicated that the injunction order should provide for an early trial.

ABC-Paramount has changed distributors in St. Louis, replacing Roberts with Mid-West. The label's new sales manager, Larry Newthro, trekked to St. Louis last week to supervise the switch-over.

ARTIST RECOGNITION VIA THOMPSON PLAN

WASHINGTON—A campaign is under way to give American performing artists their rightful niche in the national hall of fame, just as other art fields are canonized in museums like the capital's Mellon Gallery. A nine-point Jeffersonian Art Program, to encourage the importance of the performing artist in the U. S. A., is the brainchild of Rep. Frank Thompson (D., N. J.), guardian angel of music and the arts on Capitol Hill.

Thompson feels that too many bills to aid living arts performers, from concert artists to cabaret performers, have been lost for lack of an organized campaign. Examples of bills so lost are his own sponsored legislation to remove the cabaret tax, and others which would go beyond the King admission tax relief on 90-cent tickets, and remove all admissions taxes. "While other countries subsidize their living arts, we tax ours," Thompson pointed out in a blast at the Republican administration last week (19) for its failure to recognize the country's cultural needs.

As part of his program to "bring order and sanity" back into the government's scattered art activities, Thompson has proposed a bill to establish an American National Theater and Music Center. Such a center for the country's outstanding performing artist is as necessary to the prestige of these fields, Thompson says, "as the Library of Congress and the National Gallery of Art are in their particular art fields." The center would also provide the logical place for reciprocal performances by foreign art-

ists who want to swap programs with us, it was pointed out.

Also due for a renewed push next session are Thompson bills to set up a special Federal Arts and Crafts Service, in the Department of Health, Education and Welfare, with a special assistant at cabinet level. He'd like a similar office set up for the State Department's cultural exchange program. Finally, the program would expand the present national Commission of Fine Arts by making it mandatory for performing artists to be represented on it, and correcting its political aspects.

The Jeffersonian angle stems from Thompson's purpose to restore American arts—including performing art—"to the place of honor they occupied under such presidents as Washington and Jefferson. . . ."

PICS ON BEAT

R&R Climbs Screendorn Bandwagon

HOLLYWOOD — The motion picture industry has evidently decided to go all out on rock and roll, with 20th Century-Fox, Columbia, and Paramount taking the lead at the writing.

Latest r.&r. movie is 20th Century-Fox's "Do Re Mi," a saga of the juke box industry and Jayne Mansfield's first starring film. The picture, now in production, will feature 16 rock and roll musical numbers. Fats Domino and Little Richard have already been signed, and Eddie Fontaine's Coral disk of "Cool It, Baby" will be spotlighted thru the film.

Meanwhile 20th Century is readying its first rock and roll musical, "Cool It, Baby" (also featuring the Fontaine disk), for release, along with rock and roll king's (Elvis Presley) first movie, "Love Me Tender." Presley's next picture will be "The Lonesome Cowboy" at Paramount, the studio which originally signed him.

Columbia's "Rock Around the Clock," the Alan Freed-Bill Haley film, was the first movie with a pro-r.&r. format.

Cap. Creates New Dep't

HOLLYWOOD—Capitol Records recently created a new department to be known as systems and procedures and named L. A. Robbins as its manager. He was executive staff assistant of procedures at Capitol. The new department will concern itself with the establishment and codifying the procedures of the operations of Capitol's various departments.

Among departmental changes, R. E. Carp was named assistant counsel of the corporation in addition to continuing his duties as director of the company's legal department. Also Capitol created a new building and office service department with Robert McDonald as its supervisor. The department will be in charge of the Capitol tower operations as well as office services. Further, Capitol's finance-legal division was expanded to embrace the firm's industrial relations department as well as the newly formed building and office services department. Also coming under the finance-legal division's wing will be the legal department, systems and procedures, accounting and purchasing departments.

Capitol Signs Five More for Talent Roster

HOLLYWOOD — Capitol Records continued adding to its artist roster last week with the signing of five new artists to term contracts.

Veteran jazz men Ray Bauduc and Nappy Lamm were signed as a new team, and will perform as singers and instrumentalists. Also inked were Johnny Wilder, formerly of the Cues vocal group, and Virginia Atter. Miss Atter will record under the direction of Andy Wiswell in New York, while the other four artists will be guided by Dave Cavanaugh.

On another front, the firm's national director of sales, Mike Maitland, announced a series of personnel shifts in the company's branches. George Steiner moves from Chicago to Los Angeles as branch sales manager, with Joe Cerami replacing him. Jay Swint takes over the firm's Seattle branch from a similar post in Minneapolis, while Paul Coetz, branch manager in Los Angeles, fills the post vacated by Swint. Al Schendel, branch sales manager in Seattle, has resigned his post with the company.

P.M. Field Lures Ex-Agent Waller

HOLLYWOOD — Following a long career as a theatrical agent, Ben Waller last week announced his entry in the personal management field. First name client to sign with Waller is maestro Louis Jordan.

Pianist Camille Howard and rhythm and blues guitarist Johnny Watson have also inked management pacts with Waller. In addition, Waller will engage in a limited number of public relations and promotional activities. He continues his agency business both here and in Chicago.

Another Great Release...

"It Happened Again"

and

"I WANNA PLAY HOUSE"

MERCURY 70947

SARAH VAUGHAN



CHICAGO 1, ILLINOIS

TWO Marterie Money Makers!

A Real Swinger

"That Mellow Saxophone"

Vocal By Larry Ragen

and

"Do You Ever Think Of Me"

With A New Marterie Sound

MERCURY 70976



RALPH MARTERIE



CHICAGO 1, ILLINOIS

Cap. Surprises With Sales Plan

• Continued from page 33

record 12-inch set titled "Hi-Fi Vienna" featuring all of the most popular Strauss and Lehar waltzes at a suggested list price of \$7.98. Other pop albums in the line include "The Sounds of Old Mexico," "Two in a Gondola," "Argentina," "This Is Paris," "Swedish Polkas and Hambos," "My Greece," "Portuguese Fados" and "Music of the Swiss Alps." Classical albums are "Cello Colors" by Andre Navarra, "Contemporary Spanish Dances" by Emma Maleras and her Ballet Espanola, two packages by the N.W.D.R. Symphony Orchestra, conducted by Hans Schmidt-Isserstedt, and a Mozart album featuring British pianist Denis Matthews at the piano, with Rudolf Schwarz conducting the Festival Orchestra.

New Browser Box

Spotlighting the "Capitol of the World" promotion is the introduction of a new "C.O.W." browser box, which will be made available to all dealers. Browser unit can be used as both a counter box and as a floor fixture, latter in conjunction with standard modular self-service equipment. Appropriate advertising attention in the "Capitol of the World" motif identifies the browser.

Thirteen pop albums, highlighted by the release of the newly recorded complete version of Gordon Jenkins' "Manhattan Tower" and a new Judy Garland package, are also in the release. Other packages include wax by Les Baxter, Ray Anthony, Louis Prima, the Al Belletto Sextet, Milt Buckner, Joe (Fingers) Carr, Tennessee Ernie Ford, Jack Teagarden, Dennis Day, Bobby Hackett and the Louvin Brothers.

Special giant window display units featuring all 22 pop album packages, in addition to smaller sectionalized display strips, will be made available to dealers. In addition, counter and window display pieces of the Les Baxter "Caribbean Moonlight," the Judy Garland "Judy," Tennessee Ernie "Hymns," "This Is Teagarden" and "Manhattan Tower" have been designed.

Other classical material includes the first package of the complete Brahms quartets for piano and strings, performed by Victor Aller with members of the Hollywood String Quartet. A de luxe three-record 12-inch LP set at a suggested list of \$11.97, the boxed set contains an illustrated brochure with notes by Alfred Frankenstein. Additional classical albums include the Hollywood Bowl Symphony Orchestra performing Ferde Grofe's "Grand Canyon Suite" and "Mississippi Suite," and material by pianists Rudolf Firkusny, Leonard Pennario and Agi Jambor.

The promotion and advertising relating to Capitol's classical output will be substantially increased, with all of the firm's longhair wax receiving the biggest campaign in the history of the company.

Two new children's packages have also been included in the new October-November merchandise.

Dealer Meet Tie-In

A unique feature of the program is the method in which all new merchandise is being made available to dealers. Bulk shipments were made to independent cartage firms in all of Capitol's branch and distributor territories, with the merchandise privately warehoused and subsequently shipped to Capitol facilities on the day of each of its dealer meetings. All October-November releases were available to dealers immediately following each meeting.

Inner sleeves on all Capitol popular albums will henceforth be printed in full-color, inviting consumer attention to other albums in the line. An intra-company sales contest, with merchandise prizes of

stoves, refrigerators, etc., kicks off the program. A novelty incentive disk outlining the contest has been recorded by Stan Freberg and will be distributed to all Capitol sales personnel.

Col. Hikes Price

• Continued from page 33

packages were more costly than others and merited higher price tags. President Lieberman, too, holds to the theory that price should reflect the quality of the product, and that it is not feasible for anyone—except the record clerk—to have one uniform price tag on albums.

It has also been demonstrated, Columbia points out, that buyers of quality merchandise are not deterred by relatively minor differences in cost.

One of the chief aspects of the Columbia move is the fact that the label is currently the leader in the Broadway show album field, with such outstanding smashes as "My Fair Lady" and "Most Happy Fella." However, Capitol Records' show albums have already been priced at \$5.95, and the label has proven beyond a doubt that this tag is no deterrent at the consumer level. Cap albums such as "The King and I," "Carousel," "High Society" and other original cast film sound scores have consistently made the best selling charts.

The Columbia price hike, and the experience of Capitol, lay to rest any remaining fears that prices might be lowered. About one year ago this apprehension existed—traders expressing the belief at that time that the consumer was being conditioned to lower prices thru merchandising devices such as samplers or demonstrator disks, traffic builders, etc.

Apropos of samplers, Cook last week stated that Columbia had grown wary of this device; that it was the company's responsibility to hold in check such a trend; that dealers do not want many of the newer samplers, and that the industry must be careful lest it overdo a good thing.

Capitol's Hypo

• Continued from page 33

Nat (King) Cole and Tennessee Ernie Ford.

Firm has never before released material by all three artists at the same time, with a special sample EP recording of all selections mailed to 32,000 subscribers of The Billboard. Record dealers and juke box operators were invited to place their orders from the listening sample in The Billboard, with disk jockeys receiving their copy for suggested immediate air play.

In addition disk jockeys will receive an elaborate kit containing the records and promotional information. Shipping package itself is stamped "Special release of new Capitol hits," with the records containing special labels and pictures of all three artists.

Dealers will also receive a full-color two-by-three-foot window display pointing to the three new releases.

Sinatra will introduce the songs, "Jealous Lover" and "You Forgot All the Words," on the NBC-TV Dinah Shore "Chevy" spectacular October 5, with Ford singing "First Born" on his new NBC-TV series October 4.

Edward Walker has joined Today's Records as artist and repertoire chief and promotion director. His first chores will be to co-ordinate release plans on the label's four new LP releases and join Today's proxy, Wally Wolfky, in a drive to sign up name artists on the label.

Celler Committee Winds Up

• Continued from page 34

Walter Schuman's "Dragnet" was cut by 12 labels, including all the majors; Jimmy Kennedy's "The Angels Are Lighting God's Little Candles" was cut by six labels including the four majors, etc. H&R stated: "We would rather be judged by the record of what we actually accomplished as ASCAP publishers, rather than by what was said at the hearing." The firm claimed that its current activity on ASCAP songs acquired since the period of the contract in question has also been high. Examples given were disks secured on such hits as "Poor People of Paris" and "Arriverderci Roma."

WABD Broadcast

First broadcast on which the Celler hearings are being discussed is scheduled for Sunday (30) noon, over WABD, and will be participated in by Representative Celler, Arthur Schwartz, Oscar Hammerstein and syndicated TV columnist John Crosby. Schwartz stated that Du Mont had invited the panelists to discuss the hearings.

Ted Yates, director of news and special events for WABD and producer of that station's "Mike Wallace's Night Bear," stated that another show had been set for October 10, 11-12 p.m., with the following panelists: Cleffers Dick Adler, Harold Rome, Dorothy Fields, Jack Lawrence and Arthur Schwartz, and columnist Crosby.

The latter, incidentally, in 1953 devoted one of his columns to bemoaning what he considered the lack of good songs. He termed BMI and "Octopus" and called for less hillbilly and more ASCAP music.

Yates of WABD stated he had asked BMI's President Carl Haverlin, to state BMI's side of the case on the program. BMI, Yates said, agreed to furnish material for the presentation of its position but would not send a representative.

Feeling of BMI, it is known, is that it prefers to try its case in court.

Increased Bitterness

Meanwhile, bitterness was widespread. Some indie publishers, who are affiliated with both ASCAP and BMI, held to the view that in today's music business hundreds of indies could scramble for a hit, whereas in pre-BMI days the business was in the control of relatively few firms. In discussions

another point was raised, to wit: in the event of divorce of BMI and broadcasters, why not divorce of ASCAP and its film affiliations?

The latter point has for years been a sore one, notably among indie publishers within ASCAP. Interestingly enough, the law case which spelled out the extensive ASCAP-film tie-up was the Alden-Rochell case years ago, wherein the case for the plaintiff was handled by the law firm of Weisman, Celler, Quinn, Allan and Spett. The famed Leibell decision (Judge Vincent Leibell), which resulted from the case, was far reaching in its ramifications, notably in its effect on ASCAP's film and theater licensing.

Thus the concentric circle of discussion set in motion by the Celler hearings broadened, with no end in sight.

Meanwhile, it was learned that John Schulman, SPA Counsel, had subpoenaed a half-dozen publishers for pre-trial examination in regard to the songwriters' \$150,000,000 suit against BMI, broadcaster and disk interests.

Atlantic Distrib

• Continued from page 33

tober 15. Meanwhile, Atlantic has scheduled a minimum of 20 LP's for release before the end of the year with four to five albums marketed per LP release. The packages will fall into three major categories—jazz, rock and roll, and pop.

Among the new jazz LP's will be packages by the Modern Jazz quartet, Dave Pell, Chris Connor, Milt Jackson, Lars Gullin, Dizzy Gillespie, "Bix, Duke, Fats" by Tom Talbert, Jimmy Giuffre, Alcina's "Jazz Ballet" by Bill Russo.

Atlantic's new rock and roll LP roster will include a "Rock and Roll Forever Package" (featuring some of the label's old best selling singles), and albums by the Clovers, Ray Charles, Ruth Brown, Lavern Baker and others.

The pop packages will spotlight canary Patti McGovern, arranger-conductor Ray Ellis and a 12-inch re-issue of "This Is My Beloved." Unlike many indie labels, all of Atlantic's LP's are priced at \$3.98, a point which Ertegan opines has helped considerably sales-wise.

Picked For A Hit Last May!
The FIRST Version Of...

"Autumn Concerto"

and

"STREET OF TEARS"

MERCURY 70884

RICHARD HAYMAN



Recapping Pop Album Charts

• Continued from page 33

7, Decca 6, Coral 5, London 2, and Mercury, Verve, Liberty, Epic and Kapp, 1 each.

Capitol's "Oklahoma!", "Carousel" and "King and I" sets, Columbia's "My Fair Lady" and "Most Happy Fella," and five of Decca's six albums on the charts, the latter including "Guys and Dolls," "The Benny Goodman Story," "Man With the Golden Arm," "Picnic" and "The Eddy Duchin Story," all appeared on the charts have accounted for sizable volume. Recent releases by all firms emphatically point to more packages from the screen and Broadway.

Gleason Tops List

With respect to talent, Jackie Gleason made the competition virtually no contest in appearing on the charts with a total of five albums. Gleason has been on the charts for more than three years now, with his latest package, "Night Winds," the most recent addition. If anybody is to give the television comic a fight for album honors, it appears that another television personality is the chap best equipped to do so, namely Coral Records' Lawrence Welk. The maestro single handedly accounted for all of Coral's five

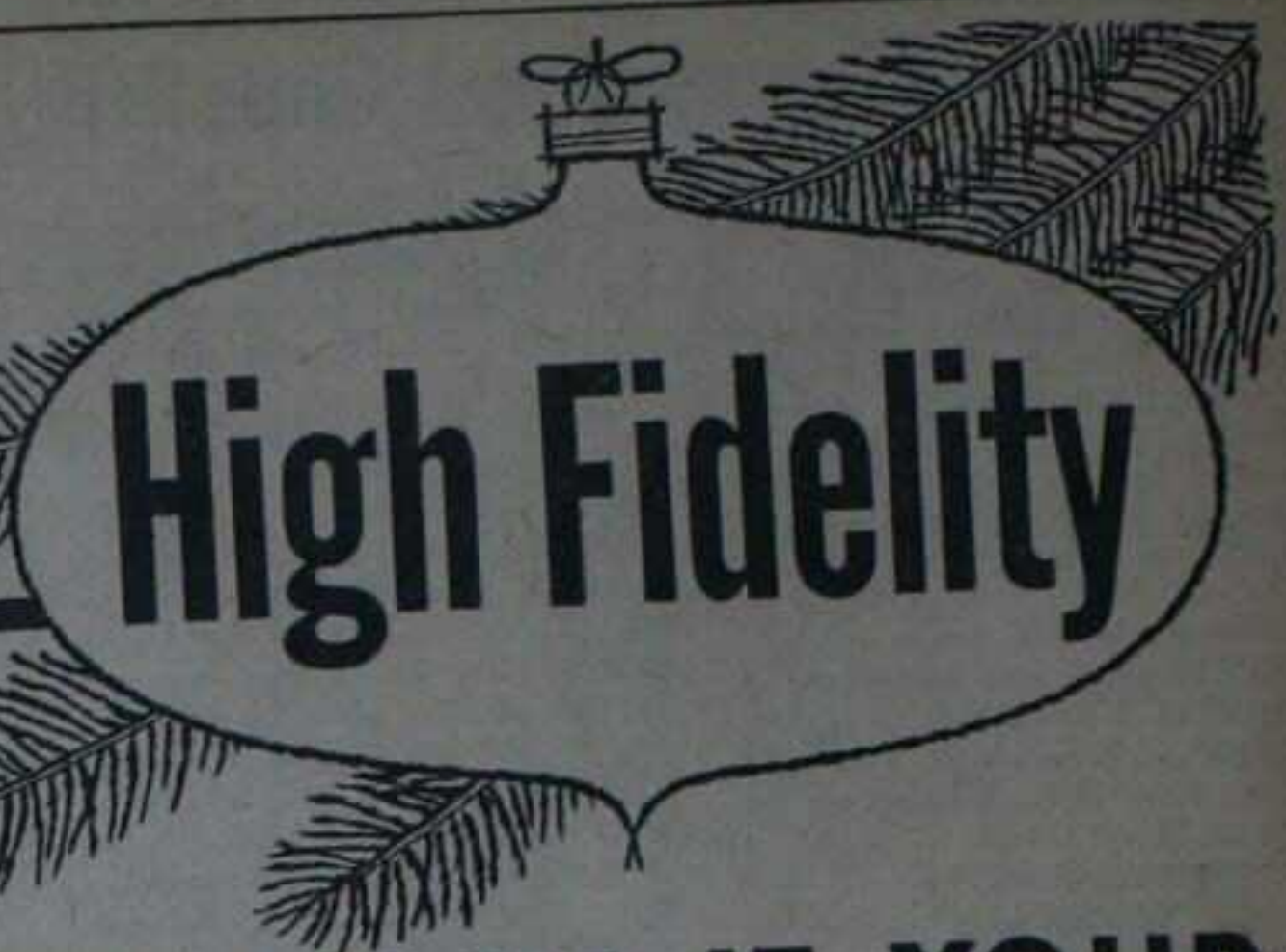
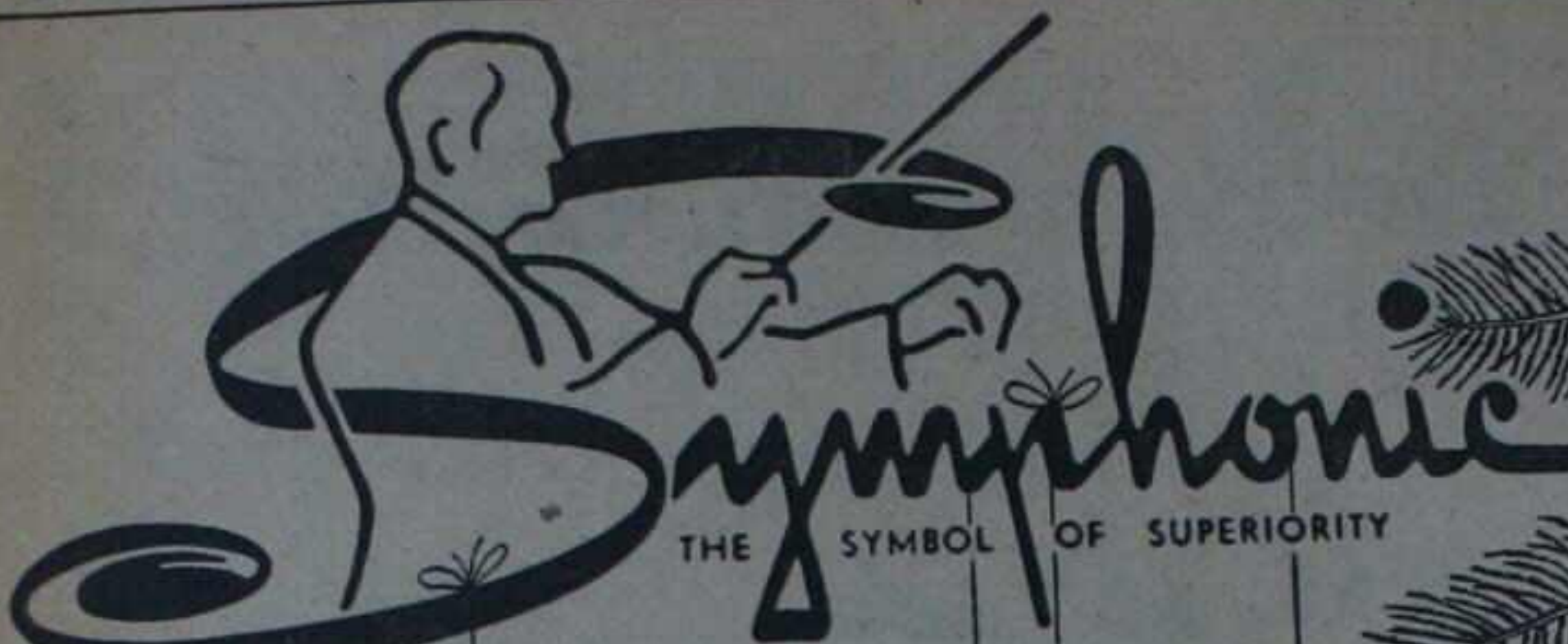
packages, "Sparkling Strings," "TV Favorites," "Shamrocks and Champagne," "Bubbles in the Wine" and, recently, "Say It With Music." RCA Victor's Harry Belafonte is also another current potent favorite, repeating with "Mark Twain," "Belafonte" and "Calypso."

That background and mood music packages are welcome is easily seen in the success of the Gleason and Welk material, in addition to similar works by Michel Le Grand and Paul Weston on Columbia, the Three Suns on RCA Victor, Mantovani on London and others.

There's no limit to the amount of imagination that can be expressed in an album, nor are there apparently any barriers for new faces to make their mark via the album route rather than by pop singles. Epic Records' "Gentlemen, Be Seated," Capitol's "This Lusty Lundy" by Tennessee Ernie Ford, the "Noel Coward at Las Vegas" set for Columbia and the Roger Williams album for Kapp Records are all indicative of the demand for new ideas and similarly new talent. How far a company will go and how much latitude they'll allow in these directions is somewhat dictated by the investment necessary in a given package.

CHICAGO 1, ILLINOIS





EVERYTHING YOU NEED TO MAKE IT YOUR BIGGEST CHRISTMAS SELLING SEASON!

39⁹⁵ to 199⁹⁵

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
 IF NOT AS ADVERTISED THEREIN

YEARS AHEAD IN STYLING, PERFORMANCE AND VALUE!

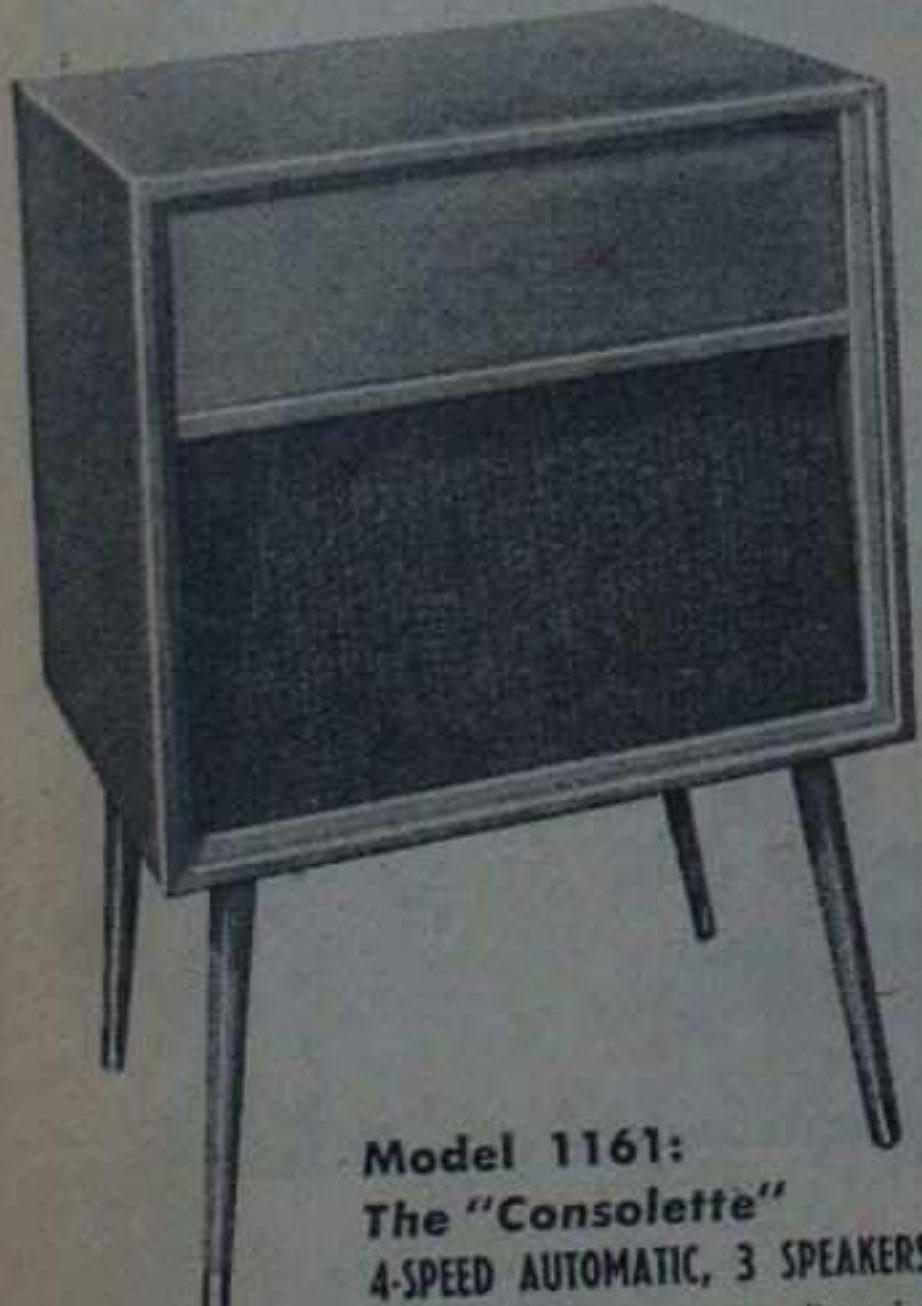
Yes, Symphonic offers you the greatest opportunity to get a bigger share of the peak consumer demand during the Christmas season. Never before could you offer your customers so much for so little. There is a Symphonic model for every gift buyer, every budget, every performance demand. Start making plans now for your biggest Christmas selling season... get in touch with your Symphonic distributor who has all the facts... or write direct for full information and the distributor that serves your area.



Model 1159
The "Varsity"
4-SPEED AUTOMATIC, 2 SPEAKERS

List **69⁹⁵**

The most beautiful high fidelity portable phonograph on the market. Nothing that competition has to offer can match this exciting value. Jam-proof Webcor 4-speed automatic changer with automatic shut-off. Separate bass and treble controls. In rose driftwood and gray Pyroxylin coated leatherette.



Model 1161:
The "Consolette"
4-SPEED AUTOMATIC, 3 SPEAKERS

Nothing that competition has to offer at its low list price can match its beauty in styling, tone fidelity or value. Frequency response 30 to 15,000 cycles. In blonde and mahogany with attractive brass ferrules on legs.

List **149.95**

SMART CONSOLE MODELS



List **129.95**

Model 1162:
The "Chorale"
4-SPEED AUTOMATIC, 3 SPEAKERS

Frequency response 30 to 15,000 cycles. 4-watt amplifier. Deluxe jamproof automatic intermix changer. Automatic shut-off. Volume, treble and bass controls. In Mahogany, Blonde, Walnut. Legs optional.

Model 1198: The "Troubador"
4-SPEED AUTOMATIC WITH 2 SPEAKERS

Frequency response 30 to 15,000 cycles. Separate treble and bass controls. Pyroxylin coated leatherette in cocoa brown and white.



List **89.95**

Symphonic 3 and 4 Speed Standard Phonographs Are Priced from 19.95. They Set the Pace for the Entire Industry In Styling, Performance and Value.

Record-Phono-Radio Marketing Fall Outlook and Directory Section

EDITORIAL

ARE YOU READY?

Now as never before, opportunity beckons for the alert record dealer. And alertness in this day constitutes more than merely selling records. The alert dealer now surrounds himself with the tools which help him sell more records, tools which in themselves produce for him vastly increased sales and profits.

Those tools may be simply labeled the playing equipment and the accessories which, together with records, make the complete home entertainment package. Dealers who sell good modern equipment and especially high-end high-fidelity equipment, and the needles and agents which protect records, brings his customers vastly increased enjoyment from records. They simply make better record customers, who buy more often.

In this last quarter of the year, the industry does the great bulk of its business. Now is the time for dealers to gear up for the big push, to be aware of the packaged records and the equipment available to them, to order intelligently, and then to sell hard for what can easily be the most profitable three months in history.

In this special section, various features are offered as aids to dealers planning for the weeks ahead. In forthcoming issues, other features, too, will be published with an eye to all the new ideas, products and selling methods which can make every dealer equal to the new challenges and opportunities that can help him continually strengthen his record and phonograph business.

Annual Hi-Fi Show Comes Of Age With Record-Gate

- Big jump exhibits of binaural tape equipment, stereo players. One home unit priced under \$400
- Style consciousness evident both on components and packages as bait for distaff interest

By REN GREVATT

NEW YORK — This city's annual hi-fi show got under way Thursday (27) to the tune of 9,000-plus payees, considered a first day record by the show's management. The show's Friday, second-day attendance, shaped up as another record, tho figures were lacking at press time.

This year, for the first time, the show is sponsored by the Institute of High Fidelity Manufacturers and with the new Trade Show Building locale and the frequent public symposiums on the mysteries of hi-fi, the careful planning behind the event, appeared to be paying off for exhibitors. Most were generous with their superlatives, describing the interest and the crowds as exceptional. Many, too, indicated their intention to exhibit their wares at later Institute-sponsored shows in Los Angeles and San Francisco.

The sounds of the milling crowd were punctuated in many areas by the sound of roaring trains and diving jet planes as enthusiastic exhibitors, in larger numbers than ever, demonstrated their stereophonic tape playing equipment. One of the most widely used demonstration tapes is a product of Livingston Electronics and contains sounds of trains, planes, passing parades and symphony orcs.

At least seven different firms were represented with binaural

tape playing equipment, whereas, just a year ago, a single firm had the units available and at a very high comparative price.

Stereo Players

V-M Corporation and RCA introduced stereo players at an earlier show this year and just a week ago, Ampex debuted its first stereo set designed primarily for home listening. At the Audio Show this week, Pentron, Magnecord and Berland-Concertone all showed home stereo players, as did Bell Sound Systems, Inc. The last is offering a compact home unit complete for under \$400. Also at the show, Electrical and Musical Industries, Ltd., of England, demonstrated for the first time here, its "Emisonic" stereosonic tape equipment. In spite of the slight difference in the name of the process, the techniques involved and the results are similar to other systems.

Evidence was apparent, too, of a heavy step-up in binaural tape availability. According to one source, commercial binaural tapes on the market have increased almost tenfold in the past year and it is no secret in the trade that diskeries are cutting any disks binaurally as well as monaurally, with the exception of marketing the stereo product, when enough playing equipment has hit the market. At the Audio Show, a spokesman for "Recorded Tape of the Month Club" said that his company

Diskeries' Package Pace Unabated on '56 Wind-Up

- Major and indie labels vie on fall schedules To climb pre-Christmas bandwagon
- West Coast firms equally active on plans To release 200 LP's before end of year

NEW YORK — Package record release programs of diskeries large and small, will continue at an unabated pace thru the balance of the fall selling campaign leading directly to the Christmas gift buying season. That's the unmistakable indication based on an informal check of disk release and promotion plans as the industry moves into the normally heavy last quarter.

Altho a number of disk producers have not as yet finalized late autumn planning, it is shown that many have special deals in the

works, while others are extending the dealer discount structure inaugurated in the late summer. At any rate, the trend seems clear that a record amount of packaged goods will be pumped out this fall, and more often than not, dealers will get the benefit of special tools with which to sell them.

Columbia Records has kicked off a heavy fall campaign based on its extensive catalog of Bruno Walter material. Much of the maestro's former diskings have been repackaged in a series of LP's and the whole program is being pushed via a 12-inch LP of samples of Walter's great performances, which will sell for \$1.98. With this package will be included a 16-page brochure exposing buyers to the entire Masterworks catalog. In conjunction with this package, a free 12-inch LP, "Bruno Walter Interview," will be given away by dealers. A dealer display contest and a special radio station promotion kit are tied in with the campaign.

Columbia will also release nearly 50 albums during the balance of this season, including 18 in the Masterworks series. Also, the diskery is extending an additional eight per cent discount on all kiddie material, EP's and Christmas catalog items.

Capitol is releasing 34 LP's in October and November. There will be 100 per cent exchange privileges on this merchandise, and deferred billing will be extended on purchases of \$150 or more, with one-half due December 10 and one-half on January 10, effective thru November 24.

Col's 'Esquire' Set

Altho no new discount deals will be made, both Coral and Decca are committed to an extremely heavy album program for the entire fall period, with both turning

folk and specialty disks at special show rates, did a brisk business.

A new feature of this year's show was a special dealer preview, held Wednesday evening (26), the night before the official opening. A vast number of dealers attended, and, according to show officials, exhibitors reported they did an unusually heavy volume of business.

An admission charge of 50 cents was made, with slightly higher charges for evening attendance. This, according to Audio Show spokesmen, made it possible to weed out many non-buying elements and concentrated the number of active home buying prospects for exhibitors.

out record amounts of merchan-

disc. The latter has kicked off a special "Esquire" series of eight packages, each highlighted by a cover drawing of one of the famous Petty girls. Of the eight disks, four are devoted to "Music for the Girl Friend," and four to "Music for the Boy Friend." Material from the diskery's extensive catalog is featured.

As with other special album pushes, namely, the Holiday series, Decca has set big promotion guns on the "Esquire" set, including elaborate display kits and dealer point-of-sale display material, and a mailing to more than 2,000 chapters of national fraternities and sororities.

Prior to departing for London Friday (28) Lee Hartstone, London sales veepee, said his firm was just winding up its big 10 per cent discount sale and was virtually out of stock. He said that no repeat of this is planned now, but that approximately 25 pop and 50 classical albums are set for release in the next three months.

Dot is continuing its 10 per cent discount program, inaugurated last month, thru the end of October. Eight new packages are set for next month, with six in the works for November. Lead package for October will be the Fontane Sisters' first LP of songs, never before disked. In the past, the trio's albums have all been composed of previously cut sides. The label will also produce a kiddie album for early release, with the character "Ranger Andy," to be featured in an upcoming ABC-TV kiddie spectacular.

Mercury Schedule

One of the heaviest programs of all will emanate from Mercury, with 30 new albums per month for the balance of the year already set. Fifty new sets will kick off the new year. The diskery will feature a special "Baker's Dozen" deal on its Childcraft and Playcraft kiddie lines. A Christmas LP program is now in the works.

ABC-Paramount is extending its original 30-60-90-day billing deal to distributors, who will in turn pass the same benefits on to dealers. This applies to all LP's purchased during October. The label now has built a catalog of 50 albums and expected to bring out 25 more before the year's end.

No special plans are on the immediate horizon for Kapp Records, but the label has already set plans for a push on two Christmas packages, one with Dennis James, the other an original cast job of an ABC-TV kiddie spectacular.

RKO Unique is lining up its promotional sights on its sound-track package of "The Friendly Persuasion" and a special album of the score of the NBC-TV spec, "Jack and the Beanstalk." The latter will feature artists on the label's own

(Continued on page 44)

DEALERS- here it is...

**A PLAN TO MAKE
FAST MOVING NEEDLES
MOVE
faster!**

Fidelitone

announces the

KEY

to POSITIVE
IDENTIFICATION of the
**FASTEST
MOVING**

PHONOGRAPH NEEDLES

Ask your distributor
about the fully-merchandised
Fidelitone KEY ASSORTMENTS

PERMO, INC.

Chicago 26

Fall Directory of 1957 Phono-Radio Lines

Space limitations require that listings be kept as brief as possible. In many cases high-fidelity phono units are available in as many as three different finishes, with some carrying retail prices slightly higher than the basic model as listed. In the case of portable, table and clock radios, basic models are listed, altho as many as half-a-dozen variations of the basic color scheme or combinations may be available at slightly varying prices.

ADMIRAL CORPORATION

1191 Merchandise Mart, Chicago 54, Ill.

HI-FI PHONOS

MODEL	DESCRIPTION	LIST PRICE
HC4407	Console, four speakers, 20-watt amplifier.	\$209.95
HC4406	Console, four speakers, 20-watt amplifier.	199.95
HC2277	Console, two speakers, 12-watt amplifier.	169.95
HC2276	Console, two speakers, 12-watt amplifier.	159.95
HS3377	Three speakers, "Chairside" model.	129.95
HS3376	Three speakers, "Chairside" model.	119.95
HT2237	Four-speed, table model.	109.95
HT2236	Four-speed, table model.	99.95
HP2238	Portable model, intermixes records.	89.95
HP2235	Portable model, intermixes records.	89.95
4G22D	Four-speed, table model, dual speakers.	79.95

AMERICAN ELITE, INC.

7 Park Avenue, New York, N. Y.

HI-FI PHONOS

MODEL	DESCRIPTION	LIST PRICE
Opus De Luxe	FM, AM, Short Wave, 5-speaker Omnipronic sound system, 15 watts, jack for tape recorder. Telefunken record changer. Diamond stylus.	\$895.00
Opus Royale	FM, AM, Short Wave, 5-speaker Omnipronic sound system, jack and compartment for tape recorder. Telefunken record changer. Diamond stylus.	695.00
Brahms	Hi-Fi Radio-Phonograph. FM, AM, Short Wave, 5-speaker Omnipronic sound system. Telefunken record changer. Diamond stylus.	449.95
Opus 7	6 speakers, Hi-Fi, FM, table model. AM and Short Wave. Jacks for outside antennas, record changer, tape recorder, extension speaker.	279.95
Bach	Hi-Fi Phonograph. 4 speakers. Diamond stylus. Jack for extension speaker.	249.95

PORTABLE RADIOS

Elite	AM, FM, Short Wave, jacks for phonograph and extra speakers, battery economy switch and built-in charger.	169.95
Cavotte	AM, FM, Short Wave, 3 speakers, jacks for phonograph and extra speaker.	149.95
Jubilee	AM, FM, jacks for phonograph or tape recorder.	99.95

A M I, INC.

1500 Union Avenue S.E., Grand Rapids 2, Mich.

HI-FI PHONOS

MODEL	DESCRIPTION	LIST PRICE
Mark I (The Brahms)	Fully integrated sound system with three-channel front loaded exponential horn system.	\$795.00
Mark II (The Bach)	Fully integrated sound system with three-channel front loaded exponential horn system.	845.00
Mark III (The Verdi)	Fully integrated sound system with three-channel front loaded exponential horn system.	995.00

ANDREA RADIO CORP.

Long Island City, N. Y.

HI-FI PHONOS

MODEL	DESCRIPTION	LIST PRICE
The Toledo	Consolette, legs to match, 8 watts output, three speakers, four-speed automatic changer.	\$169.95
The Valencia	Console, 12 watts output, 4 speakers, three-speed automatic changer, jacks for TV sound or tape recorder.	279.95
The Seville	Radio-Phonograph combination console, 20 watts, 4 speakers, 3-speed changer, jacks for TV sound or tape recorder.	379.95

AUDIO MASTER CORP.

17 E. 45th Street, New York 17, N. Y.

PORTABLE PHONOS

MODEL	DESCRIPTION	LIST PRICE
A-M 48	Heavy duty 4-pole Collaro motor, dual speakers, jack for earphones, built-in 45 r.p.m. chuck.	\$88.00
A-M 47	Hi-Fi, 4-speed motor, 4-watt peak output, dual speakers, jack for earphones, built-in 45 r.p.m. chuck.	57.50
A-M 74	4-speed manual, designed for Music Appreciation Classes, 2 speakers.	45.95
A-M 73	4-speed manual player.	36.95
A-M 71	4-speed manual player.	28.50

Continued on page 43

STOP... LOOK... now LISTEN!

EXPECT THE UNEXPECTED
FROM **DECCA** ... THIS TIME IT'S

Music for the Girl Friend
Music for the Boy Friend

Make sales music with Decca's exciting new album series... "Music for the Girl Friend" (4 Long Play albums) and "Music for the Boy Friend" (4 Long Play albums). Each album features a different *Petty* girl. Each contains a different type of music, tailor-made for today's market. Also available on single Ex. Play '45's.

Plenty of Promotion

You will be backed up by a giant, nation-wide disc jockey and publicity campaign. Colorful window displays and store displays, mounted album covers, lively consumer literature in color, point-of-sale material available now. *This is hot!* Contact your Decca Distributor!



Full page color ads in Esquire!

• Watch the albums go, when they see the full page color ads in the November and December issues of Esquire, leading magazine in the college market! And, there are hard-selling co-op ads ready for you to supplement this strong national campaign in your area!

DECCA RECORDS

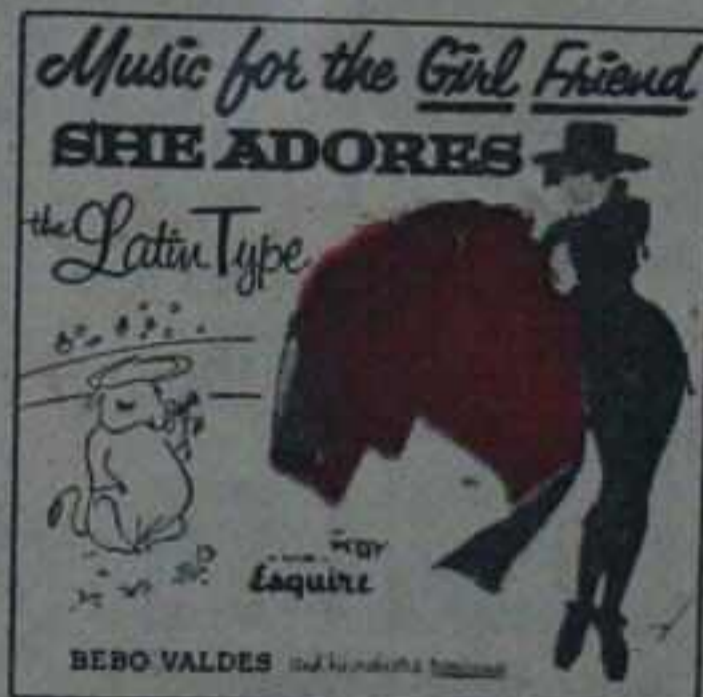
MUSIC FOR THE BOY FRIEND



Great theme music from great motion pictures.
DL 8312 \$3.98*
ED 2389-0-1 \$1.49 ea.*



This mood music will make your dreams come true!
DL 8310 \$3.98*
ED 2383-4-5 \$1.49 ea.*



Dance to the rhythms of the Cha Cha, Merengue, Mambo.
DL 8311 \$3.98*
ED 2386-7-8 \$1.49 ea.*



Party music that sets the stage for great things.
DL 8309 \$3.98*
ED 2380-1-2 \$1.49 ea.*

MUSIC FOR THE GIRL FRIEND



Bill Haley and your top Rock 'n' Roll stars are all here!
DL 8315 \$3.98*
ED 2398-9-2400 \$1.49 ea.*



Solid dance music by three great orchestras.
DL 8313 \$3.98*
ED 2392-3-4 \$1.49 ea.*



For the well-rounded jazz addict... cool and hot.
DL 8314 \$3.98*
ED 2395-6-7 \$1.49 ea.*



Hear six wonderful gals sing your favorite love songs.
DL 8316 \$3.98*
ED 2401-2-3 \$1.49 ea.*

DL Indicates 33 1/3 Long Play Records. *ED* Indicates Ex. Play '45.
*All prices shown are Suggested Retail Prices, which include Fed. Excise Tax, but do not include State or Local Taxes.

RACK UP BIGGER PROFITS!

TODAY'S RECORDS
THE BEST IN
TOMORROW'S MUSIC

Christmas Histr
3015-18 Glorious Christmas Tunes, played by the Don August Trio, with organ, piano and bells.

CHILDREN'S HOUR
3014-28 Nursery Rhymes and Play Songs plus 2 FULL length stories, recommended by Parents' Magazine.

BOOGIE WOOGIE
3015-27 Olde Tyme Favorites by Eddy "Piano" Miller, alias "Cornball" Casey, featuring honky tonk piano and orchestra.

Pop Parade
of 18 Top Tunes
3007-18 Pop Parade-18 latest hit tunes, full length, fully orchestrated, with vocals.

TODAY'S 18 Favorite Hymns
3005-18 Best Loved Hymns-The Bible Choristers with ORGAN accompaniment.

JUNIOR "POPS"
3007-18 Junior Pops for young grown-ups, popular tunes for party, play and active participation.

SHAKE ROCK RATTLE AND ROLL
3005-18 Instrumentals for Dancing, The Shake, Rock, Rattle and Roll-Buddy Lucas and his orchestra.

18 MERENGUE and MAMBO
3001-18 Latin Tunes, strictly for dancing, by Pupo Reyes and his Latin from Manhattan.

18 COUNTRY & WESTERN HITS
3006-Vol. 2-18 latest Country and Western Hits-Red Pepper and his Country Hill Billies.

18 SHOW TUNES
3009-18 Show Tunes, organ with rhythm accompaniment (echoes of Broadway).

\$2.98
ea.
suggested retail price

MORE, MUCH MORE
FOR YOUR MONEY
ON TODAY'S RECORDS!

TODAY'S RECORDS

80 East 11th Street
New York, N. Y.
GRamercy 5-2520

Recently appointed distributors: ARC Dist. Co., Detroit; Custom Dist. Co., Cleveland; Tell Dist. Co., Madison, Wis.; Leslie Dist. Co., Hartford; Portal Dist. Co., Pittsburgh; Garmisa Dist. Co., Chicago. Some additional distributor territories still available.

Caesar, Welk Nip 'n' Tuck

Lawrence Welk's Saturday night show on ABC-TV opened the new season in a virtual dead heat with NBC-TV's "Caesar's Hour." On September 15, when Caesar had all the hoopla and interest of a season premiere in a new time slot with a new supporting actress, Caesar drew a Trendex of 21.9, while Welk had a 21.8. Their respective shares of audience were 39.4 and 39.2. There was no indication whether Welk's audience might have been boosted by the fact that one of the high spots of Caesar's show that evening was a broad take-off on Welk's format and personality.

Diskeries Pace

Continued from page 41

roster, and in view of the lack of an original cast waxing, will get a heavy build-up from NBC and the label. Unique is also planning special display material for dealers on the set.

Grand Award Records, now working thru 37 distributors, is building its fall program around a new 2-LP Paul Whiteman 50th Anniversary set, which features many of the stars who originally performed with Whiteman. The label now has 50 catalog items and continues with 21 releases in September and October.

Atlantic, known in the past for its rhythm and blues waxings, is stepping up its already broad program of jazz releases and is also moving in the pop direction. The label is now in the middle of a special early fall 10 per cent discount plan on all its merchandise and reports indicate that all distributors but one have at least tripled their sales quotas. A minimum of 20 additional LP's are in the planning stage for release before the end of the year.

On the West Coast, approximately 20 independent firms will release in excess of 200 12-inch LP's for the balance of 1956. Virtually all companies have stepped up their release schedules, largely based on the reaction that dealers, distributors and consumers can apparently absorb all they can issue. Most of the Indies have no plans for special sales campaigns embracing terms or allowances, deferred billing, etc., tho some have plans along these lines while still others currently have such programs extending well into the middle of October.

Largest of the Coast Indies, the four Norman Granz labels, plans on releasing approximately 20 albums each on its Clef, Norgran and Verve labels, with an additional five on Down Home.

The Contemporary-Good Time Jazz companies expect to release a total of 25 LP's before the end of the year, with no incentive to be passed on to its distributors or dealers. Company currently has a fall plan that runs thru October 15, which allows for a 10 per cent merchandise discount with the purchase of five new and five catalog contemporary albums.

Liberty Records will release 15 additional LP's thru December, allowing a 10 per cent discount based on quota purchases. The Sunset-Starlite firms will have 20 new LP's, allowing discounts of 5 and 10 per cent based on quota.

Expected output of other firms, all of whom have no special sales plans, includes Imperial, 20 LP's; Pacific Jazz, 14; Hi Fidelity, 10; Dootone, 3, and Disneyland, 16. All of the firms listed have a regular release schedule of LP's. A number of other independent firms are expected to add to the huge output of package goods.

Continued from page 42

BOETSCH BROTHERS

New Rochelle, N. Y.

AUTOMATIC PORTABLE PHONOS		
MODEL	DESCRIPTION	LIST PRICE
665	Hi-Fi, 4-speed automatic, twin 6-inch speakers, 4-watt output.	\$99.50
RAC-5	Automatic radio-phono combination, 4-speed changer.	69.95
A-355	Hi-Fi, 4-speed automatic.	64.95
A-151	4-speed automatic.	57.95
A-15	4-speed automatic.	54.95
A-18	3-speed automatic.	49.95
A-45	Automatic 45 r.p.m.	34.95
KIDDIE PHONOS		
The Console	3-speed manual kiddie phonograph.	34.95
Lowboy	3-speed manual kiddie phonograph.	27.50
Stardust	Kiddie Portable, 78 r.p.m. only.	12.95
3-SPEED MANUAL PORTABLES		
Six models: OB-25, \$34.95; 24, \$29.95; 23, \$25.95; 22, \$24.95; 21, \$23.50; 19, \$21.95.		

COLUMBIA RECORDS, INC.

799 Seventh Avenue, New York 19, N. Y.

HI-FI PHONOS		
MODEL	DESCRIPTION	LIST PRICE
530	Console, 4 speakers, 4-speed changer, 15-watt output, AM, FM, radio.	\$329.95
(360" K2 series)		
528	Console, 3 speakers, 4-speed changer, 10-watt output.	199.95
(360" K2 series)		
572	Console, 2 speakers, 4 1/2-watt output, 4-speed changer.	149.95
(360" K2 series)		
526	Portable, 6-watt output, 4 speakers, 4-speed changer.	149.95
(360" K2 series)		
524	Table model, 4 1/2-watt output, 3 speakers, 4-speed changer.	129.95
(360" K2 series)		
522	Portable, 3 speakers, 4-speed changer.	119.95
518	Portable, 2 speakers, 4-speed changer.	89.95
517	Portable, 1 speaker, 4-watt output, 4-speed changer.	79.95
HF-1	3-speed, Hi-Fi manual, 2 speakers, can be used as p.a. system, especially designed for schools and libraries.	79.95
PORTABLE PHONOS		
516	Automatic, 4-speed changer, 1 speaker.	64.95
514	Manual, 4-speed player, 2 speakers. Built-in 45 r.p.m. adapter.	44.95
513	Manual, 4-speed player, 1 speaker. Built-in 45 r.p.m. adapter.	39.95
512	Manual, 4-speed player, built-in 45 r.p.m. adapter.	29.95
540	45 r.p.m.-only player.	39.95

CRESCENT INDUSTRIES, INC.

5900 West Touhy Ave., Chicago 31, Ill.

HI-FI PHONOS		
MODEL	DESCRIPTION	LIST PRICE
Troubador		
A-746B	Table model, 4-speed.	\$114.95
A-746M	Table model, 4-speed.	109.95
A-746E	Table model, 4-speed.	99.95
A-744	Portable Hi-Fi, 4-speed.	89.95

CROSLEY AND BENDIX

Home Appliances Division
1329 Arlington Avenue, Cincinnati 25, O.

AUTOMATIC PORTABLE PHONOS		
MODEL	DESCRIPTION	LIST PRICE
Contessa		
A-640	3-speed	64.95
Cadet A-740	4-speed	59.95
F-739R	45 r.p.m. only.	42.95
F-739G	45 r.p.m. only.	42.95
F-737	45 r.p.m. only.	37.95
F-638	45 r.p.m. only.	35.95
MANUAL PORTABLE PHONOS		
Siren-M734	3-speed, single play.	33.95
Vamp-M633	3-speed, single play.	29.95
Scottie-M732	3-speed, single play.	25.95

DATOM INDUSTRIES, INC.

221 West 17th Street, New York 11, N. Y.

TABLE RADIOS		
MODEL	DESCRIPTION	LIST PRICE
Seven models: T-31, \$19.95; T-41, \$27.95; T-60, \$39.95 (table radios); JC-8, \$39.95 (clock radio); P-50, \$39.95; P-60, \$49.95; JM-8, \$50.00 (portable radios).		

DECCA DISTRIBUTING CORP.

50 West 57th St., New York 19, N. Y.

HI-FI PHONOS		
MODEL	DESCRIPTION	LIST PRICE
DP-700	Console, 70-watt output, 6 speakers, (4 in separate cabinet). 3-speed Garrard Changer, AM-FM tuner.	\$499.50

Nobody but V-M gives you

★ STEREO

At a Popular Price!

★ *A Full "Stereo Plus" Line
in Just Four Units!*

★ *Unrivalled 'Sell-up'
Features*

TEAM THEM FOR STEREO! SELL TWO
AT A TIME! Sell one now, the other later!

MATCHED PHONOS AND TAPE RECORDERS,
TABLE MODELS AND PORTABLES, FOR STEREO
PLEASURE AND MORE PLUS-PROFITS FOR YOU!



V-M 'Celeste' (Model 750) monaural
tape recorder with binaural playback,
blonde or mahogany, \$259.95 List*.
Black or brass-finished legs optional.



V-M 'Fidelis' (Model 560) high-fi-
delity, 4-speed phonograph. Blonde
or mahogany, \$149.50. * List. (Wal-
nut and ebony slightly more). Black
or brass-finished legs optional.

FOR THE HOME: V-M 'Celeste' tape recorder with binaural play-
back and matching V-M 'Fidelis' hi-fi, 4-speed phonograph. Each
a complete unit! Together, an inexpensive stereo system!



V-M 'tape-o-matic' (Model 711) port-
able monaural tape recorder with
binaural playback. Two-tone gray
leatherette.....\$209.95 List.*



V-M Model 556 portable high-fidelity,
4-speed automatic phonograph. Two-
tone gray leatherette...\$119.95 List.*

FOR PORTABLE PLEASURE: V-M 'tape-o-matic' tape recorder
with binaural playback and matching V-M Model 556 hi-fi, 4-
speed phonograph. Each complete alone, join for low-cost stereo!



ONE SALE OPENS THE DOOR TO DOZENS



MORE!

Here's your easiest entry into the plus-profit
stereo field! YOU RISK NOTHING! Why
load up with stereo-only equipment? V-M
gives you top-value single units you can sell
on their own merits, units your customers
can team for stereo PLUS at popular prices!

Nobody but V-M backs you up with such complete advertising-
merchandising support! National magazine and newspaper ads,
newspaper ad mats, radio scripts and recorded radio spots, TV
films, movie trailers in color, outdoor advertising, point-of-
purchase displays, window banners, mail campaigns and con-
sumer publicity—everything to help you sell and keep on selling.

FOR PLUS-PROFITS, SELL THE PURELY FOR PLEASURE LINE! 24 MODELS TO CHOOSE FROM.



V-M CORPORATION, BENTON HARBOR, MICHIGAN
WORLD'S LARGEST MANUFACTURER OF
PHONOGRAPHS AND RECORD CHANGERS

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. THE KING AND I-Sound Track...Capitol W-740
2. CALYPSO-Harry Belafonte...RCA Victor LPM 1248
3. THE EDDY DUCHIN STORY-Sound Track...Decca DL 8289
4. MY FAIR LADY-Original Cast...Columbia OL 5090
5. HIGH SOCIETY-Sound Track...Capitol W 750
6. ELVIS PRESLEY...RCA Victor LPM 1254
7. SONGS FOR SWINGIN' LOVERS-Frank Sinatra...Capitol W 653
8. BELAFONTE-Harry Belafonte...RCA Victor LPM 1150
9. OKLAHOMA!-Sound Track...Capitol SAO 595
10. THE PLATTERS...Mercury MG 20146
11. FOUR FRESHMEN AND FIVE TROMBONES...Capitol T 683
12. CAROUSEL-Sound Track...Capitol W 694
13. SAY IT WITH MUSIC-Lawrence Welk...Coral CRL 57041
14. SOLO MOOD-Paul Weston...Columbia CL 879
15. ON THE SUNNYSIDE-Four Lads...Columbia CL 912

Pop Albums Coming Up Strong

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

- 1. Freshman Favorites...The Four Freshmen...Capitol T 743
2. Howdy...Pat Boone...Dot DLP 3030
3. Blue Jean Bop...Gene Vincent...Capitol T 764
4. Cuban Fire...Stan Kenton...Capitol T 731
5. Velvet Carpet...George Shearing...Capitol T 720

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. ON THE SUNNY SIDE-Four Lads...Columbia CL 912
3. SONGS FOR SWINGIN' LOVERS-Frank Sinatra...Capitol W 653
4. MY FAIR LADY-Original Cast...Columbia OL 5090
5. SOLO MOOD-P. Weston...Columbia CL 879
6. SWINGIN' FOR TWO-Don Cherry...Columbia CL 893
7. EDDY DUCHIN STORY-Sound Track...Decca DL-8289
8. CALYPSO-Harry Belafonte...RCA Victor LPM 1248
9. COLE PORTER SONG BOOK-Ella Fitzgerald...Verve MG-4001-2

Review Spotlight on...

Popular Albums

PATTI PAGE IN THE LAND OF HI-FI (1-12") -EmArcy MG 36074
It could almost be said that this is a new Patti Page. As usual, she sings fine, but in this case, it's the approach that counts.

Classical Albums

THE SOUND OF GENIUS (1-12") - Columbia Symphony Orchestra; Bruno Walter, Cond. Columbia WZ 1
To beginning or confirmed collectors of serious music, this should prove an irresistible buy at \$1.98.

Band Albums

MARCHES FOR TWIRLING (1-12") - Eastman Symphonic Wind Ensemble; Frederick Fennell, Cond. Mercury MG 50113
Thru a series of previous packages this group has become established as a top seller of band

music. This album is keyed to the needs of the baton twirling drum majorette, and with the 1956 football season here, it's perfectly timed.

Album Cover of the Week



BRUNO WALTER-The Sound of Genius-Columbia WZ 1-Using the successful formula of their summer pop sampler, 'Wish You Would Hear,' where a die-cut portrait appears on the cover, the label now offers the great maestro Bruno Walter.

Reviews and Ratings of New Albums

Popular

CHRIS, PHYLLIS AND DOTTIE...78
The McGuire Sisters (1-12")
Coral CRL 57052
Coral has gathered together some of the McGuire Sisters' old hit singles...

INSTRUMENTAL SELECTIONS FROM 'MY FAIR LADY'...77
Richard Hayman Ork (1-12")
Mercury MG 20192
Latest addition to the tremendously popular list of 'My Fair Lady' recordings.

HONKY TONK PIANO...76
(Cornball) Casey Ork (1-12")
Today's 3015
Attractive cover, 27 well-known oldies, and the honky-tonk piano sound combine to give this package individual appeal.

LATIN RHYTHMS IN HI-FI...76
Carlos Molina Ork, Horace Diaz and the Mambo Men (1-12")
Kapp KL 1044
Carlos Molina and Horace Diaz provide some vivid, danceable sides in this LP.

SPEAK LOW...75
Al Goodman Ork (1-12")
Camden CAL 317
Twelve standard instrumental tunes, all re-issued, packaged for pleasant after-hour listening.

Classical

MOZART: REQUIEM MASS IN D MINOR (K. 626) Irmgard Seefried, Soprano; Jennie Tourel, Alto; Leopold Simoneau, Tenor; William Warfield, Bass; Westminster Choir; Philharmonic Symphony of New York, Bruno Walter, Cond. Columbia ML 5812...84

FALLA: EL AMOR BRUJO: ORCHESTRAL FAVORITES (1-12")-Marina de Gaharain, Mezzo Soprano; L'Orchestre de La Suisse Romande; Ernest Ansermet, Cond. London LL 1484...77
Both conductor and orchestra give some listening favorites a top-flight production.

DEBUSSY: 'Clair de Lune' and 'Marche Ecossaise.' While there is obvious competition on all these individual items, this sums up to an over-all delightful package, and not to be neglected inventory-wise.

BRAHMS: VARIATIONS AND FUGUE ON A THEME BY HANDEL; CHOPIN RECITAL (1-12") - Julius Katchen, Piano, London LL 1325...76
This is a splendid recapping of material all of which has been issued previously on 10-inch sides.

MOZART: PIANO CONCERTOS NO. 25 IN C MAJOR (K. 583) and NO. 26 IN D MAJOR (K. 577) 'Coronation' (1-12")-Friedrich Gulda, piano; New Symphony Orchestra of London; Anthony Collins, Cond. London LL 1376...73
Superior sound and excellent pianist's earmark this coupling of two of the composer's best known concertos.

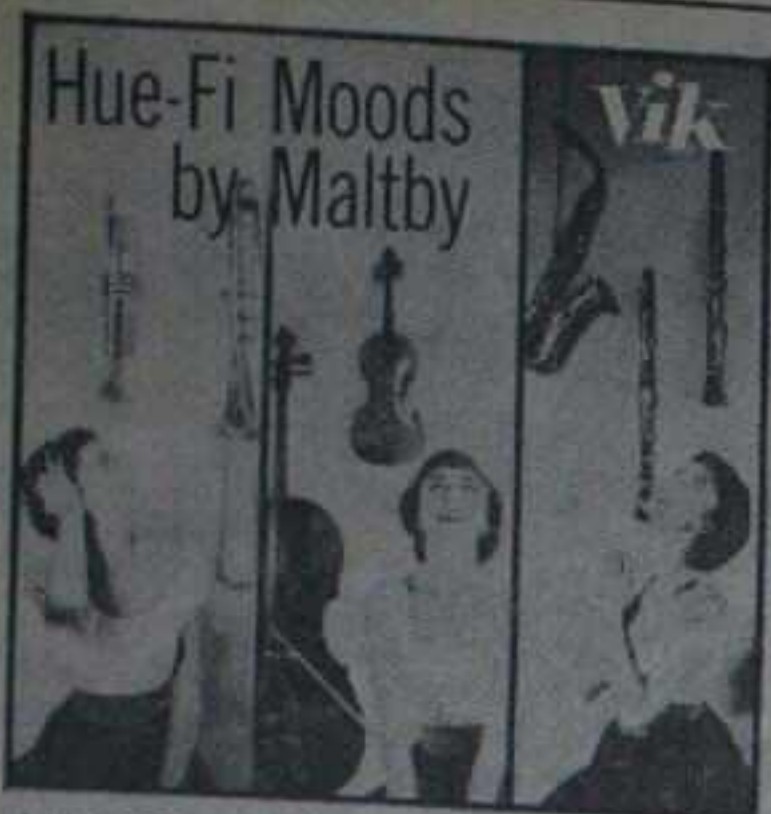
Jazz

RIVERSIDE DIXIELAND SAMPLER...85
(1-12")
5 1
Since the regular Riverside 12-inchers sell at \$4.98, this \$1.98 item is a real bargain. It includes samples from 12 different traditional jazz albums...

EDDIE CONDON'S TREASURY OF JAZZ...79
(1-12")
Columbia CL 881
Issue is concurrent with that of Condon's new book of the same title. Publicity attending the latter will help this set, especially where book and disk are displayed together.

SWING SOFTLY SWEET SAMPSON...78
Edgar Sampson Ork (1-12")
Coral CRL 57049
Sampson, arranger-composer for the late Chick Webb and for Benny Goodman, gets his first LP, and it's a great one.

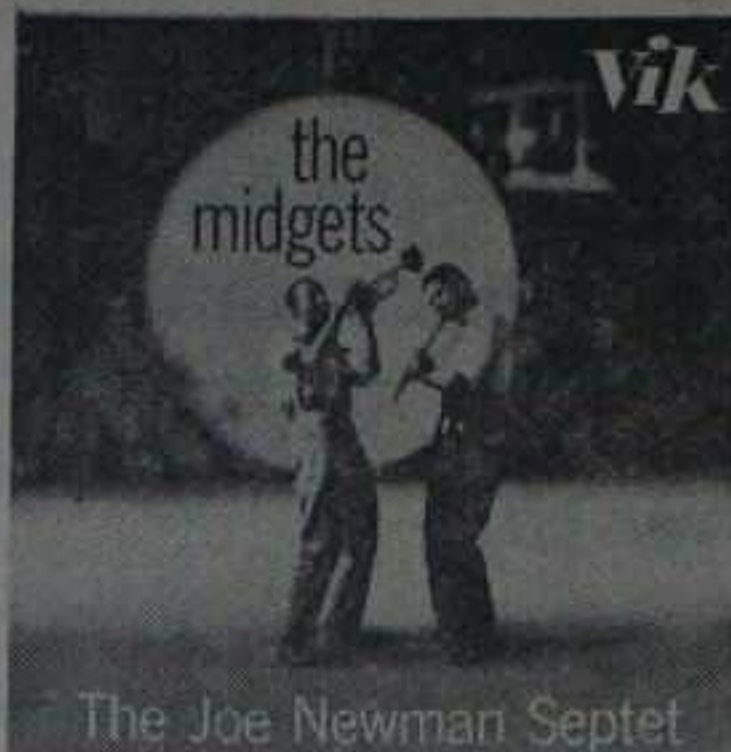
JESS STACY PIANO SOLOS...77
(1-12")
Beethoven BL 54017
Top-grade, fluent and hand-biting pianist in the great one-time Benny...
(Continued on page 53)



LX-1051
45EP: EXA-176, 177, 178



LX-1054
CURRENT SUPPLIED BY MARTY GOLD



LX-1060



LX-1055
45EP: EXA-179, 180, 181



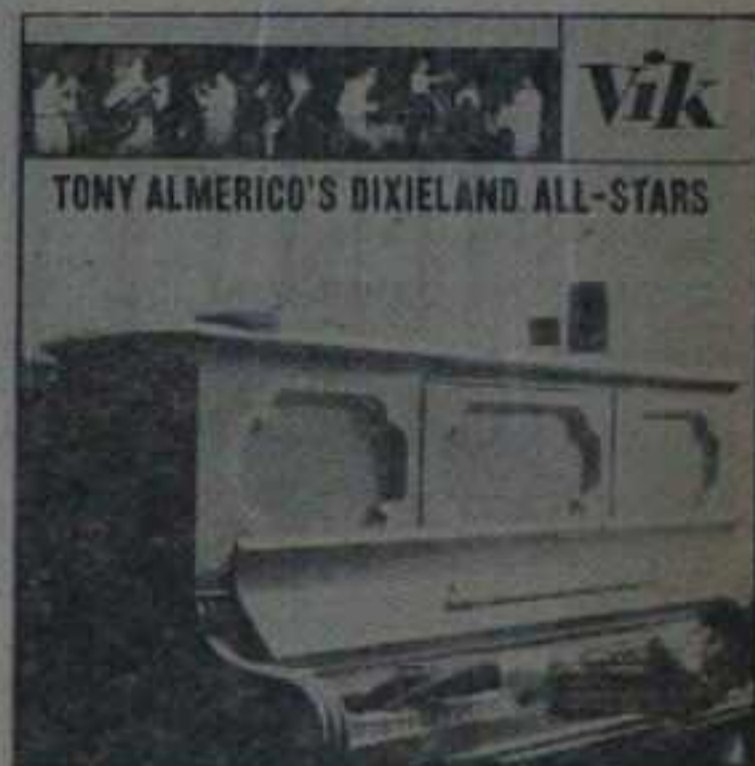
LX-1053



LX-1056



LX-1059



LX-1057

TRY THESE FOR SOUND AND SALES!

Ask Your Vik Distributor about the profit-packed "Sound Buy" Deal

8 GREAT NEW VIK ALBUMS
IN THRILLING "NEW ORTHOPHONIC"
HIGH FIDELITY

Vik

A PRODUCT OF RADIO CORPORATION OF AMERICA

155 EAST 24TH STREET, NEW YORK, N. Y.



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

• Classical Albums (Over-all)

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

- TCHAIKOVSKY: 1812 Overture; Capriccio Italien—**
Minneapolis Symphony (Dorati).....Mercury MG 50054
- LALO: Symphonie Espagnole; Bruch: Violin Concerto—**
Stern, Philadelphia Orchestra (Ormandy).....Columbia ML 5097
- PUCCINI: Madame Butterfly Suite—**
Andre Kostelanetz Orchestra.....Columbia CL 869
- MENDELSSOHN: Violin Concerto; MOZART: Violin Concerto No. 4—**
Oistrakh, Philadelphia Orchestra (Ormandy).....Columbia ML 5085
- BEETHOVEN: Piano Concerto No. 5 ("Emperor")—**
Casadesus, New York Philharmonic (Mitropoulos).....Columbia ML 5100
- OFFENBACH: Gaite Parisienne; Meyerbeer: Les Patineurs—**
Boston Pops Orchestra (Fiedler).....RCA Victor LM 1817
- RACHMANINOFF: Piano Concerto No. 2—**
Istomin, Philadelphia Orchestra (Ormandy).....Columbia ML 5103
- TCHAIKOVSKY: Piano Concerto No. 1—**
Gilels, Chicago Symphony (Reiner).....RCA Victor LM 1969
- OFFENBACH: Gaite Parisienne (Complete)—**
Philadelphia Orchestra (Ormandy).....Columbia KL 5069
- OFFENBACH IN AMERICA—**Boston Pops Orchestra (Fiedler).....RCA Victor LM 1990
- RIMSKY-KORSAKOFF: Scheherazade—**Pittsburgh Symphony (Steinberg)....Capitol P 8305
- RACHMANINOFF: Piano Concerto No. 2; Rhapsody on a Theme of Faganini; Grieg: Piano Concerto; Liszt: Piano Concerto No. 1—**
Rubinstein, RCA Victor Symphony (Wallenstein).....RCA Victor LM 6039
- TCHAIKOVSKY: Symphony No. 6 ("Pathetique")—**
Boston Symphony (Monteux).....RCA Victor LM 1901
- RACHMANINOFF: Piano Concerto No. 2—**
Pennario, St. Louis Symphony (Golschmann).....Capitol P 8302
- PUCCINI: LaBoheme—**
De Los Angeles, Bjoerling, RCA Victor Orchestra (Beecham).....RCA Victor LM 6309
- THE VIRTUOSO ORCHESTRA—**Boston Symphony (Munch)....RCA Victor LM 1984
- DEBUSSY: Afternoon of a Faun; Nocturnes; Ravel: Daphnis et Chloe Suite No. 2—**
Philadelphia Orchestra (Ormandy).....Columbia ML 5112
- BJOERLING SINGS AT CARNEGIE HALL—**.....RCA Victor LM 2003
- BEETHOVEN: Symphony No. 5; Mozart: Symphony No. 40—**
Philadelphia Orchestra (Ormandy).....Columbia ML 5098
- TCHAIKOVSKY: Nutcracker Suite—**NBC Symphony (Toscanini)....RCA Victor LM 1986

• Show & Movie

• Jazz

• Opera

- THE KING AND I—** Sound Track...Capitol W 470
- THE EDDY DUCHIN STORY—**Sound Track.....Decca DL 8289
- MY FAIR LADY—**Original Cast...Columbia OL 5090
- HIGH SOCIETY—** Sound Track.....Capitol W 750
- OKLAHOMA!—**Sound Track.....Capitol SAO 595
- CAROUSEL—** Sound Track.....Capitol W 694
- THE MOST HAPPY FELLA—**Original Cast.....Columbia OL 5118
- PICNIC—**Sound Track.....Decca DL 8320
- THE MAN WITH THE GOLDEN ARM—** Sound Track.....Decca DL 8257
- MY FAIR LADY—** Percy Faith...Columbia CL 895

- ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK—** Verve MG 4001, 2
- STAN KENTON IN HI-FI—** Capitol W 724
- AMBASSADOR SATCH—** Louis Armstrong.....Columbia CL 840
- CUBAN FIRE—** Stan Kenton.....Capitol T 731
- KRUPA AND RICH—** Gene Krupa and Buddy Rich.....Clef MGC 684
- JAZZ: RED HOT AND COOL—** Dave Brubeck.....Columbia CL 699
- COAST CONCERT—** Bobby Hackett.....Capitol T 692
- BRUBECK PLAYS BRUBECK—** Columbia CL 878
- CHRIS CONNOR—** Atlantic 1228
- FONTESSA—** Modern Jazz Quartet.....Atlantic 1231

- PUCCINI: LA BOHEME—** De Los Angeles.....RCA Victor LM 6039
- MOZART: THE MAGIC FLUTE—**Streich.....Decca DX 134
- VERDI: LA TRAVIATA—** Carteri, RCA Victor LM 6040
- MASSENET: Manon—**De Los Angeles.....RCA Victor LM 6402
- VERDI: AIDA—**Milanov.....RCA Victor LM 6122
- VERDI: AIDA—**Tebaldi....London LLA 13
- PUCCINI: TOSCA—**Callas...Angel 3508
- PUCCINI: MADAME BUTTERFLY—**De Los Angeles...RCA Victor LM 6121
- PUCCINI: LA BOHEME—** Tebaldi.....London LLP 462/463
- MOZART: DON GIOVANNI—** Siepi...London XLLA 34

• Continued from page 44

- DP-204 Console, 15-watt output, 4-speed changer, 4 speakers, compartment for installation of AM-FM tuner. 199.95
- DP-222 Table model, 4-watt output, 4-speed changer, 3 speakers. Brass legs optional. 139.95
- DP-610 4-speed manual transcription phono, 10-watt output, AM-FM tuner and microphone. 129.95

PORTABLE PHONOS

- DP-232 4-speed changer, 2 speakers, detachable iron legs. 79.95
- DP-532 4-speed changer, 1 speaker, detachable iron legs. 59.95
- DP-540 3-speed changer, 1 speaker. 44.95
- DP-909 45 r.p.m. only changer. 39.95
- DP-550 Manual 3-speed phono. 31.95
- DP-581 Manual 4-speed phono. 29.95
- DP-940 Manual 45 r.p.m. only. Phono, 4-tube AM radio. 24.95
- DP-571 Manual 3-speed phono. 24.95
- DP-520 "Winky Dink" kiddie model, manual, 3-speed, cartoon cutout mounted on tone arm. 19.95
- DP-930 Manual, 45 r.p.m. only phono. 15.95

DE WILD RADIO MFG. CO.

35-15 37th Avenue, Long Island City, N. Y.

ALL TRANSISTOR RADIOS (price includes batteries)

K701B, \$57.70; K702B, \$63.45; K544, \$51.60.

TABLE RADIOS

K412, \$19.95; K412, \$20.95; J543, \$23.95; J802, \$59.95; H537, \$31.95; H537, \$33.50.

CLOCK RADIOS

K545, \$29.95; K545, \$30.95; H528, \$37.95.

PORTABLE RADIOS (price includes batteries)

E517, \$38.80; D508, \$66.15; J541, \$39.95.

DICTOGRAPH PRODUCTS, INC.

Jamaica, N. Y.

HI-FI PHONOS

- | MODEL | DESCRIPTION | LIST PRICE |
|-------|---|------------|
| 400 | 4-speed intermix changer-player. Separate speaker unit. 25-watt amplifier. | \$349.50 |
| 101-B | 10-watt amplifier. Diamond stylus. 3-speed intermix changer. Separate speaker system. | 199.50 |
| 100-A | 10-watt amplifier. Diamond stylus. 3-speed intermix changer. Separate speaker system. | 179.50 |

EMERSON RADIO AND PHONOGRAPH CORP.

14th and Coles Streets, Jersey City 2, N. J.

HI-FI PHONOS

- | MODEL | DESCRIPTION | LIST PRICE |
|-------|--|------------|
| 861 | Four-speaker, 4-speed phono. | \$178.00 |
| 860 | Three-speaker, 4-speed phono. Twin speaker, Hi-Fi 4-speed phono-radio. | 138.00 |
| 858 | Twin speaker, Hi-Fi, 4-speed phono-radio. | 108.00 |

PORTABLE PHONOS

- 854 3-speed portable. 68.00
- 845 3-speed portable phono. 58.00
- 834 3-speed portable phono. 28.00
- 841 3-speed portable phono. 22.00

TABLE RADIOS

Seven models: 823, \$44.00; 832, \$34.00; 852, \$32.00; 812, \$30.00; 852, \$26.00; 851, \$20.00; 811, \$18.00.

CLOCK RADIOS

Three models: 846, \$50.00; 826, \$48.00; 824, \$28.00

PORTABLE RADIOS

Four models: 840, \$40.00; 833, \$36.00; 848, \$28.00; 850, \$22.00.

KRAFT BROTHERS, INC.

148-12 94th Avenue, Jamaica 35, N. Y.

PORTABLE PHONOS

- | MODEL | DESCRIPTION | LIST PRICE |
|--------|--|------------|
| 5386NR | Automatic changer portable with radio. | \$69.95 |
| 5386N | Automatic changer portable. | 49.95 |
| 5387N | Automatic changer portable. | 39.95 |
| 5388N | 45 r.p.m. portable changer. | 39.95 |
| 5331N | Flip needle, manual player. | 34.95 |
| 5328N | Flip needle, manual player. | 24.95 |
| 5327N | Single needle, manual player. | 19.95 |

KIDDIE PHONOS

2 Models: 5370N, \$12.95; 5352N, \$9.95.

LONDON RECORDS, INC.

Phonograph Division

207 West 25th Street, New York 1, N. Y.

HI-FI PHONOS

- | MODEL | DESCRIPTION | LIST PRICE |
|-------|--|------------|
| Essex | Three-speed automatic phono, Garrard changer, 20 watts, 3 speakers, with AM, FM, Short Wave radio. | \$595.00 |

MAGNAVOX COMPANY

Fort Wayne 4, Indiana

HI-FI PHONOS

- | MODEL | DESCRIPTION | LIST PRICE |
|-------|---|------------|
| 283B | Imperial Symphony, which includes console remote control and remote speaker-amplifier console. | \$795.00 |
| 282B | Imperial Symphony, which includes step table remote control and remote speaker-amplifier console. | 695.00 |

(Continued on page 50)

Mantovani

BACK IN THE UNITED STATES FOR HIS FIRST COAST-TO-COAST TOUR



"MONTY'S" CONCERT ITINERARY

DATE	TOWN	HALL
Oct. 1	Worcester, Mass.	Worcester Memorial Auditorium
Oct. 2	Boston, Mass.	Symphony Hall
Oct. 3	Hartford, Conn.	Bushnell Memorial Auditorium
Oct. 4	Syracuse, N. Y.	Loew's State Theatre
Oct. 5	Rochester, N. Y.	Eastman Theatre
Oct. 6	Buffalo, N. Y.	Kleinhans Music Hall
Oct. 7	Cleveland, Ohio	Masonic Auditorium
Oct. 9	Youngstown, Ohio	Stambaugh Aud.
Oct. 10	Detroit, Michigan	Masonic Temple
Oct. 11	Ann Arbor, Mich.	Hill Auditorium
Oct. 12	Grand Rapids, Mich.	Civic Auditorium
Oct. 13 and 14	Chicago, Ill.	Orchestra Hall
Oct. 14	Park Ridge, Ill.	Maine Township High School
Oct. 15	Glen Ellyn, Ill.	Glenbard High School
Oct. 16	Moline, Ill.	
Oct. 17	Rochester, Minn.	Mayo Civic Auditorium Arena
Oct. 18	Minneapolis, Minn.	Northrop Auditorium
Oct. 19	Fargo, N. D.	N.D.A.C. Field House
Oct. 20	Winnipeg, Man., Can.	Auditorium
Oct. 22	Regina, Sask., Can.	Exhibition Aud.
Oct. 23	Saskatoon, Sask., Can.	Univ. of Sask. Gym or Capitol Theatre
Oct. 24	Edmonton, Alta. Can.	Edmonton Gardens Concert Hall
Oct. 25	Galgary, Alta. Can.	Stampede Corral Concert Hall
Oct. 26 and 27	Vancouver, B. C., Can.	Georgia Aud.
Oct. 29	Seattle, Wash.	Civic Aud.
Oct. 30	Portland, Oregon	Civic Aud.
Oct. 31	Corvallis, Oregon	Gill Coliseum
Nov. 1	Eugene, Oregon	MacArthur Court
Nov. 3	Sacramento, Calif.	Memorial Aud.
Nov. 4	San Francisco, Calif.	San Francisco Civic Auditorium
Nov. 5	San Jose, Calif.	Civic Auditorium
Nov. 7	Los Angeles, Calif.	Shrine Auditorium
Nov. 8	Pasadena, Calif.	Pasadena Civic Auditorium
Nov. 9	Ontario, Calif.	Gardiner Spring
Nov. 10	Glendale, Calif.	Hoover High School
Nov. 11	San Diego, Calif.	Russ Auditorium
Nov. 12	Phoenix, Arizona	Phoenix Union High School
Nov. 14	El Paso, Texas	Liberty Hall
Nov. 15	Big Spring, Texas	Municipal Aud.
Nov. 16	Lubbock, Texas	Municipal Aud.
Nov. 17	Fort Worth, Texas	Will Rogers Memorial Aud.
Nov. 19	Wichita, Kan.	Arcadia Theatre
Nov. 20	Oklahoma City, Okla.	Municipal Aud.
Nov. 21	Dallas, Texas	State Fair Aud.
Nov. 22 and 23	San Angelo, Texas	Municipal Aud.
Nov. 24	Austin, Texas	Gregory Aud.
Nov. 25	San Antonio, Texas	Municipal Aud.
Nov. 26	Houston, Texas	Music Hall
Nov. 27	Alexandria, La.	Bolton High School Aud.
Nov. 28	New Orleans, La.	Municipal Aud.
Nov. 30	Pensacola, Florida	City Auditorium
Dec. 1	Montgomery, Ala.	Lanier High School
Dec. 2	Atlanta, Georgia	Municipal Aud.
Dec. 3	Chattanooga, Tenn.	Memorial Aud.
Dec. 4	Knoxville, Tenn.	Alumni Aud.
Dec. 5	Charlotte, N. C.	Ovens Aud.
Dec. 6	Chapel Hill, N. C.	Memorial Hall
Dec. 7	Richmond, Va.	Mosque Theatre
Dec. 8	Washington, D. C.	Constitution Hall
Dec. 9	New York, N. Y.	Carnegie Hall

GERSHWIN: RHAPSODY IN BLUE CONCERTO IN F



JULIUS KATCHEN, Piano; MANTOVANI AND HIS ORCHESTRA LL 1262

AN ALBUM OF CHRISTMAS MUSIC



The First Noel; Joy to the World; Hark, the Herald Angels Sing; Silent Night, Holy Night; God Rest Ye Merry Gentlemen; O Tannenbaum; White Christmas; Midnight Waltz; Good King Wenceslas; Nazareth; O Holy Night; O Little Town of Bethlehem; Adeste Fideles; Skaters Waltz. LL 913

STRAUSS WALTZES



Blue Danube; Roses from the South; Village Swallows; Wine, Women and Song; Tales from the Vienna Woods; Morgenblätter; Emperor Waltz; Acciariations; You and You; Voices of Spring; 1001 Nights. LL 635

SONG HITS FROM THEATRELAND



If I Loved You (Carousel); Wunderbar (Kiss Me Kate); I've Never Been in Love Before (Guys and Dolls); Hello Young Lovers (King and I); Stranger in Paradise (Kismet); C'est Magnifique (Can-Can); I Talk to the Trees (Paint Your Wagon); They Say It's Wonderful (Annie Get Your Gun); Bewitched (Pal Joey); Some Enchanted Evening (South Pacific); Out of My Dreams (Oklahoma); Almost Like Being in Love (Brigadoon). LL 1219

MANTOVANI PLAYS THE IMMORTAL CLASSICS



Prelude in C# Minor (Rachmaninoff); Minuet in G (Mozart); Romance (Rubinstein); Simple Aveu (Thomé); On Wings of Song (Mendelssohn); Largo (Handel); Barcarolle (Offenbach); Ave Maria (Schubert); Cradle Song (Brahms); Air on a G String (Bach); Etude in E (Chopin); Waltz from 'Serenade for Strings' (Tchaikovsky). LL 877

A SELECTION OF FAVORITE WALTZES



Was It a Dream? It Happened in Monterey; Lovely Lady; Mexicali Rose; Love, Here is My Heart; Poem; At Dawning; I Love You Truly; Dancing With Tears in My Eyes; La Ronde; Greensleeves; Dear Love, My Love. LL 570

THE MUSIC OF RUDOLF FRIML



Love Everlasting; Rose Marie; Dear Love; My Love; Only a Rose; Song of the Vagabonds; Love is Like a Firefly; Giannina Mia; Indian Love Call; He Who Loves and Runs Away; Donkey Serenade; Door of Her Dreams; Totem Tom-Tom; Someday; Sympathy. LL 1150

AN ALBUM OF FAVORITE TANGOS



Jealousy; A Modia Luz; Arana de la Noche; Besame Mucho; Tango de la Luna; Red Petticoats; Adios Muchachos; Blue Sky; El Choclo; La Comparsita; Chiquita Mia; Tango delle Rose. LL 788

OPERATIC ARIAS



Celeste Aida (Aida); One Fine Day (Madama Butterfly); Caro nome (Rigoletto); Softly Awakes My Heart (Samson and Delilah); M'appari (Martha); Musetta's Waltz Song (La Bohème); O My Beloved Daddy (Gianni Schicchi); Habanera (Carmen); Oh Star of Eve (Tannhäuser); E lucevan le stelle (Tosca); Intermezzo (Cavalleria Rusticana); Brindisi (La Traviata). LL 1331

WALTZ TIME



I Live for You; Diane; Queen Elizabeth Waltz; For You; Kisses in the Dark; Babetta; Little Swiss Waltz; Will You Remember; Our Dream Waltz; Under the Roofs of Paris; The Melba Waltz; Wyoming; Charmaine. LL 1094

AN ENCHANTED EVENING WITH MANTOVANI



Some Enchanted Evening; Tell Me That You Love Me Tonight; When the Lilacs Bloom Again; Love's Dream; After the Ball; Symphony; Amoureuse; Speak-easy; The Agnes Waltz; The Whistling Boy; Faith; Schönbanner Waltz; Czardas. LL 755

WALTZES OF IRVING BERLIN



All Alone; Reaching for the Moon; Because I Love You; The Song Is Ended; For the Very First Time; I Can't Remember; Russian Lullaby; Always; Marie; The Girl that I Marry; (I Forgot to) Remember; What'll I Do? LL 1452

THE MUSIC OF SIGMUND ROMBERG



I Bring a Lovesong; Wanting You; Stouthearted Men; Desert Song; One Alone; Just We Two; Drinking Song; Softly as in a Morning Sunrise; When I Grow too Old to Dream; Lover, Come Back to Me; Deep in My Heart Dear; You Will Remember Vienna; Serenade; Will You Remember? LL 1031

THE MUSIC OF VICTOR HERBERT



Ah, Sweet Mystery of Life; When You're Away; Neapolitan Love Song; March of the Toys; I'm Falling in Love with Someone; Gypsy Love Song; Kiss Me Again; Indian Summer; To the Land of My Own Romance; Italian Street Song; A Kiss in the Dark; Habanera; Sweethearts; The Irish Have a Great Day Tonight. LL 746

MUSICAL MODES



Lonely Ballerina; Dusk; Ma Chere Amie; June Night; Deserted Ballroom; Nails; Lazy Gondolier; Begin the Beguine; Intermezzo from 'Cavalleria Rusticana'; Dream, Dream, Dream; Edelma; Reviens. LL 1259

ROMANTIC MELODIES



Swedish Rhapsody; Music Box Tango; Ramona; Moonlight Serenade; Beautiful Dreamer; Luxemburg Polka; Shadow Waltz; Moulin Rouge Theme; We'll Gather Lilacs; Royal Blue Waltz; Jamaica Rumba; Voia Colomba; Gypsy Legend; Sunday. LL 979

MUSIC FROM THE FILMS



HIS NEWEST ALBUM

MUSIC FROM THE FILMS

Warsaw Concerto; Serenata; D'Amore; Dream of Olwen; The Legend of the Glass Mountain; Story of Three Loves; Cornish Rhapsody. LL 1513

LONDON RECORDS



cast your vote for the WINNING TICKET

RECOTON Accessories

More dealers and distributors vote for Recoton's complete line of carded accessories because they know Recoton is best! Easy - to - stock, easy - to - sell Recoton phone-needles - cutting styli - 45 RPM inserts - wipe away cloths - discs - tape - reproducers . . . all mean **BIG BUSINESS** for you. Stick with the winner - Recoton - world famous for quality!

RECOTON CORPORATION
52-35 Barnet Avenue
Long Island City 4, N. Y.

12" LP CATALOGUE

the first label in jazz

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

Continued from page 48

281B	Modern Symphony, which includes console remote control and remote speaker-amplifier console.	795.00
280B	Modern Symphony, which includes step table remote control and remote speaker-amplifier console.	695.00
270B	Berkshire.	495.00

MAJESTIC GRUNDIG
New York, N. Y.

HI-FI RADIO-PHONO COMBINATIONS

MODEL	DESCRIPTION	LIST PRICE
Renaissance 9072 W/3D	AM, FM, Short Wave with automatic 3-speed phonograph and 2-speed tape recorder, 6 speakers, 12-watt output.	\$1,395.00
Continental 9070 W/3D	AM, FM, Short Wave with automatic 3-speed phonograph and 2-speed tape recorder, 6 speakers, 12-watt output.	949.95
Montmartre 9065 W/3D	AM, FM, Short Wave with automatic 3-speed phonograph, 6 speakers, 10-watt output.	649.95
Intermezzo 7095 W/3D	AM, FM, Short Wave with automatic 3-speed phonograph, 4 speakers, 6-watt output.	469.95
Pianissimo 8080 W/3D	AM, FM, Short Wave with automatic 3-speed phonograph, 5 speakers, 10-watt output.	469.95
Fortissimo 7090 W/3D	AM, FM, Short Wave with automatic 3-speed phonograph, 4 speakers, 6-watt output.	449.95
Crescendo 8050 W/3D	AM, FM, Short Wave with automatic 3-speed phonograph, 4 speakers.	399.95
Capriccio 7066 W/3D	AM, FM, Short Wave with automatic 3-speed phonograph, 4 speakers, 6-watt output.	389.95
La Petite 7056 W/3D	AM, FM, Short Wave with automatic 3-speed phonograph, 4 speakers, 6-watt output.	369.95
Pizzicato 7050 W/3D	AM, FM, Short Wave with automatic 3-speed phonograph, 4 speakers.	319.95
RADIOS		
Riviera 4095 W/3D	AM, FM, Short Wave, 4 speakers.	269.95
Lido 4090 W/3D	AM, FM, Short Wave, 4 speakers.	269.95
Etude 4085 W/3D	AM, FM, Short Wave, 4 speakers.	229.95

Andante 2065 W/3D	AM, FM, Short Wave, 3 speakers.	149.95
Prelude 1060 W/3D	AM, FM, Short Wave, 3 speakers.	119.95
Starlet 85U	AM, FM.	69.95
Trans-World Sr.	AM, FM, portable.	149.95

MOTOROLA

4545 Augusta Boulevard, Chicago 51, Ill.

HI-FI PHONOS

MODEL	DESCRIPTION	LIST PRICE
67HFK1 Masterpiece	Console, 4 speakers, 20-watt amplifier, 4-speed automatic changer. Diamond styl.	\$229.95
67HFT Masterpiece	Table model, 3 speakers, 20-watt amplifier, 4-speed changer.	159.95
67HFP Masterpiece	Portable, 3 speakers, 20-watt amplifier, 4-speed changer.	149.95
57HFP Carnival	Portable, 3 speakers, 4-speed automatic changer.	99.95

PORTABLE PHONOS

57RF Duet	Radio-Phono, 4-speed player.	79.95
37F Playmate	Automatic 4-speed player.	59.95
27F Moppet	4-speed manual player.	34.95

TABLE RADIOS

57A, \$15.95; 57R, \$19.95; 57H, \$24.95; 57X, \$29.95; 57W, \$38.95; 67X, \$39.95.

CLOCK RADIOS

57CE, \$24.95; 57CS, \$32.95; 57CD, \$37.95; 57CC, \$44.95; 67C, \$49.95.

PORTABLE RADIOS

56T, \$49.95; 56B, \$29.95; 56L, \$35.95; 56M, \$39.95; 66L, \$49.95.

PHILCO CORPORATION

Tioga & "C" Streets, Philadelphia, Pa.

HI-FI PHONOS

MODEL	DESCRIPTION	LIST PRICE
Phonorama III 1766	30-watt; inter-mix; four-speed record changer; diamond needle; input jack for tape recorder or AM-FM tuner.	\$299.95
Music Chamber 1765	10 watts; inter-mix, four-speed record changer; input jack for tape recorder or AM-FM tuner.	189.95
Music Chamber 1763	Console model, 8-inch woofer, four-speed record changer with automatic shut-off.	159.95
Music Chamber 1363	Consolette high-fidelity, four-speed inter-mix record changer, jack for AM-FM tuner or tape recorder.	139.95

(Continued on page 52)

HEAR THESE EXCITING NEW PERSONALITIES ON

GROOVE

the many moods of Ann
ANN GILBERT

"THE MANY MOODS OF ANN"
Great Jazz Singer ANN GILBERT LG-1001, EGA 12, 13, 14

GROOVE

COOL GABRIELS

"COOL GABRIELS"
Cool Trumpets LG-1003

GROOVE

Real George

GEORGE RHODES at the piano

"REAL GEORGE"
Sensational Piano GEORGE RHODES LG-1005

GROOVE ALBUMS

And still as exciting as ever. . . . "JONAH JONES AT THE EMBERS" *Jonah Jones Quartet LG-1001, EGB-1001* "ROCK THAT BEAT" *Boots Brown - Dan Drew LG-1000, EGB-1000* "PIANO RED IN CONCERT" *Piano Red LG-1002, EGA 6, 7, 8*

Ask your Groove Distributor about the profit-packed "Sound Buy" Deal!

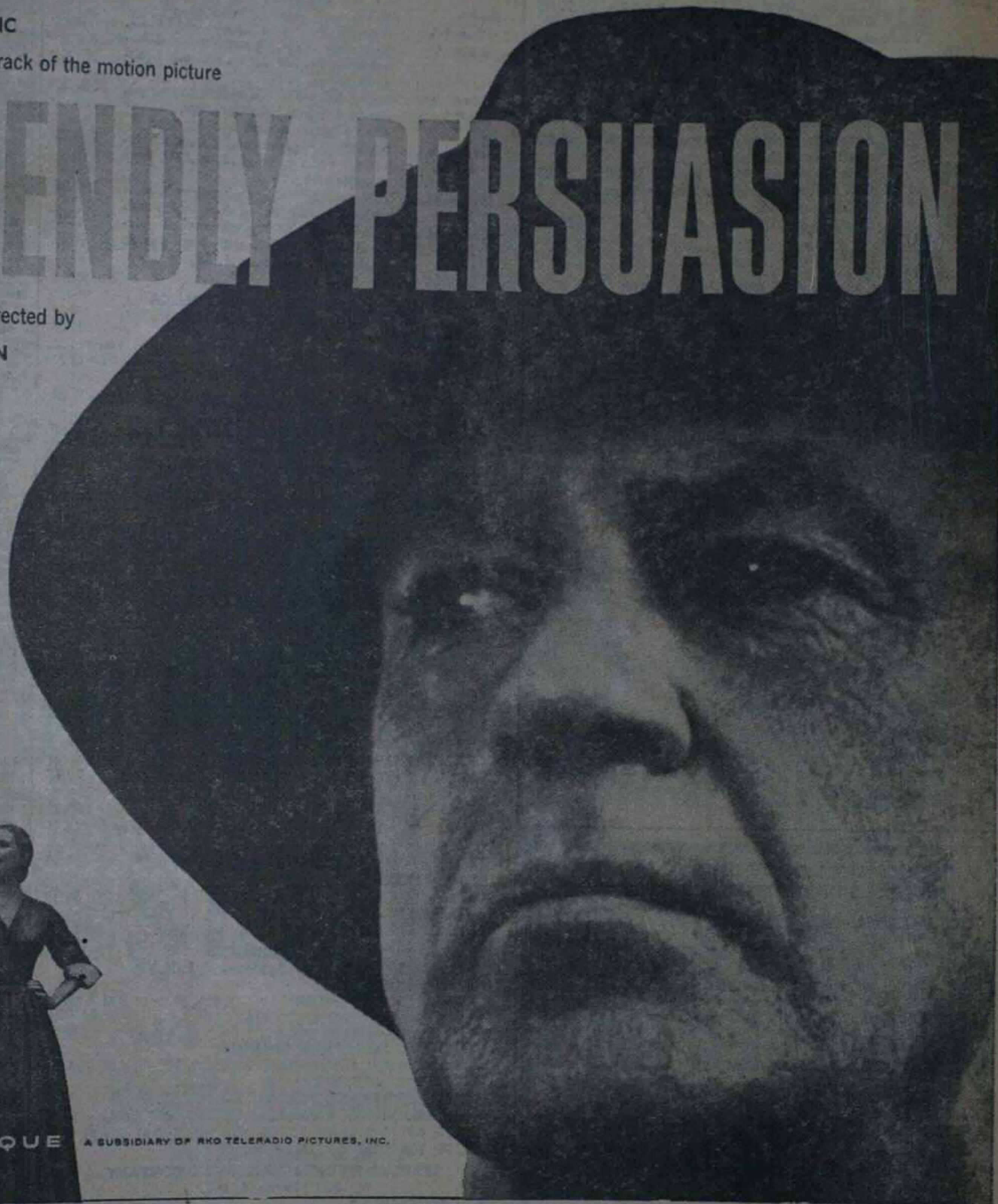


ORIGINAL MUSIC

from the sound track of the motion picture

FRIENDLY PERSUASION

composed and directed by
DIMITRI TIOMKIN



LP-110 **UNIQUE** A SUBSIDIARY OF RKO TELERADIO PICTURES, INC.



STAN BORDEN
Sales Manager

In Canada:
SPARTAN RECORDS



UNIQUE RECORDS

A SUBSIDIARY OF

RKO TELERADIO PICTURES, INC.

1697 Broadway, New York, N. Y.

Continued from page 50

1360	Portable high-fidelity phonograph, four-speed inter-mix record player, luggage-type cabinet in brown with contrasting tweed grille.	109.95
PORTABLE PHONOS		
1358	Two 6-inch speakers, high-fidelity; four-speed record changer with flip-over cartridge.	\$99.95
1357	Four-inch speaker, 15-foot extension cord, four-speed inter-mix record changer.	79.95
1370	Portable radio and phonograph combination, three-speed automatic record changer.	79.95
1356	Automatic portable phonograph with three-speed record changer.	59.95
1355	Automatic portable phonograph with 3-speed record changer.	49.95
1353	Twin speakers; portable speaker in lid with 15-foot extension cord, cord storage in lid, four-speeds.	39.95
1351	Four-inch speaker, three-speeds.	29.95
AM-FM RADIO		
Model #976, \$89.95		
CLOCK RADIOS		
3 models—#748, \$49.95; #742, \$36.95; #740, \$29.95		

your super Coral Record salesman begins his GREATEST YEAR IN SHOWBUSINESS

see page 21

THE RECORD THAT'S DESTINED TO OPEN NEW HORIZONS IN THE RECORDING INDUSTRY
NEW LABEL, NEW SOUND, NEW CONCEPT!

ALAN JAY THE ELECTION

RECORD #Z1 is COMING THIS WEEK ON...

Zebra RECORDS
51 Neck Rd.
Brooklyn 23, N. Y.

DISTRIBUTORS: Many territories still open. Write.
DEALERS: There will be Distributors in all areas.
D.J.'s: If you're not on our list; Post Card.

—Have Something Good?

If you have something YOU believe in, give it a chance. Good things get lost in the shuffle!

You don't need "pull"—as much as push. We can provide a little—or a lot—of both.

2,000 up-to-minute dj, jukebox, press and national trade contacts!

It's not what you do, but HOW it's done that counts—we have the KNOW-HOW!

TIM GAYLE
PUBLICITY • DJ & SONG EXPLOITATION
HOLLYWOOD 1-9281

8462 SUNSET BLVD., HOLLYWOOD 46, CALIF.

TABLE RADIOS

6 models—#818, \$59.95; #816, \$34.95; #814, \$29.95; #812, \$24.95; #810, \$22.95; #808, \$19.95

PILOT RADIO CORPORATION
37-06 36th Street, Long Island City, N. Y.

HI-FI PHONOS

MODEL	DESCRIPTION	LIST PRICE
Ensemble 1050	Console, high-fidelity phono; pilot components; input jacks for recorded tape, TV or other program source; diamond stylus.	\$595.00
Ensemble 1040A	High-fidelity system with FM-AM radio, pilot components, diamond stylus, standard input jack for tape, TV or other program source.	475.00
Ensemble 1035	High-fidelity FM-AM radio-phonograph, standard input jacks for tape, TV or other program source.	399.50
Ensemble 1030A	High-fidelity phonograph; standard input for radio tuner (FM or AM), tape recorder and TV.	299.50
Encore Model 1025	Tabletop high-fidelity phonograph, with optionally available matching table stand.	199.50
Encore Model PT-1015	Portable high-fidelity phonograph, plywood case, covered with leather-grain black vinyl, matching table stand optional.	169.50

RADIO CORPORATION OF AMERICA
Building 203-1, Camden, N. J.

HI-FI PHONOS

MODEL	DESCRIPTION	LIST PRICE
Mark I (6HF1)	Twin console, 4 speakers.	\$1,600.00
Mark II (7HF2)	Console (with AM-FM radio), 3 speakers.	695.00
Mark III (7HFR1)	Console with AM-FM radio and tape recorder, 3 speakers.	595.00
Mark III (7HF3)	Console with AM-FM radio, 3 speakers.	325.00
Mark IV (7HF4)	Low-boy console, 3 speakers.	179.95
Mark VI (7HF5)	Console, 3 speakers.	139.95
Mark VII (8HFP1)	Portable, 3 speakers.	129.95
Mark VIII (7HF45)	Table model, 2 speakers.	79.95

45 RPM ONLY UNITS

6EY3	Portable 45 player.	39.95
6EY15	Self-contained 45 player, with Ding Dong School insignia.	39.95
7EY2	De luxe 45 self-contained player.	34.95
7EY1	Self-contained 45 rpm player.	29.95
6JY1	Automatic attachment.	19.95

MULTI-SPEED PORTABLE UNITS

7ES6	Twin speaker automatic 4-speed portable.	79.95
6ES4	3-speed automatic player.	69.95
7EMP1	Twin speaker, 3-speed, manual play phonograph.	44.95
7EMP2	4-speed manual play portable.	29.95

RADIOS-PHONOS

6BY4 (Skipper)	Battery-operated radio with single play 45 rpm record player.	59.95
6XY5	Radio and single play 45 player.	44.95

SONIC INDUSTRIES
19 Wilbur Street, Lynbrook, L. I., N. Y.

HI-FI PHONOS

MODEL	DESCRIPTION	LIST PRICE
490	Console.	\$189.50
480	Table model.	139.50

AUTOMATIC PORTABLE PHONOS

Five models: 470, \$79.95; 465, \$79.95; 460, \$69.95; 450, \$59.95; 45X (45 rpm. only), \$39.50.

MANUAL PORTABLE PHONOS

Seven models: 435 (radio-phonograph), \$39.95; 415 (radio-phonograph), \$29.95; 400 (2 speakers), \$29.95; 430, \$29.95; 300, \$24.95; 410, \$19.95; 10X (kiddie), \$11.95.

SPARTAN DIVISION—MAGNAVOX COMPANY
Fort Wayne 4, Ind.

HI-FI PHONOS

MODEL	DESCRIPTION	LIST PRICE
Festival "420"	4 speakers, 20-watt output, intermix changer.	\$198.50
2S-251B		
Festival "210"	2 speakers, 6-watt output, intermix changer.	149.50
2S-250B		
Monterey	Console, 6-watt output, 3 speakers, intermix changer, tapered leg stands with brass ferrules.	119.50
2S-202B		
Catalina	Table model hi-fi, 2 speakers, intermix changer.	99.50
2S-201B		

HI-FI PHONO-RADIO COMBINATIONS

3S-401B	Same as Festival "420" with addition of 15-tube AM-FM tuner-amplifier.	\$269.50
3S-400B	Same as Festival "210" with 10-tube AM-FM radio.	198.50
3S-350B	Same as Capri portable model (described below) with addition of AM tuner.	99.50

PORTABLE PHONOGRAPH

Capri 2S-200B	2 speakers, automatic, multi-speed changer, lightweight acoustical cabinet.	\$89.50
---------------	---	---------

(Continued on page 53)

Reviews and Ratings of New Classical Releases

Continued from page 46

petition is not too severe on either work, a waxing of this quality can draw considerable attention.

OPERATIC RECITAL BY GIANNI POGGI AND GIUSEPPE CAMPORA (1-12")—London LL 1381

These two excellent tenors share honors and billing in what amounts to a dual operatic recital. Each essentially has picked his favorite arias, with composers ranging from Verdi, Puccini and Mascagni to Boito, Cilea and Giordano. Combinations of their talents makes for some pleasant listening and their recordings have been put together with exceptional imagination and care. For singers catering to a clientele of opera lovers, this can be well worth attention.

TCHAIKOVSKY; CONCERTO NO. 1 IN B FLAT MINOR FOR PIANO AND ORCHESTRA; GRIEG; CONCERTO IN A MINOR FOR PIANO AND ORCHESTRA (1-12")—Sondra Blanca, Piano; Philharmonic Orchestra of Hamburg; Hans-Jurgen Walther, Cond. M-G-M E 3278

These two highly popular works get a rewarding interpretation. However, competition is tough on both counts with artistic endeavors by such as Rubenstein, Hovowitz and Gilels already on wax. The sound is excellent, but it is unlikely that this effort will amount to much more than just a nice addition to recordings of works already superlatively covered.

HAYDN: SONATA IN A FLAT, NO. 3; SONATA IN G MAJOR, NO. 18; SONATA IN C MINOR, NO. 25; SONATA IN E MAJOR NO. 30 (1-12")—Kathleen Long, Piano, London LL 1380

Excellent sonatas, in the main neglected by disk makers, get welcome, illuminating performances by Miss Long. These can be sold to serious collectors of the piano repertoire and to the many students who tackle the easy-to-take (but not so easy-to-perform) works. Oddly, competition is virtually non-existent.

BACH: CONCERTO NO. 1 IN D MINOR FOR ORGAN AND ORCHESTRA (1-12")—Richard Ellsasser, Organ; Philharmonic Orchestra of Hamburg; Hans-Jurgen Walther, Cond. M-G-M E 3365

Two works better known in their piano and violin versions are taped for the first time with organ, considerably altering their character. Results would be more interesting if the interpretation was less muscular and brash. Organ fanciers may be intrigued, but connoisseurs will require more finesse from the conductor.

SONGS OF DEBUSSY, LIEDER OF BRAHMS AND HUGO WOLF (1-12")—Suzanne Danco, Soprano; Guido Agosti, Piano, London LL 1329

Miss Danco sings prettily, but without great dramatic flair or emotion. Debussy's "Chansons de Bilitis," "Le Promenoir des Deux Amants" and "Ariettes Oubliees" were issued formerly on one 10-inch, while the Brahms and Wolf assortment occupied another 10-inch disk. For a French artist, she handles the German material well, but the cognoscenti will favor more depth.

for SURE profits

Deal yourself a winning hand

RECOTON DIAMOND NEEDLES

For repeat sales and higher profits—sell RECOTON DIAMOND NEEDLES. Recoton has 100% consumer acceptance, insuring your fast turnover! Stick with the winner—RECOTON—famous for quality!

RECOTON CORPORATION
57-35 Barnett Avenue
Long Island City 4, N. Y.

Reviews and Ratings of New Jazz Albums

Continued from page 52

STEELMAN PHONOGRAPH AND RADIO CO., INC.
2-30 Anderson Avenue, Mount Vernon, N. Y.

MODEL	DESCRIPTION	LIST PRICE
4AR8	Console hi-fi phono, AM-FM radio, 4-speed changer, 10-watt output, 4 speakers.	\$299.95
4A26	Console hi-fi phono, 4-speed changer, 8-watt output, 3 speakers.	219.95
4A25	Console hi-fi phono, 4-speed changer, 2 speakers.	149.95
4A24	Table hi-fi phono, 4-speed changer, 3 speakers.	129.95
4AR7	Portable hi-fi phono, 4-speed changer, 5-tube AM radio.	79.95
4A23	Portable hi-fi phono, 4-speed changer, 2 speakers.	89.95
4A22	Portable hi-fi phono, 4-speed changer, 2 speakers.	79.95
4A21	Portable hi-fi phono, 4-speed changer, 1 speaker.	59.95
4D18	Portable hi-fi phono, 4-speed manual player, twin speakers.	39.95
PORTABLE PHONOS		
4A20	Portable 4-speed phono with changer, 1 speaker.	49.95
4RP7	Portable 4-speed phono, 1 speaker, AM radio.	34.95
1A19	Portable 45 rpm. only phono with changer, 1 speaker.	39.95
3D16	Portable 3-speed manual phono.	24.95
3S8	Portable 3-speed manual phono.	22.95

STERLING HI-FIDELITY, INC.
19 West 44th Street, New York, N. Y.

MODEL	DESCRIPTION	LIST PRICE
The Arabella	Hi-fi combination; Tannhauser chassis plus crystal speaker and Toneblendor; 3-speed imported record changer.	\$539.95
The Isabella	Sliding door combination; Tannhauser chassis with Toneblendor; imported 3-speed record changer.	499.95
The Rona	Radio-phono combination AM-FM-SW with 3 speakers; push button controls,	279.95

imported 4-speed automatic record changer.

RADIOS

6 models—The Tannhauser, \$259.95; The Coriolan, \$189.95; The Carmen, \$169.95; The Condor, \$159.95; The Elektra, \$109.95; The Kadett, \$89.95.

STROMBERG CARLSON DIVISION
General Dynamics Corp.
Rochester, N. Y.

HI-FI PHONOS

MODEL	DESCRIPTION	LIST PRICE
"Emperor" FR-507	4 speakers, diamond stylus, Garrard changer, lift lid to changer compartment, AM-FM radio, 25-watt amplifier.	\$499.95
"Jupiter" FR-508	4 speakers, Garrard changer, diamond stylus, AM-FM radio, 25-watt amplifier.	449.95
"Pastoral" FR-504	3 speakers, AM-FM radio, 15-watt amplifier, British-built 4-speed changer, sapphire stylus.	349.95
"Choral" FR-503	3 speakers, British-built 4-speed changer, sapphire stylus, AM-FM tuner, 15-watt amplifier.	299.95
"Cadenza" HFRP	AM radio, 15-watt amplifier, 4-speed changer, sapphire stylus.	249.95
"Classical" AF-501	4-speed automatic changer, sapphire stylus, 15-watt amplifier.	199.95
"New World" AF-502	4-speed automatic changer, sapphire stylus, two speakers, 15-watt amplifier.	149.95

SYLVANIA ELECTRIC PRODUCTS
1740 Broadway, New York 19, N. Y.

HI-FI PHONOS

MODEL	DESCRIPTION	LIST PRICE
969	Console, de luxe, 3 speakers, Collaro "54" changer.	\$179.95

(Continued on page 54)

Continued from page 46

HORACE SILVER AND THE JAZZ MESSENGERS 77
(1-12")
Blue Note BLP 1518

Two earlier Blue Note 10-inchers are combined. Half were originally grouped under the Silver Quintet, which, on the next group of sessions, became the Messengers. The latter name has more acceptance today, altho the personnel has turned over (Kenny Dorham, Silver and Hank Mobley have left). Silver also is more salable today, and his 12-inch volume should do well in the jazz market place.

FABULOUS 76
Dom Frontiere Octet (1-12")
Liberty LRP 3015

Accordianist Frontiere has a fresh and agreeable approach to the modern idiom as he works here with clarinet, bass clarinet, vibes, harp, guitar, bass and drums. It's not the kind of jazz that demands undivided attention, but there are enough new combinations of sounds to make the listening very interesting. Frontiere is an accomplished accordian man, but he lets everybody on the date come thru for a hearing, too. Mixture of standards and lesser known tunes make up the disk. Lady who holds the maestro's accordian in the cover art deserves a second look.

THE RHYTHM SECTION 75
Milt Hinton, Bass, Ozz Johnson, Drums, Hank Jones, Piano, Barry Galbraith, Guitar (1-12")
Epic LN 3271

Altho one might think so from the title, this is not another "do-it-yourself" jazz set. The rhythm men present play excellent solo and ensemble jazz without horns. Each is featured on several tracks and gives a thorough pro-demonstration of facility and taste. Jones and Hinton are particularly impressive, and Epic has reformed re-explanatory notes. There is a good set by Burt Kottal. This can be recommended and sold.

JULIAN (CANNONBALL) ADDERLEY IN THE LAND OF HI-FI 74
(1-12")
EmArcy MG 36077

The jazz-swinging alto man, while in the "land of hi-fi," also is in the land of confining arrangements, this time some of Ernie Wilkins' less interesting scores. Consequently, the jazz stays on the ground. Adderley's Charlie Parkerish tone is not ideally suited to the slow ballads, such as "Little Girl Blue." "Cannonball" has made better albums.

SAN FRANCISCO STYLE: LU WATERS AND BOB HELM 79
(1-12")
Riverside RLP 211

Two erstwhile 10-inchers are coupled on this disk, and it's a good one for fanciers of the San Francisco-New Orleans Revivalist idiom. Helm, Waters' clarinetist on the 1947 "This Is Jazz" broadcast cuttings, fronts his own group in a 1954 date. The 1947 sound adds to the antique effect of the Waters music, which its patrons cherish.

LONESOME HORN 68
Drew Page, Clarinet (1-12")
Accent AC 5001

Except around the California clarinetist's home-base, few sales are anticipated for this entry. Page, a relative unknown, gets a good tone, but plays stiff, mechanical, old-hat clarinet. His sidemen are equally obscure.

Reviews and Ratings of New Popular Albums

Continued from page 46

cated staff for deejays, and makes for fine dance material, at a bargain price. Includes "Some Enchanted Evening," "When Hearts Were Young," "Gypsy Love Song" and "Spafak Low."

CUBAN DANCE FAVORITES 73
(1-12")
Savoy SCLP 9076

Pedro Vito and the Riverside orchestra serve melancolic tepalcates of authentic Cuban rhythms in this

MAGNIFY YOUR NEEDLE SALES

with Walco's new Needle Inspection Microscope



Microscope comes complete with permanent wood display stand, lighted front panel, lucite needle tips and plastic dome.

Sales-Tested, Profit-Proved by R. H. Macy, Sam Goody, J. L. Hudson and Dozens of Other Dealers!

Get your share of the booming replacement needle business by making your shop into a complete needle clinic with the sensational new Walco Needle Inspection Microscope!

You may have seen microscopes before — but never anything like this! Precision-made by famous West German mastercraftsmen, this high-powered (50-100) microscope sells for \$100. — contains all the important features of valuable laboratory instruments, plus a special patented optical system that provides steady, crystal-clear illuminated images at the twist of the wrist.

Test market results prove the Walco Needle Inspection Microscope is the sure way to sell Needles... the best way to sell money-making sapphires... the only way to sell high-profit diamonds. Put the Walco Needle Inspection Microscope up on your counter and watch it work for you!

GET YOUR NEEDLE INSPECTION MICROSCOPE FREE OF EXTRA COST.

Ask Your Distributor



FREE — To Walco Dealers!
NEEDLE SALES TRAINING MANUAL

Turns Clerks Into Needle Salesmen.
First complete study of needle selling techniques ever offered • Shows how to remove needle from any cartridge — tells how to explain it to every customer • Teaches how to identify and sell needles • Easy to understand • Packed with how to do it pictures.

OR WRITE:

MORE SMASH HITS BY YOUR FAVORITES!!



Checker #846

"THE VOW"

b/w

"SHILLY DILLY"

by The Flamingos

Chess #1629

"SEE-SAW"

by The Moonglows



Chess #1635

"TOO MUCH MONKEY BUSINESS"

by Chuck Berry



Argo #5257

"THE MUSIC GOES ROUND and ROUND"

by Paul Gayton

"BE MY BABY"

CHESS—CHECKER—ARGO RECORD COMPANY

4750 S. Cottage Grove Ave., Chicago, Ill.

All Phones: KEnwood 8-4342

• Continued from page 53

919	Table model, 3 speakers, Collaro changer.	129.95
4403	Portable, 2 speakers, 4-speed automatic phono.	69.95
4401	Portable, 2 speakers, 4-speed automatic.	79.95
PORTABLE RADIO		
Prospector 3401	AC-DC or battery portable with built-in Geiger counter, sundial and compass. Leather case with adjustable shoulder strap.	\$64.05

CLOCK RADIOS

Four models: Night Lighter (2302), \$54.95; Star Timer (2301), \$49.95; Tune Timer (2202), \$39.95; Night Timer (2101), \$29.95.

TABLE RADIOS

Two models: Twilighter (1202), \$39.95; Phone Radio (1102), \$39.95.

SYMPHONIC RADIO & ELECTRONIC CORP.
235 Jersey Avenue, New Brunswick, N. J.

HI-FI PHONOS

NUMBER	MODEL NAME	LIST PRICE
1160	Concert Master.	\$199.95
1161	Consolette.	149.95
1162	Chorale.	129.95

HI-FI PORTABLES

1165	Concerto.	\$110.95
1198	Troubadour.	89.95
1159	Varsity.	89.95
1133	Collegiate Manual.	39.95

4-SPEED AUTOMATIC PHONOS

1151	Duo-Matic.	\$59.95
1149	Junior.	49.95

MANUAL PHONO

1095	Transcription.	\$79.95
1123	Campus.	34.95
1115	Pal.	29.95
1113	Sophomore.	27.95
1112	Freshman.	22.95

45-AUTOMATIC PHONO

1148	Classic.	\$44.95
1147	Prom.	39.95

RADIO-PHONO COMBINATION

1180	Maestro.	\$69.95
1146	Jayvee.	54.95
1170	Duet.	34.95

TRAV-LER COMPANY
Chicago, Ill.

HI-FI PHONOS

MODEL	DESCRIPTION	LIST PRICE
9064	Portable, 4-speed automatic hi-fi, 3 speakers.	\$99.95

PORTABLE PHONOS

6515	5 tube radio and automatic 4-speed phono, luggage style case.	\$79.95
6514M	5 tube radio, automatic 4-speed phono.	79.95
7065	Automatic 4-speed portable phono with tone control.	49.95
7075	3-speed automatic portable phono.	39.95
7061	3-speed de luxe portable manual phono with tone control.	24.95
7060	3-speed portable manual phono.	19.95

PORTABLE RADIOS

3 models—*6400, \$49.95; *6305, \$24.95; *6300, \$16.95.

TABLE RADIOS

6 models—*66-38, \$24.95; *56-38, \$19.95; *56-38M, \$19.95; *46-37I, \$14.95; *46-37M, \$14.95; *46-37E, \$13.95.

CLOCK RADIOS

5 models—*56C46M, \$39.95; *56C45, \$29.95; *56C45M, \$29.95; *56C42, \$24.95; *56C42M, \$24.95.

VANITY FAIR ELECTRONICS CORPORATION
50 South 4th Street, Brooklyn 11, N. Y.

THREE-SPEED PHONOGRAPHS

MODEL	DESCRIPTION	LIST PRICE
41	Portable, 3 speed.	\$19.95
101	Portable, 3-speed promotional phonograph.	24.95
51	Portable, 3-speed de luxe phonograph.	29.95
301	Promotional 3-speed.	24.95
302	Promotional 3-speed, flip needle.	26.95
201	De luxe portable.	29.95
415	Promotional 3-speed automatic phonograph.	49.95

KIDDIE PHONOGRAPHS

B10	Traffic builder, table model.	\$ 4.95
B20	Mickey Mouse, portable.	9.95
700	Table model acoustic phonograph.	8.95
7007	Table model metalized phonograph.	10.95
500	Table model acoustic phonograph.	9.95
600	Portable acoustic phonograph.	11.95
6006	Portable acoustic phonograph de luxe.	12.95
502	Mickey Mouse portable phonograph.	12.95

V-M CORPORATION
Benton Harbor, Mich.

HI-FI PHONOS

MODEL	DESCRIPTION	LIST PRICE
565 Fidelis	Console, 2 speakers, 4-speed changer, jacks for tape recorder and AM-FM tuner.	\$199.95
560 Fidelis	Table model, 4-speed changer, jacks for tape recorder and AM-FM tuner.	149.50

(Continued on page 78)



The CREW CUTS

With A Great New Sound...

“LOVE IN A HOME”

and

“Keeper Of The Flame”

A Two Sided Smash!

MERCURY 70977



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending September 26

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Don't Be Cruel By Otis Blackwell—Published by Elvis Presley & Shammat (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.	1	9	6. My Prayer By Boulanger & Kennedy—Published by Skidmore (ASCAP) BEST SELLING RECORD: Flatters, Mercury 70893. RECORDS AVAILABLE: Ink Spots, Dec 29991; M. Lopez, Vic 20-6678.	3	13
2. Canadian Sunset By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537. RECORD AVAILABLE: A. Williams, Cadence 1296.	2	12	7. Honky Tonk By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) BEST SELLING RECORD: B. Doggett, King 4950.	8	6
3. Whatever Will Be Will Be (Que Sera Sera) By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.	4	16	8. 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.	7	15
4. Tonight You Belong to Me By Billy Rose & Lee David—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORDS: Patience & Prudence, Liberty 55022; Lennon Sisters-L. Welk, Coral 61701. RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Tenettes, Modern 997.	6	7	9. Soft Summer Breeze By Eddie Heywood & Judy Spencer—Published by Regent (BMI) BEST SELLING RECORD: E. Heywood, Mercury 70863. RECORDS AVAILABLE: R. Brown, Dec 30054; Diamonds, Mercury 70934.	10	9
5. Hound Dog By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604. RECORDS AVAILABLE: F. Bell-Bellboys, Mercury 70919; W. M. Thornton, Peacock 1612.	5	10	10. Song for a Summer Night By R. Allen—Published by April (ASCAP) BEST SELLING RECORD: M. Miller, Col 40730.	8	9
Second Ten					
11. Just Walking in the Rain By Bragg & Riley—Published by Golden West Melodies (BMI) BEST SELLING RECORD: J. Ray, Col 40729. RECORD AVAILABLE: J. Kilken, Abbott 3024.	13	4	16. Friendly Persuasion By Webster-Thomkin—Published by Lee 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.	22	3
12. When the White Lilies Bloom Again By Doele-Putter—Published by Harms, Inc. (ASCAP) BEST SELLING RECORD: H. Zacharias, Dec 30039. RECORDS AVAILABLE: L. Holmes, M-G-M 12317; B. Vaughn, Dot 15491; L. Welk, Coral 61701; F. ZaBueh, Mercury 70936.	11	5	17. You Don't Know Me By C. Walker & E. Arnold—Published by Hill & Range (BMI) BEST SELLING RECORD: J. Vait, Col 40710. RECORDS AVAILABLE: E. Arnold, Vic 20-6502; C. McFar, Dec 29949.	14	11
13. Fool By Naomi Ford—Published by Debra Music (BMI) BEST SELLING RECORD: S. Clark, Dot 15481. RECORD AVAILABLE: Gallahads, Jubilee 5252.	11	8	18. Happiness Street By Mack Wolfson & Eddie White—Published by Planetary (ASCAP) BEST SELLING RECORDS: T. Bennett, Col 40726; G. Gibbs, Mercury 70920.	18	6
14. True Love By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORDS: Bing Crosby-Grace Kelly, Cap; J. Powell, Verve 2018. RECORDS AVAILABLE: K. Kallen, Dec 29959; M. Whiting, Cap 3473.	20	2	19. After the Lights Go Down Low By Alton White & LeRay Lovett—Published by Harvard (BMI) BEST SELLING RECORD: A. Hibbler, Dec 29982.	21	6
15. Green Door By Davis & Moore—Published by Trinity (BMI) RECORD AVAILABLE: J. Lowe, Dot 15486.	25	2	20. Wayward Wind By Stan Lehouck-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORDS AVAILABLE: T. Rittler, Cap 3430; J. Valentine, M-G-M 12267.	15	23
Third Ten					
21. In the Middle of the House By Bob Hilliard—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: M. Berle, Coral 61691; R. Draper, Mercury 70921; V. Monroe, Vic 20-6619.	19	4	26. Be-Bop-a-Lula By Sheriff Tex Davis-Gene Vincent—Published by Lowery Enterprises (BMI) RECORD AVAILABLE: G. Vincent, Cap 3450.	23	15
22. 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.	-	1	26. Bus Stop Song By Ken Darby—Published by Miller (ASCAP) RECORDS AVAILABLE: L. Gotch Singers, Fabot 4015; Four Lads, Col 40736; B. Ives, Dec 30046.	-	1
23. I Almost Lost My Mind By Hunter—Published by Hill & Range (BMI) RECORDS AVAILABLE: P. Boone, Dot 15472; L. J. Hunter, M-G-M 10578.	15	18	26. Flying Saucer By Buchanan & Goodman—Published by Luniverse RECORD AVAILABLE: Buchanan & Goodman, Luniverse 101.	17	9
24. Chains of Love By Walls & Nugent—Published by Progressive (BMI) RECORDS AVAILABLE: P. Boone, Dot 15490.	-	1	29. I Want You, I Need You, I Love You By Maurice Myster & Ira Kosloff—Published by Elvis Presley Music (BMI) RECORD AVAILABLE: E. Presley, Vic 20-6540.	23	18
24. Ka Ding Dong By Gordon-McDermott—Published by Greta Music (BMI) RECORDS AVAILABLE: Diamonds, Mercury 70934; G-Clef, Pilgrim 715; Hilltoppers, Dot 15489.	25	3	30. Walk Hand in Hand By J. Cowell—Published by Republic (BMI) RECORDS AVAILABLE: T. Martin, Vic 20-6493; D. Vaughn, Kapp 143; A. Williams, Cadence 1288.	29	20

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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 survey.

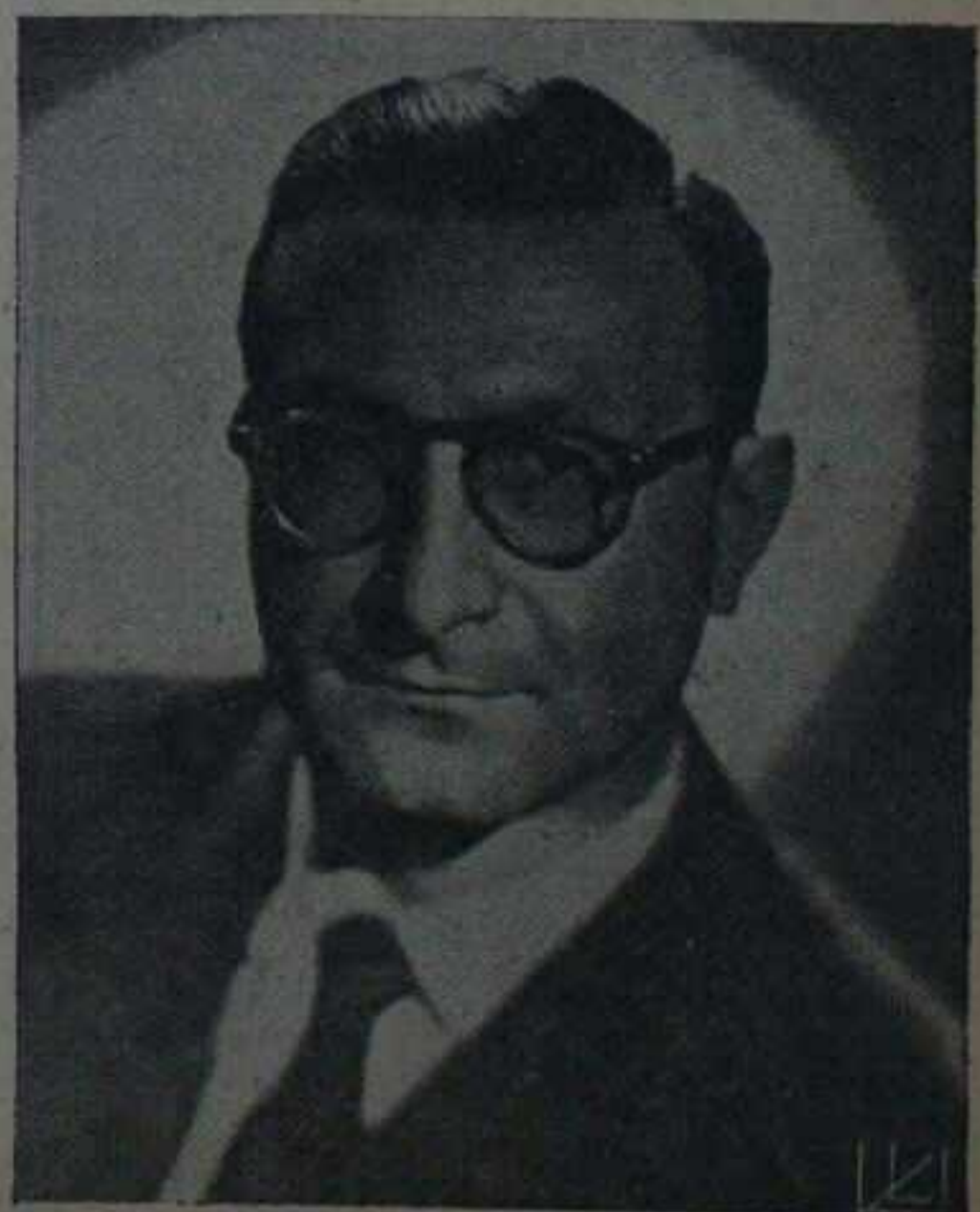


PETTICOATS OF PORTUGAL

Dick Jacobs

HIS CHORUS AND ORCHESTRA
CORAL 61724 • 9-61724

CORAL RECORDS
America's Fastest Growing Record Company



• Best Sellers in Stores

For survey week ending September 26

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	Record
1	1	10	DON'T BE CRUEL (BMI)—E. Presley , HOUND DOG (BMI)—Vic 20-6604
2	5	7	HONKY TONK (Parts I & II)—B. Doggett , King 4950
3	3	11	CANADIAN SUNSET (BMI)—H. Winterhalter , This Is Real (ASCAP)—Vic 20-6537
4	6	7	TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence , A Smile and a Ribbon (ASCAP)—Liberty 55022
5	4	14	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day , I Gotta Sing Away These Blues (BMI)—Col 40704
6	2	13	MY PRAYER (ASCAP)—Platters , Heaven on Earth (ASCAP)—Mercury 70893
7	8	5	JUST WALKING IN THE RAIN (BMI)—J. Ray , In the Candlelight (ASCAP)—Col 40729
8	16	2	GREEN DOOR (BMI)—J. Lowe , (Story of) The Little Man in Chinatown (BMI)—Dot 15486
9	7	9	FOOL (BMI)—S. Clark , Lonesome for a Letter (BMI)—Dot 15481
10	10	6	CANADIAN SUNSET (BMI)—A. Williams , High Up on a Mountain (ASCAP)—Cadence 1297
11	15	3	FRIENDLY PERSUASION (ASCAP)—P. Boone , CHAINS OF LOVE (BMI)—Dot 15490
12	11	12	SOFT SUMMER BREEZE (BMI)—E. Heywood , Heywood's Bounce (BMI)—Mercury 70863
13	9	14	ALLEGHENY MOON (ASCAP)—P. Page , Strangest Romance (ASCAP)—Mercury 70878
14	12	9	SONG FOR A SUMMER NIGHT (Parts I & II) (ASCAP)—M. Miller , Col 40730
14	14	10	YOU DON'T KNOW ME (BMI)—J. Vale , Enchanted (ASCAP)—Col 40710
16	22	3	HOUSE WITH LOVE IN IT—Four Lads , BUS STOP SONG (ASCAP)
17	—	1	TRUE LOVE (ASCAP)—B. Crosby & G. Kelly , Well, Did You Evah (ASCAP)—Cap 3507
18	—	1	TRUE LOVE (ASCAP)—J. Powell , Mind If I Make Love to You? (ASCAP)—Verve 2018
19	19	4	WHEN THE WHITE LILACS BLOOM AGAIN (ASCAP)—H. Zacharias , Blue Blues—Dec 30039
20	20	3	ST. THERESE OF THE ROSES (BMI)—B. Ward , Home Is Where You Hang Your Heart (BMI)—Dec 29933
21	23	4	AFTER THE LIGHTS GO DOWN LOW (BMI)—A. Hibbler , I Was Telling Her About You (ASCAP)—Dec 29982
22	—	1	YOU'LL NEVER, NEVER KNOW (ASCAP)—Platters , IT ISN'T RIGHT (BMI)—Mercury 70949 (ASCAP)—Mercury 20949
23	—	1	OUT OF SIGHT, OUT OF MIND (BMI)—Five Keys , That's Right (BMI)—Cap 3502
24	21	2	TONIGHT YOU BELONG TO ME (ASCAP)—Lennon Sisters—L. Welk , When the White Lilacs Bloom Again (ASCAP)—Coral 61701
25	24	3	MIRACLE OF LOVE (ASCAP)—E. Rodgers , Unwanted Heart (ASCAP)—Col 40708

• Most Played in Juke Boxes

For survey week ending September 26

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	Record
1	1	9	DON'T BE CRUEL (BMI)—E. Presley , HOUND DOG (BMI)—Vic 20-6604
2	2	12	MY PRAYER (ASCAP)—Platters , Heaven on Earth (ASCAP)—Mercury 70893
3	3	11	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day , I Gotta Sing Away These Blues (BMI)—Col 40704
4	6	5	TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence , A Smile and a Ribbon (ASCAP)—Liberty 55022
5	4	8	CANADIAN SUNSET (BMI)—H. Winterhalter—E. Heywood , This Is Real (ASCAP)—Vic 20-6537
6	8	4	HONKY TONK (Parts I & II) (BMI)—B. Doggett , King 4950
7	5	14	ALLEGHENY MOON (ASCAP)—P. Page , Strangest Romance (ASCAP)—Mercury 70878
8	7	7	FOOL (BMI)—S. Clark , Lonesome for a Letter (BMI)—Dot 15481
9	9	5	CANADIAN SUNSET (BMI)—A. Williams , High Upon the Mountain (ASCAP)—Cadence 1297
10	11	7	SONG FOR A SUMMER NIGHT (Parts I & II) (ASCAP)—M. Miller , Columbia 40730
11	14	3	JUST WALKING IN THE RAIN (BMI)—J. Ray , In the Candlelight (ASCAP)—Col 40729
12	9	17	I ALMOST LOST MY MIND (BMI)—P. Boone , I'm in Love With You (BMI)—Dot 15472
13	14	5	SOFT SUMMER BREEZE (BMI)—E. Heywood , Heywood's Bounce (BMI)—Mercury 70863
14	12	7	FLYING SAUCER (Parts I & II)—Buchanan & Goodman , Luniverse 101
14	—	1	AFTER THE LIGHTS GO DOWN LOW (BMI)—A. Hibbler , I Was Telling Her About You (ASCAP)—Dec 29982
16	14	5	YOU DON'T KNOW ME (BMI)—J. Vale , Enchanted (ASCAP)—Col 40710
17	13	18	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley , My Baby Left Me (BMI)—Vic 20-6540
18	—	15	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers , If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
18	—	1	CHAINS OF LOVE (BMI)—P. Boone , FRIENDLY PERSUASION (ASCAP)—Dot 15490
20	17	13	BE-BOP-A-LULA (BMI)—C. Vincent , Woman Love (BMI)—Cap 3450

• 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	Record
1	2	13	Whatever Will Be, Will Be (Que Sera, Sera)
2	3	9	Canadian Sunset (Meridian)
3	1	15	Allegheny Moon (Oxford)
4	6	5	Tonight You Belong to Me (Bregman, Vocco & Conn)
5	4	4	Soft Summer Breeze (Reprint)
6	5	4	Don't Be Cruel (Presley-Shalimar)
7	8	7	Song for a Summer Night (April)
8	13	2	True Love (Buxton Hill)
9	9	9	Wayward Wind (Warman)
10	7	12	My Prayer (Shapiro-Bernstein)
11	10	7	Hound Dog (Presley-Lion)
12	15	2	When the White Lilacs Bloom Again (Harms)
13	11	3	Happiness Street (Planetary)
14	11	2	You Don't Know Me (Hill & Range)
15	14	21	Walk Hand in Hand (Republic)

• Most Played by Jockeys

For survey week ending September 26

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. Last Week on Chart The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Record
1	1	9	DON'T BE CRUEL (BMI)—E. Presley , Hound Dog (BMI)—Vic 20-6604
2	2	13	MY PRAYER (ASCAP)—Platters , Heaven on Earth (ASCAP)—Mercury 70893
3	3	11	CANADIAN SUNSET (BMI)—H. Winterhalter—E. Heywood , This Is Real (ASCAP)—Vic 20-6537
4	4	14	WHATEVER WILL BE, WILL BE (ASCAP)—Doris Day , I Gotta Sing Away These Blues (BMI)—Col 40704
5	6	7	TONIGHT YOU BELONG TO ME (ASCAP)—Patience & Prudence , A Smile and a Ribbon (ASCAP)—Liberty 55022
6	5	10	HOUND DOG (BMI)—E. Presley , Don't Be Cruel (BMI)—Vic 20-6604
7	7	8	CANADIAN SUNSET (BMI)—A. Williams , High Upon a Mountain (ASCAP)—Cadence 1297
7	11	2	JUST WALKING IN THE RAIN (BMI)—J. Ray , In the Candlelight (ASCAP)—Col 40729
9	12	3	FRIENDLY PERSUASION (ASCAP)—P. Boone , Chains of Love (ASCAP)—Dot 15490
10	9	3	HONKY TONK (Parts I & II)—B. Doggett , King 4950 (BMI)—B. Doggett
11	23	2	GREEN DOOR (BMI)—J. Lowe , Little Man in Chinatown (BMI)—Dot 15486
12	8	9	SONG FOR A SUMMER NIGHT (Parts I & II)—M. Miller , Col 40730—ASCAP
13	10	15	ALLEGHENY MOON (ASCAP)—P. Page , Strangest Romance (ASCAP)—Mercury 70878
14	14	8	SOFT SUMMER BREEZE (BMI)—E. Heywood , Heywood's Bounce (BMI)—Mercury 70863
15	13	6	AFTER THE LIGHTS GO DOWN LOW (BMI)—A. Hibbler , I Was Telling Her About You (ASCAP)—Decca 29982
16	15	8	YOU DON'T KNOW ME (BMI)—J. Vale , Enchanted (ASCAP)—Col 40710
17	17	4	WHEN THE WHITE LILACS BLOOM AGAIN (ASCAP)—H. Zacharias , Blue Blues—Dec 30039
18	—	1	MIRACLE OF LOVE (ASCAP)—E. Rodgers , Unwanted Heart (ASCAP)—Col 40708
19	16	4	IN THE MIDDLE OF THE HOUSE (ASCAP)—V. Monroe , Rollin' Heart (BMI)—Vic 20-6619
20	—	5	HAPPINESS STREET (ASCAP)—G. Gibbs , Happiness Is a Thing Called Joe (ASCAP)—Mercury 70920
21	24	2	BUS STOP SONG (ASCAP)—Four Lads , House With Love in It (ASCAP)—Col 40736
22	19	6	FOOL (BMI)—S. Clark , Lonesome for a Letter (BMI)—Dot 15481
23	—	1	TRUE LOVE (ASCAP)—Bing Crosby & G. Kelly , Well, Did You Evah (ASCAP)—Cap 3507
24	—	1	TONIGHT YOU BELONG TO ME (ASCAP)—Lennon Sisters—L. Welk , When the White Lilacs Bloom Again (ASCAP)—Coral 61701
25	20	2	HOUSE WITH LOVE IN IT (ASCAP)—Four Lads , Bus Stop Song (ASCAP)—Col 40736

Dot's Own Hit Parade

- 15486—THE GREEN DOOR—JIM LOWE
- 15490—FRIENDLY PERSUASION—PAT BOONE
CHAINS OF LOVE
- 15481—THE FOOL—SANFORD CLARK
- 15491—WHEN THE WHITE LILACS BLOOM AGAIN—BILLY VAUGHN
SPANISH DIARY
- 15492—NOW IS THE HOUR—GALE STORM
A HEART WITHOUT A SWEETHEART
- 15501—PLEASE DON'T LEAVE ME—FONTANE SISTERS
STILL
- 15489—KA-DING-DONG—THE HILLTOPPERS
INTO EACH LIFE SOME RAIN MUST FALL
- 15488—HEART AND SOUL—JOHNNY MADDOX
LISTEN TO THAT DIXIE BAND
- 15497—ONE MINT JULIP—MAC WISEMAN
WAITING FOR SHIPS THAT NEVER COME IN
- 15472—I ALMOST LOST MY MIND—PAT BOONE
- 1286—HONKY TONK TEARS—JIMMY NEWMAN
LET THE WHOLE WORLD TALK

ALBUMS

- DLP-3030—"HOWDY"—PAT BOONE
- DLP-3012—PAT BOONE
- DLP-3016—"GOLDEN INSTRUMENTALS"—BILLY VAUGHN
- DLP- 110—EDDIE PEABODY
- DLP-3023—"THE BANJO WIZARDRY"—EDDIE PEABODY
- DLP-3029—"THE TOWERING HILLTOPPERS"—THE HILLTOPPERS
- DEP-1053—"PAT ON MIKE"—PAT BOONE

BEST SELLING NEW RELEASES

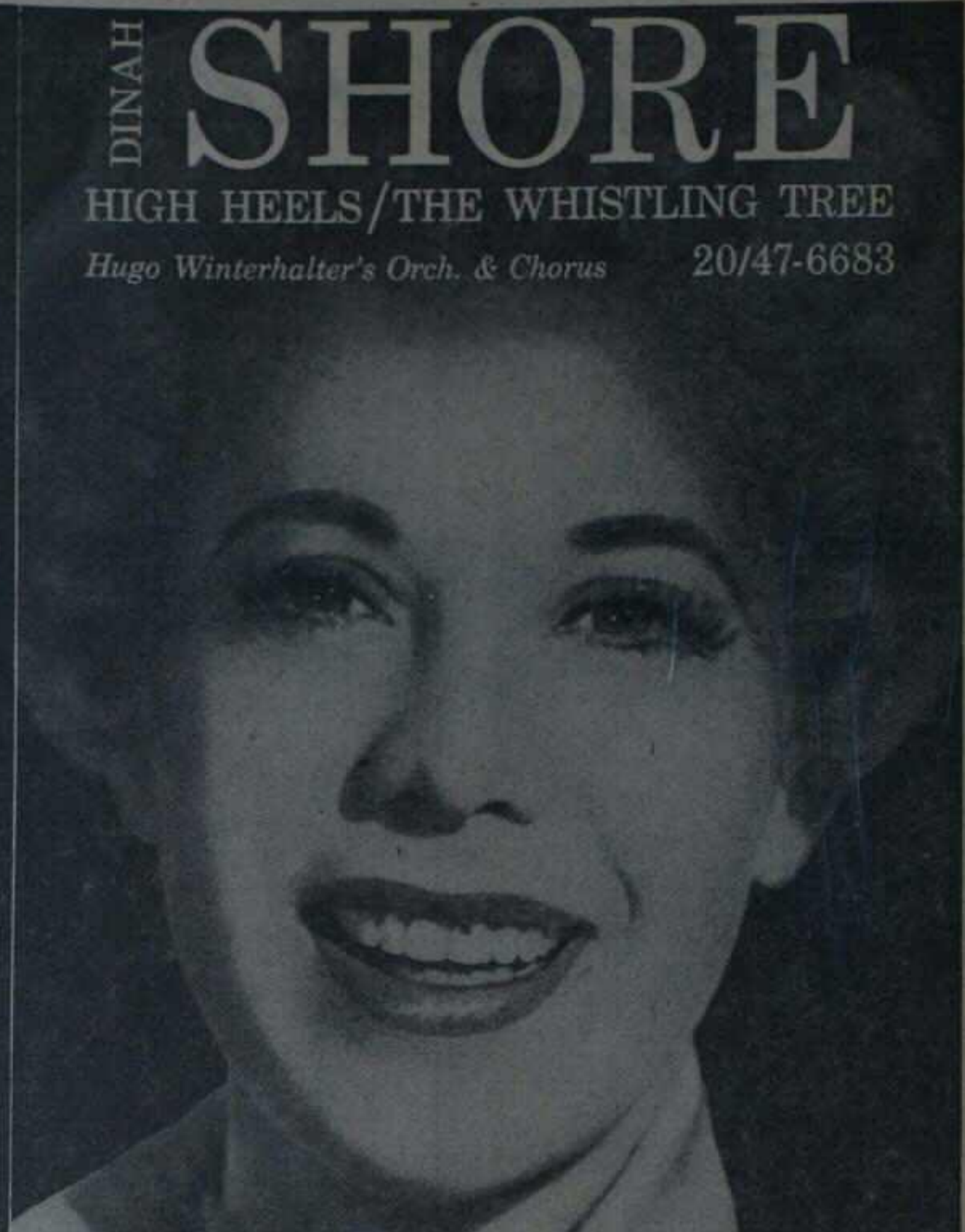
- 15498—SPIN THE WHEEL—ROCKY ROAD—THE SCHOLARS
- 15500—THE FANG—BULLFROG HOP—NERVOUS NORVUS
- 15496—COOL IT BABY—BALLROOM BABY—DICK LORY

Dot

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

THE NATION'S BEST SELLING RECORDS

big



DINAH SHORE

HIGH HEELS / THE WHISTLING TREE

Hugo Winterhalter's Orch. & Chorus 20/47-6683

TONY MARTIN

MODERATION / SINCE YOU'VE BEEN MINE

Hugo Winterhalter's Orch. & Chorus 20/47-6682

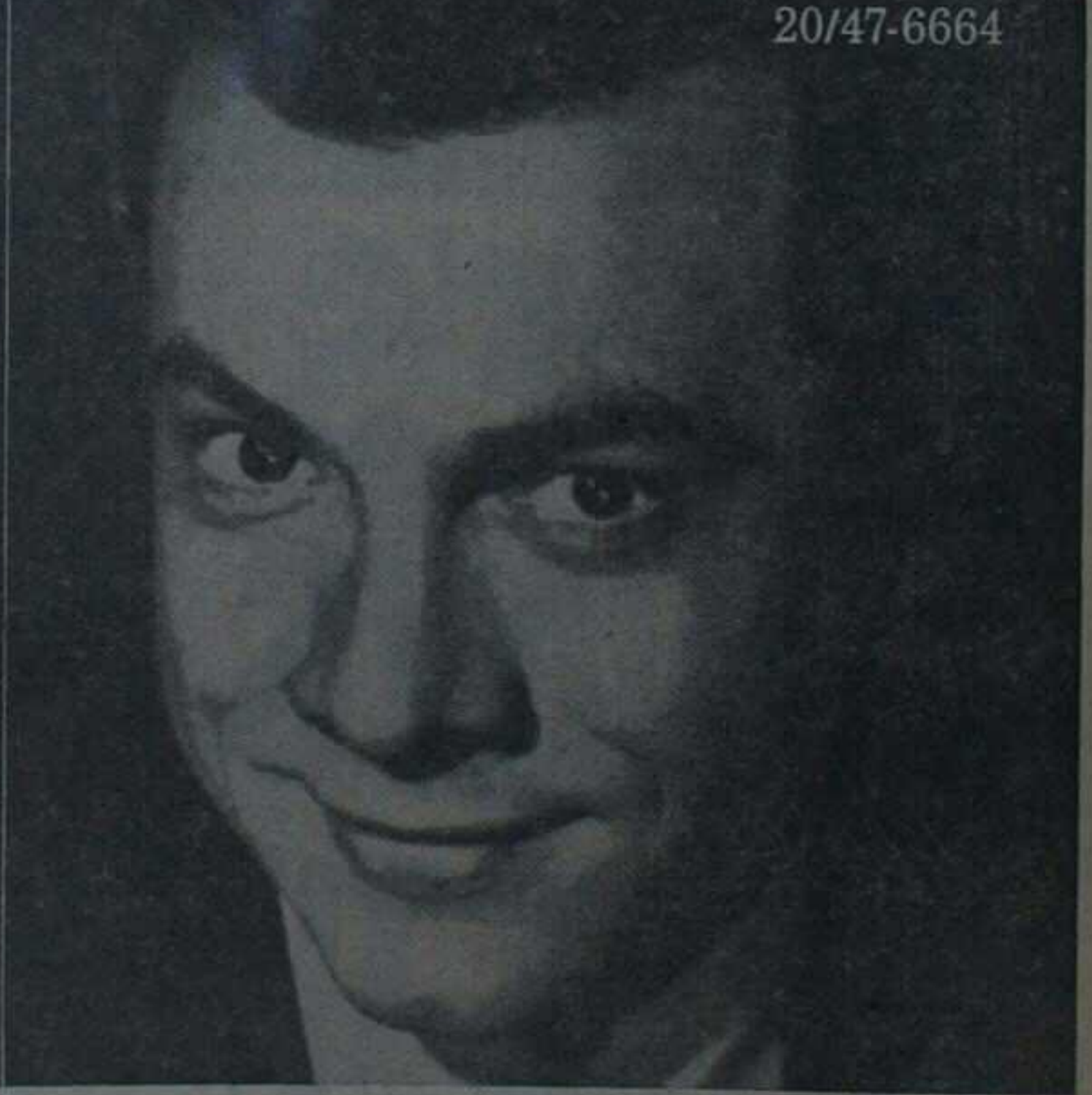


MARIO LANZA

LOVE IN A HOME / DO YOU WONDER

(from the musical production "L'il Abner") Henri René's Orch.

20/47-6664



Your customers will hear these New Orthophonic High Fidelity Recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola."

America's favorite speed...  45 RPM **RCA VICTOR** 

CHOCKFUL of \$ALES



ROBBIN HOOD

THERE'S ALWAYS A FIRST TIME

Orchestra
and Chorus
Conducted by
**LEROY
HOLMES**

MGM 12340 • K12340

MGM Records

701 SEVENTH AVE.

N. Y. 36, N. Y.

VOX JOX

By JUNE BUNDY

"GET OUT AND VOTE" GIMMICK: Rege Cordic, early morning jock over KDKA, Pittsburgh, is running his own presidential campaign this fall, with "Carman Monoxide" (Bob Trow) up for proxy. The drive was climaxed Saturday (29) with a "whistlestop" tour via special train (bearing 800 fans and press reps) which stopped at seven Pennsylvania cities. In each town "Carman" Cordic and the rest of his boys put on a typical "whistlestop" show, following which local civic officials gave a short plug for the get-out-and-vote movement.

WNEW, New York, is also conducting a "get out and vote" drive, via a gimmick whereby each jockey makes 10 phone calls during his show every day to names selected at random from the phone directory. The jocks, in turn, ask whomever answers to form a chain and call three others to remind them to register and vote. If all goes as planned, only 13 unbroken links of this telephone chain are necessary to reach 15,943,230 people to remind them to register. WNEW spinners participating in the phone gimmick include Jerry Marshall, Gene Klavan and Dee Finch, Bill Williams, Lonny Starr, Art Ford, Jack Lazare and Dick Shepherd.

CHANGE OF THEME: Dan Neaverth, who signs himself "radioactively yours," has moved from WFRM, Coudersport, Pa., to WFCB, Dunkirk, N. Y., and needs platters for his daily "Rumpus Room" afternoon show and his "All Star Request" evening program. . . . Joel Spivak, veteran batoner Charlie Spivak's son, is spinning 'em at WPTR, Albany, N. Y. He also functions as musical director for the outlet. . . . Frank Sweeney, formerly with WPOR, Portland, Me., has joined WLAM, Lewiston, Me., as early morning man. . . . Alan Fredericks, ex-staffer at WABJ, Adrian, Mich., has moved over to WGBB, Freeport, Long Island, N. Y.

Lou Barile, WKAL, Rome, N. Y., was given a surprise party by his fans and station pals on his birthday recently, and it was such a "surprise" that the jock wasn't located until the party was half over. Barile is currently vacationing on the West Coast and in Mexico. . . . Paul Matthen, leading baritone of the Stuttgart State Opera Company during the past year, has joined WCRB, Waltham, Mass., as a classical deejay

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:

Hartford, Conn.
"Rich People of Brooklyn," Sammy Kaye, Columbia.
Baton Rouge, La.
"Giant," Ray Heindorf, Columbia.
St. Paul
"Honky Tonk," Bill Doggett, King.
Portland, Ore.
"Don't Be Cruel," Elvis Presley, Victor.
Salt Lake City
"Canadian Sunset," Hugo Winterhalter, Victor.
Chicago
"49 Shades of Green," Ames Brothers, Victor.
St. Louis
"You Don't Know Me," Jerry Vale, Columbia.

YESTERYEAR'S TOPS—

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

OCTOBER 5, 1946:

1. To Each His Own
2. Five Minutes More
3. South America, Take It Away
4. Surrender
5. Rumors Are Flying
6. Linger in My Arms a Little Longer, Baby
7. If You Were the Only Girl
8. They Say It's Wonderful
9. I Don't Know Why (I Just Do)
10. Doin' What Comes Naturally

OCTOBER 6, 1951:

1. Because of You
2. I Get Ideas
3. Cold, Cold Heart
4. Loveliest Night of the Year
5. Too Young
6. Come On-A My House
7. World Is Waiting for the Sunrise
8. Down Yonder
9. (It's No) Sin
10. Shanghai

for the station's new opera series. . . . Thailand's leading disk jockey, Pichai Vasanong, is visiting the U. S. and will be attached to KYW-TV, Cleveland, for three months.

THIS 'N' THAT: During the 30's, dance marathon endurance contests were the big thing. The big gimmick this year appears to be jockey-thons, with spinners vying to see which one can stay on the air the longest. Latest entry in the how-exhausted-can-you-get sweepstakes is Ray J. Williams, manager of KCSJ and KCSJ-TV, Pueblo, Col., who broadcast 126 hours in succession, going without sleep for more than five days and nights.

Jim Alyward, WHIL, Boston, is writing a new record column for the local Boston Sunday Post. . . . Lew Holder, KFRO, Longview, Tex., took over the station's teen-age request show two months ago, and in that brief period the program has increased its estimated audience from 10,000 to 40,000 and expanded from 45 minutes to 90 minutes. . . . Bill Bradley, (new tag for ex-New York jockey Bill Silbert) KLAC, Hollywood, has a featured role in the forthcoming Debbie Reynolds-Eddie Fisher movie.

Chris Martin, who conducts the morning show at WABY, Albany, N. Y., is conducting a daily "musical quiz" offering free disks as prizes, needs more wax for contest giveaways. . . . Alan Norman, new staffer at WEDF, Flint, Mich., is devoting almost 80 per cent of the programming on his daily 6:30-10 a.m. show to LP selections. The show, which bans rock and roll and rhythm and blues disks completely, is sold out, sponsor-wise.

Hub Distrib Goes Midwest

NEW YORK—Music Suppliers, Inc., Boston record distributing outfit, is opening a branch in Cincinnati November 1. The new Music Suppliers of Ohio will distribute Angel Records, M-G-M, Dictograph High-Fidelity Products and several other labels.

The Ohio branch will distribute Angel exclusively in the Cincinnati, Cleveland and Pittsburgh territories, and M-G-M in the Cincinnati area only. Bob Martin, a former deejay at WCOP, Boston, has been appointed manager of the Cincinnati operation by Music Suppliers top exec team, Gordon Dinerstein and Harry Carter.

Breaking BIG on Bally!

"THE CITY OF ANGELS"

b/w

"LISTEN MY LOVE"

The Highlights

Bally #1016 (7-1016)

"WHY DID YOU?"

b/w

"THIS HEART OF MINE"

The Turks

Bally 1017 (7-1017)

"PETTICOATS OF PORTUGAL"

b/w

"PRENEZ GARDE"

Caesar Giovannini

Bally 1018 (7-1018)

"I HAVE BUT ONE HEART"

b/w

"SENTIMENTAL JOURNEY"

Bob Anderson

Bally #1019 (7-1019)

Bally RECORDS
THE HOME OF LIVING PERFORMANCE

203 N. Wabash Avenue
Chicago 1, Ill.
ANdover 3-4677

The Cash Box Disk of the Week

"... Absolutely thrilling
... Will skyrocket on to
the charts in short order"



PATTI PAGE

"EVERY TIME"

(I Feel His Spirit)



70971

Published by MONUMENT MUSIC, INC. (Larry Uttal), 1650 Broadway, New York 16, N. Y.

THE TOP 100

For survey week ending September 26

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

Pos.	Song, Artist, Label	Week Last
1.	DON'T BE CRUEL—E. Presley, Victor	1
2.	HOUND DOG—E. Presley, Victor	3
3.	MY PRAYER—Platters, Mercury	2
4.	CANADIAN SUNSET—E. Heywood-H. Winterhalter, Victor	4
5.	WHATEVER WILL BE, WILL BE—Doris Day, Columbia	5
6.	TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty	7
7.	HONKY TONK—B. Duggan, King	7
8.	JUST WALKING IN THE RAIN—J. Ray, Columbia	11
9.	CANADIAN SUNSET—A. Williams, Cadence	9
10.	ALLEGHENY MOON—P. Page, Mercury	8
11.	SONG FOR A SUMMER NIGHT—M. Miller, Columbia	10
12.	SOFT SUMMER BREEZE—E. Heywood, Mercury	13
13.	FOOL—S. Clark, Dot	11
14.	GREEN DOOR—J. Lowe, Dot	30
15.	YOU DON'T KNOW ME—J. Vale, Columbia	14
16.	AFTER THE LIGHTS GO DOWN—A. Hibbler, Decca	17
17.	FRIENDLY PERSUASION—P. Boone, Dot	26
18.	WHEN THE WHITE LILACS BLOOM AGAIN—H. Zacharias, Decca	16
19.	MIRACLE OF LOVE—E. Rodgers, Columbia	28
20.	CHAINS OF LOVE—P. Boone, Dot	26
21.	FLYING SAUCER—Buchanan & Goodman, Luniverse	15
22.	TONIGHT YOU BELONG TO ME—Lorraine Sledge-L. Well, Coral	42
23.	I ALMOST LOST MY MIND—P. Boone, Dot	18
24.	HOUSE WITH LOVE IN IT—Four Lads, Columbia	30
25.	ITALIAN THEME—C. Stappleton, London	29
26.	HAPPINESS STREET—G. Gibbs, Mercury	25
27.	OUT OF SIGHT, OUT OF MIND—Five Keys, Capitol	22
28.	WHEN THE WHITE LILACS BLOOM AGAIN—B. Vaughn, Dot	21
29.	THAT'S ALL THERE IS TO THAT—N. (King) Cole, Capitol	31
30.	BE-BOP-A-LULA—G. Vincent, Capitol	23
31.	IN THE MIDDLE OF THE HOUSE—V. Monroe, Victor	19
32.	I WANT YOU, I NEED YOU, I LOVE YOU—E. Presley, Victor	24
33.	IN THE MIDDLE OF THE HOUSE—B. Decker, Mercury	24
34.	SOFT SUMMER BREEZE—Diamonds, Mercury	28
35.	WAYWARD WIND—G. Grant, Era	49
36.	TRUE LOVE—J. Powell, Verve	41
37.	TRUE LOVE—Bing Crosby-G. Kelly, Capitol	41
38.	KA DING DONG—Hilltoppers, Dot	47
39.	HAPPINESS STREET—T. Bennett, Columbia	35
40.	KA DING DONG—Diamonds, Mercury	54
41.	YOU'LL NEVER, NEVER KNOW—Platters, Mercury	45
42.	BUS STOP SONG—Four Lads, Columbia	42
43.	I WALK THE LINE—J. Cash, Sun	48
44.	LET THE GOOD TIMES ROLL—Shirley & Lee, Aladdin	34
45.	IN THE STILL OF THE NIGHT—Salsas, Ember	44
46.	MORE—P. Come, Victor	29
47.	ST. THERESE OF THE ROSES—B. Ward, Decca	35
48.	WHEN MY DREAMBOAT COMES HOME—F. Domino, Imperial	55
49.	FORTY-NINE SHADES OF GREEN—Ames Brothers, Victor	68
50.	IT ISN'T RIGHT—Platters, Mercury	37
51.	IT ONLY HURTS FOR A LITTLE WHILE—Ames Brothers, Victor	44
52.	ENDLESS—McGuire Sisters, Coral	47
53.	FROM THE CANDY STORE ON THE CORNER—T. Bennett, Columbia	35
54.	SWEET, OLD-FASHIONED GIRL—T. Brewer, Coral	43
55.	SEE-SAW—Moonglows, Chess	55
56.	EARTHBOUND—S. Davis Jr., Decca	37
57.	GHOST TOWN—D. Cherry, Columbia	—
58.	HEART AND SOUL—J. Maddox, Dot	—
59.	WHEN THE WHITE LILACS BLOOM AGAIN—F. ZaBACK, Mercury	50
60.	WAR AND PEACE—V. Damone, Columbia	87
61.	BLUE MOON—E. Presley, Victor	84
62.	LAY DOWN YOUR ARMS—Chordettes, Cadence	89
63.	NOW IS THE HOUR—G. Starr, Dot	32
64.	BORN TO BE WITH YOU—Chordettes, Cadence	41
65.	RIP IT UP—B. Haley, Decca	41
66.	KA DING DONG—G. Chis, Pilgrim	53
67.	SUMMER SWEETHEART—Ames Brothers, Victor	49
68.	EVERY DAY OF MY LIFE—McGuire Sisters, Coral	—
69.	I CAN'T LOVE YOU ENOUGH—L. Baker, Atlantic	74
70.	SADIE'S SHAWL—B. Sharples, London	49
71.	RIP IT UP—Little Richard, Specialty	85
72.	FRIENDLY PERSUASION—Four Aces, Decca	—
73.	BLUEBERRY HILL—F. Domino, Imperial	—
74.	EAST OF EDEN—D. Jacobs, Coral	80
75.	MOONGLOW AND THEME FROM PICNIC—M. Sisti, Decca	—
76.	WHEN THE TIDE IS HIGH—G. Grant, Era	78
77.	FEVER—L. W. John, King	40
78.	TUMBLING TUMBLEWEED—R. Williams, King	84
79.	OLD PHILOSOPHER—E. Lawrence, Coral	—
80.	WHEN THE WHITE LILACS BLOOM AGAIN—L. Well, Coral	82
81.	YOU'RE SENSATIONAL—F. Sinatra, Capitol	—
82.	WAYWARD WIND—T. Ritter, Capitol	98
83.	I ONLY KNOW I LOVE YOU—Four Aces, Decca	81
84.	EARTHBOUND—M. Lanza, Victor	74
85.	CASUAL LOOK—Six Tones, Flip	100
86.	YOU'RE IN LOVE—G. Grant, Era	87
87.	I LOVE MICKY—T. Brewer, Coral	71
88.	HEARTACHES—S. Smith, Epic	99
89.	GOOD BOOK—K. Starr, Victor	—
90.	ON THE STREET WHERE YOU LIVE—E. Fisher, Victor	—
91.	HEAVEN ON EARTH—Platters, Mercury	71
92.	IT HAPPENED AGAIN—S. Vaughan, Mercury	—
93.	FOOL—Gallahads, Jubilee	78
94.	TONIGHT YOU BELONG TO ME—K. Chandler-J. Wakely, Decca	—
95.	HEART WITHOUT A SWEETHEART—G. Starr, Dot	—
96.	WHEN THE WHITE LILACS BLOOM AGAIN—L. Holmes, M-G-M	71
97.	NAMELY YOU—D. Cherry, Columbia	87
98.	LAY DOWN YOUR ARMS—A. Shestun, Columbia	85
99.	FABULOUS CHARACTER—S. Vaughan, Mercury	78
100.	GIVE US THIS DAY—J. James, M-G-M	—
100.	THINGS I NEVER HAD—K. Starr, Victor	—

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.



Fabulous "Fats" Domino...
does it again*

"BLUEBERRY HILL"

(As sung by Domino in the Picture "SHAKE, RATTLE & ROLL")

and

"Honey Chile"

No. 5407

* The Billboard—9-22-'56 • 9-29-'56
• Review Spotlight
POP and R&B

* The Billboard—9-29-'56
This Week's Best Buys

 **Imperial Records**
6425 Hollywood Blvd. Hollywood 28, Calif.

KING HOT PARADE

HONKY TONK

BILL DOGGETT KING 4950

OTIS WILLIAMS AND HIS CHARMS

WHIRLWIND

b/w
I'D LIKE TO THANK YOU MR. D.J.
DE LUXE 6097

LITTLE WILLIE JOHN

DO SOMETHING FOR ME
b/w **MY NERVES** KING 4960

STILL ON TOP **FEVER** KING 4935

EARL BOSTIC AND BILL DOGGETT KING 4954

BUBBINS ROCK

OTHER HOT RELEASES

JAMES BROWN and the FAMOUS FLAMES
HOLD MY BABY'S HAND
b/w
NO, NO, NO, NO
FEDERAL 12277

PLEASE, PLEASE, PLEASE
FEDERAL 12258

EARL BOSTIC
ROSES OF PICARDY
KING 4943

EARL (CONNELLY) KING
THEY TELL ME
b/w
I CALL ON YOU
KING 4959

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

THE CUM DROPS
CHAPEL OF HEARTS
b/w
NATURAL BORN LOVER
KING 4963

DON RENO - RED SMILEY
HEN SCRATCHIN' STOMP
b/w
CRUEL LOVE
KING 4962

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

DISTRIBUTED BY
KING RECORDS

KING—FEDERAL—DE LUXE

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

- Alligheny Moon (R)—Oxford—ASCAP
- Bus Stop Song (R) (F)—Miller—ASCAP
- By the Fountains of Rome (R)—Chappell—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Cindy, Oh! Cindy (R)—E. B. Marks-Bryden—BMI
- Friendly Persuasion (R) (F)—Feis—ASCAP
- Giant (R) (F)—Winmark—ASCAP
- Happiness Street (R)—Planetary—ASCAP
- How Little We Know (R)—E. H. Morris—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- If I Had My Drubbers (R)—Commander—ASCAP
- Lay Down Your Arms (R)—Ludlow—BMI
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- My Prayer (R)—Shapiro-Bernstein—ASCAP
- Namely You (R)—Commander—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- One Finger Piano (R)—E. B. Marks—BMI
- Peddlers of Portugal (R)—Christophe—BMI
- Test of Time (R)—Paramount—ASCAP
- That's All There Is to That (R)—Meridian—BMI
- Tonight You Belong to Me (R)—Bragman, Vocco & Conn—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Walk Hand in Hand (R)—Republic—BMI
- Was and Peace (R) (F)—Famous—ASCAP
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- When the White Lilacs Bloom Again (R)—Harms—ASCAP
- Where in the World (R)—Broadcast—BMI
- With a Little Bit of Luck (R) (M)—Chappell—ASCAP
- You Can't Run Away From It (R) (F)—Columbia Pic—ASCAP
- You're Sensational (R) (F)—Buxton Hill—ASCAP

Television

- A Heart Without a Sweetheart (R)—United—ASCAP
- Bigelow 62000 (R)—Copar—BMI
- Canadian Sunset (R)—Meridian—BMI
- Don't Be Cruel (R)—Presley & Shalmar—BMI
- Fabulous Character (R) (M)—Valando—ASCAP
- Friendly Persuasion (R) (F)—Feis—ASCAP
- Give Us This Day (R)—Valando—ASCAP
- Green Door (R)—Trinity—BMI
- Happiness Street (R)—Planetary—ASCAP
- Hound Dog (R)—Presley & Lion—BMI
- I Almost Lost My Mind (R)—St. Louis—BMI
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Love Micky (R)—Willow—ASCAP
- In the Middle of the House (R)—Shapiro-Bernstein—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Keep Your Cotton Pickin' Paddies Off My Heart (R)—Duet—ASCAP
- My Prayer (R)—Shapiro-Bernstein—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Pardners (R) (F)—Paramount—ASCAP
- Foot People of Paris (R)—Connelly—ASCAP
- Song for a Summer Night (R)—Cronwell—ASCAP
- Speak My Love (R)—Harvard—BMI
- Test of Time (R)—Paramount—ASCAP
- Tonight You Belong to Me (R)—Bragman, Vocco & Conn—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
- Who Wants to Be a Millionaire (R) (F)—Buxton Hill—ASCAP
- With a Little Bit of Luck (R) (M)—Chappell—ASCAP
- You Don't Know Me (R)—Hill & Range—BMI

Best Selling Sheet Music in Britain

(For Week Ending September 26)

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.

- Whatever Will Be, Will Be—Melcher-Toff (Artists)
- Lay Down Your Arms—Francis Day (Howie Richmond)
- Walk Hand in Hand—Doches (Republic)
- Mountain Greenery—New World (Harms)
- Who Are We?—Bourne (Thunderbird)
- A Sweet Old-Fashioned Girl—Campbell-Connelly (Valer)
- By the Fountains of Rome—Sterling (Chappell)
- Why Do Fools Fall in Love?—Chappell (Patricia)
- The Birds and the Bees—Madley (Famous)
- Serenade—Blossom (Harms)
- You Are My First Love—Grosvener (Kassner)
- More—Berry (Shapiro-Bernstein)
- Hot Digalitty—Peter Maurice (Roncom)
- The Wayward Wind—Lafleur (Warman)
- My September Love—Bron
- Autumn Concerto—Mazmelodies (Symphony)
- Born to Be With You—Morris (Mayfair)
- A Woman in Love—Morris (Frank)
- Believe in Me—Macmelodius (France)
- Out of Town—Kassner (Kassner)

Best Selling Pop Records in Britain

(For Week Ending September 26)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. LAY DOWN YOUR ARMS—Anne Shelton (Phillips)	1	1
2. WHATEVER WILL BE, WILL BE—Doris Day (Phillips)	2	2
3. YING TONG SONG/BLOODNOK'S ROCK 'N' ROLL CALL—Goons (Decca)	4	4
4. ROCKIN' THROUGH THE RYE—Bill Haley Comets (Brunswick)	3	3
5. HOUND DOG—Elika Presley (HMV)	13	13
6. GREAT PRETENDER/ONLY YOU—Platters (Mercury)	5	5
7. BRING A LITTLE WATER SYLVIE/DEAD OR ALIVE—Lionie Dolegan (Pye-Nixa)	9	9
8. WOMAN IN LOVE—Frankie Laine (Phillips)	12	12
9. WALK HAND IN HAND—Tony Martin (HMV)	6	6
10. SWEET, OLD-FASHIONED GIRL—Teresa Brewer (Vogue/Coral)	6	6
11. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	11	11
12. MOUNTAIN GREENERY—Mel Torme (Vogue/Coral)	10	10
13. ROCK AROUND THE CLOCK—Bill Haley Comets (Brunswick)	17	17
14. WHY DO FOOLS FALL IN LOVE?—Toon-Agex (Columbia)	8	8
15. BORN TO BE WITH YOU—Chloedettes (London)	15	15
16. GIDDY-UP-A-DING-DONG—Freddy Bell and the Bellboys (Mercury)	7	7
17. RAZZLE DAZZLE—Bill Haley Comets (Brunswick)	14	14
18. SERENADE—Slim Whitman (London)	18	18
19. POUNTAINS OF ROME—Edmond Heckridge (Pye-Nixa)	12	12
20. SEE YOU LATER, ALLIGATOR—Bill Haley Comets (Brunswick)	19	19

Territorial Best Sellers

Continued from page 60

- 8. Canadian Sunset
- 9. Hound Dog, E. Presley, Vic.
- 10. Soft Summer Breeze
- 11. E. Heywood-H. Winterhalter, Vic.

San Francisco

- 1. Hound Dog, E. Presley, Vic.
- 2. My Prayer, Platters, Mer.
- 3. Don't Be Cruel, E. Presley, Vic.
- 4. Canadian Sunset
- 5. E. Heywood-H. Winterhalter, Vic.
- 6. Whatever Will Be, Will Be
- 7. Doris Day, Col.
- 8. Honky Tonk, B. Doggett, King.
- 9. Casual Look, Six Teens, Flip.
- 10. Song for a Summer Night
- 11. M. Miller, Col.

Seattle

- 1. Don't Be Cruel, E. Presley, Vic.

- 1. Whatever Will Be, Will Be
- 2. Doris Day, Col.
- 3. Tonight You Belong to Me
- 4. Patience & Prudence, Lht.
- 5. Honky Tonk, B. Doggett, King.
- 6. Canadian Sunset
- 7. E. Heywood-H. Winterhalter, Vic.
- 8. Green Door, J. Lowe, Dot.
- 9. Hound Dog, E. Presley, Vic.
- 10. In the Still of the Night, Satins, Emb.
- 11. My Prayer, Platters, Mer.
- 12. Miracle of Love, E. Rodgers, Col.

Toronto

- 1. Hound Dog, E. Presley, Vic.
- 2. Don't Be Cruel, E. Presley, Vic.
- 3. My Prayer, Platters, Mer.
- 4. Honky Tonk, B. Doggett, King.
- 5. Tonight You Belong to Me
- 6. Patience & Prudence, Lht.
- 7. Canadian Sunset, A. Williams, Col.

Fabulous! New

MANHATTAN TOWER

12 INCH SINGLE LONG PLAY ALBUM

PRICE 3.98 Incl. Tax

SUNG BY

PATTI PAGE

New Songs Plus The Original Famous Hits



WORDS and MUSIC by GORDON JENKINS

orchestra conducted by Vic Schoen

MG 20226



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. Ka Ding Dong**
Soft Summer Breeze *The Diamonds*
(BMI); (BMI) Mercury 70934
- 2. I Walk the Line** *Johnny Cash*
(BMI) Sun 241
- 3. In the Middle of the House** *Rusty Draper*
(ASCAP) Mercury 70921
- 4. In the Middle of the House** *Vaughn Monroe*
(ASCAP) RCA Victor 6619
- 5. In the Still of the Night** *The Satins*
(BMI) Ember 1005
- 6. Blueberry Hill** *Fats Domino*
(ASCAP) Imperial 5407
- 7. See Saw** *The Moonglows*
(BMI) Chess 1629
- 8. Lay Down Your Arms** *The Chordettes*
(BMI) Cadence 1299
- 9. The ABC's of Love** *Frankie Lymon and the Teen-Agers*
(BMI) Gee 1022
- 10. Ka Ding Dong** *The Hilltoppers*
(BMI) Dot 15489

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.

LAY DOWN YOUR ARMS (Ludlow, BMI)—*The Chordettes*—Cadence 1299—The girls have forged ahead of the competition with their version of this tune. Anne Shelton and Russ Morgan have their partisans, but the Cadence disk has had the easiest sledding and now is nearing the charts. Flip is "Teen-Age Goodnight" (American, BMI).

PLEASE DON'T LEAVE ME (Commodore, BMI)

STILL (Progressive, BMI)—*The Fontane Sisters*—Dot 15501—Another strong contribution from the distaff side of the house. In the last two weeks, sales on the Fontanes' release have been very gratifying. This has been particularly true in Cincinnati, Cleveland, Pittsburgh, Philadelphia, Buffalo, Milwaukee, St. Louis, Atlanta, Nashville and Durham. Both sides are sparking action, with a slight edge on "Please." A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

POP RECORDS

- ELVIS PRESLEY** RCA Victor 6643 **LOVE ME TENDER**
(Presley, BMI)
ANY WAY YOU WANT ME—THAT'S HOW I WILL BE
(Ross Jungnickel, ASCAP)
Titled tune from Presley's first flick has set a record for advance orders, which now exceed a million. Further comment unnecessary.
- FRANK SINATRA** Capitol 3552 **JEALOUS LOVER**
(Barton, ASCAP)
YOU FORGOT ALL THE WORDS (Trans-Music, BMI)
A bouncy tune with rhythm backing in "Jealous Lover" and a lush ballad on the flip afford Sinatra ample opportunity to project. He comes close to rock 'n' roll on the topside and, with the smart arrangement and solid ork backing, it should move fast.
- NAT (KING) COLE** Capitol 3551 **NIGHT LIGHTS**
(Bregman, Vocco & Conn, ASCAP)
TO THE ENDS OF THE EARTH (Winnerton Music, BMI)
Two tender ballads, both of hit caliber, tastefully and sincerely rendered by The King, with the Nelson Riddle ork adding its usual smart backing.
- PATTI PAGE** Mercury 70971 **MAMA FROM THE TRAIN**
(Remick, ASCAP)
A delightfully off-beat ballad with quaint lyrics styled in the Pennsylvania Dutch idiom is sung exactly right by the gifted Miss Page. Tune, kicked off by jockeys, will make a conversation piece which should help it hit commercially. Flip is "Every Time—I Feel His Spirit" (Monument, BMI).
- DICK JACOBS ORK** Coral 61724 **PETTICOATS OF PORTUGAL**
(Christopher, BMI)
SONG OF THE VAGABONDS
ONLY A ROSE (ASCAP)
With "Petticoats" Jacobs has a side that will sell itself on first listening. Material is catchy and tuneful, and ork and chorus give it intriguing production. On flip he gives to "Vagabond King" stand-bys a fine, juiced-up projection that will provoke counter interest. Jocks will go for both sides heavily.
- BILLY VAUGHN** Dot 15506 **PETTICOATS OF PORTUGAL**
(Christopher, BMI)
LA LA COLETTE (Criterion, ASCAP)
Vaughn has a strong instrumental version of this light-hearted ditty and his sensitive handling will have jockeys spinning. The flip, "La La Colette," is another pretty, appealing melody, with that continental flavor.
- "TENNESSEE" ERNIE FORD** Capitol 3553 **FIRST BORN**
(Bradshaw, BMI)
HAVE YOU SEEN HER? (Snyder, ASCAP)
"First Born" is a heart-puller with extremely smooth warbling by Ford. It's the type tune that will entice repeat spins. On flip he has a ballad that, with his warm handling, will also rack up sales.
- MITCH MILLER** Columbia 40772 **SONG OF THE SPARROW**
Miller waxes this tune, written by his children, with an instrumental version on one side and a vocal on the flip. Tune has a light, gay melody and cute, catchy lyrics that will appeal to all age groups. June Erickson is featured vocalist.
- LITTLE RICHARD** Specialty 584 **HEEBY-JEEBIES**
(Venice, BMI)
SHE'S GOT IT (Venice, BMI)
See Spotlight Review in Rhythm & Blues Section.

POP DISK JOCKEY PROGRAMMING

- ELLA FITZGERALD** Verve 2021 **THE SILENT TREATMENT**
(Gus Kahn Music, ASCAP)
THE SUN FORGOT TO SHINE THIS MORNING
(Malabar Music, ASCAP)
With fine showcasing by the Buddy Bregman ork, Miss Fitzgerald displays her smoothest warbling on both sides of a disk that's bound to flip the jockeys. The smart material is made to order.

POP NOVELTY

- EDDIE LAWRENCE** Coral 61713 **THE NEW PHILOSOPHER**
(Merrick Music, BMI)
LOCO BASEBALL (Merrick Music, BMI)
"The Old Philosopher" comes up with "new" material and again gets his "message" across. In his now familiar style, Lawrence projects the humorous situations and registers with this equally commercial follow-up. On the flip, a most unusual baseball game is broadcast by the artist. Should come in for a lot of play during the Series.

POP TALENT

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

Reviews and Ratings * *

(Reviews and Ratings on page 70)

Gisele

mackenzie



*back
with
her
"hard
to get"
conductor,
Richard
Malthy*

Gisele

mackenzie



*back
with
her
"hard
to get"
conductor,
Richard
Malthy*

as performed
on the
Ed Sullivan
TV Show
Oct. 30th

**IT'S
DELIGHTFUL
TO BE
MARRIED**

E. B. Marks Music Corporation,
Radio City, N. Y.
X/4X-0233

Vik records

**THE STAR
YOU WISHED
UPON
LAST NIGHT**

X/4X-0233

NOW AVAILABLE AT YOUR VIK DISTRIBUTOR

Vik records

CORAL
THE FUNNIEST RECORD OF THE YEAR



THE NEW PHILOSOPHER

EDDIE LAWRENCE



CORAL 61713 • 9-61713



STILL GOING STRONG

THE OLD PHILOSOPHER

EDDIE LAWRENCE

IN OLD VIENNA
 Eddie Lawrence

CORAL
 61168 • 9-61168

CORAL RECORDS
 America's Fastest Growing Record Company



• Reviews of New Pop Records

- CAESAR GIOVANNINI SEXTETTE**
Petticoats of Portugal . . . 86
BAILEY 1018—An excellent Continental-style ooking of the pretty, promising tune, that's as danceable as it is listenable. Should grab a fair share of the action. (Christopher, BMI)
Prenez Garde . . . 88
 Another delightful instrumental, with a French flavor. Both sides could survive for a long time as album material. (BMI Canada, BMI)
- BILLY WARD**
Will You Remember (When You Are Far-a-Way) . . . 85
DECCA 30043—It took Ward some weeks to crack thru with his "Se, Teresa" click, but this one should profit therefrom. A potent rock and roll ballad rendition, with some well-placed sobs. Could do well in pop and r.&b. (Ward, BMI)
Come On, Snake, Let's Crawl . . . 88
 Like flip, this is a Ward original, but in tune, that's as danceable as it is this is a rhythm tune, and he shows up a storm. It's in the "See You Later, Alligator" tradition. (Is there a reptile craze brewing?) (Ward, BMI)
- PEREZ PRADO ORK**
Petticoats of Portugal . . . 85
VICTOR 6684—The cha-cha-cha maestro treats the promising tune in unique fashion, with a muted trumpet gimmick and powerful cha cha beat. Will get strong support in many sectors. (Christopher, BMI)
Bandido . . . 78
 Another potent dance rendition, this time on the title song from a forthcoming flick. (Chappell, ASCAP)
- GISELE MACKENZIE**
It's Delightful to Be Married . . . 84
VIK 0233—Miss MacKenzie has the bright, optimistic updated oddie here and the reading is charming and listenable. Tune will benefit from Ed Sullivan's TV exposure, and will rate attention. (Edward B. Marks, BMI)
The Star You Wished Upon Last Night . . . 78
 Here's a lilting and appealing tune with a novel and cute lyric. It's well tailored to the singer's style and the result is solid, spinworthy wax. (Robbins, ASCAP)
- DICK ROMAN**
Never Leave Me . . . 83
ABC-PARAMOUNT 9748—Appealing theme from Gordon Jenkins' "Manhattan Tower" figures to get a big lift with the forthcoming TV revival. Roman turns in a stunning job that could go all the way. (Leeds, ASCAP)
Comme Ca . . . 69
 Rollicking French adaptation is sung well by Roman, but the major appeal is in the flip. (B. F. Wood, ASCAP)
- THE LANCERS**
Never Leave Me . . . 82
CORAL 61712—This tune is from the augmented "Manhattan Tower" score soon to be aired on TV. The Lancers give it a bright and pretty reading which should stay right up there with competing disks. (Pickwick, ASCAP)
I Came Back to Say I'm Sorry . . . 76
 A smart confessional type ballad with a modified r.&b. base. Stylish enough but the flip will get the TV plugging. (Redd Evans, ASCAP)
- VERA LYNN**
Ev'ry Day of My Life . . . 79
LONDON 1688—Miss Lynn takes this tender love ballad and gives it a meaningful reading in her clear-toned, well-enunciated manner. An expressive side that jocks will go for. (Miles, ASCAP)
Come Back to Me . . . 79
 Another poignant ballad wrapped up in tender vocal by the English thrush with fine backing by the Roland Shaw ork. (Piccadilly, BMI)
- WARREN COVINGTON AND THE COMMANDERS**
Petticoats of Portugal . . . 78
DECCA 30097—This version of the much-recorded tune is designed for the young dance crowd. Good scoring and syllabic vocal by the chorus add up to what could be a profitable side. (Christopher, BMI)
Trombone Boogie . . . 68
 Instrumental tour de force has a good beat and extrovert brassy flavor. Jocks who favor the dance bands will like it. (Amber, ASCAP)
- THE PROPHETS**
Baby, Come Back . . . 77
ATCO 6078—Brisk, rocking, danceable side song by a new pop rock and roll group. Repetition of the title phrase is contagious in the manner of several swing-era riff hits. Good juke fare for the teen-age hang-outs. (Wintu, ASCAP)
Storms . . . 77
 Good, different type of ballad is handled a firm rock and roll backing. Should create some interest and has a chance to cash in. (Wintu, ASCAP)
- BILL HAYES**
Message From James Dean (Danger, Danger, Danger) . . . 77
Cadence 1301—Hayes pulls a serious Nervous Neron on this side which spotlights a traffic safety message pegged on the auto crash death of James Dean. The hard-driving ditty may appeal in the Cuts but it isn't in the best of taste. (Republic, BMI)
Trail's End . . . 75
 Pleasant warbling by Hayes on a quietly effective theme with a lazy Western flavor. (Taylor, ASCAP)
- TRUDY RICHARDS**
Once Upon a Dream . . . 77
CAPITOL 3555—The thrush does a classy ballad in thoroughly appealing pop style. One of her better efforts and one that merits deejay attention. (Leeds, ASCAP)
Paradise . . . 75
 Rhythmic, actually rock and roll handling of the old standard (usually played as a waltz). It's a little strenuous, but it's different enough to attract some spinners. (Felix, ASCAP)
- BUNNY BISHOP**
Faith Can Move Mountains . . . 74
CRYSTALLETTE 704—Miss Bishop makes a powerful impression with her convincing performance of a good religious song. Backing by ork under Dom Frontiere is big and equally impressive. Could do business. (Franko, BMI)
Your Strange Idea of Love . . . 72
 Some unusual disk material, with show quality, brings out the thrush's versatility. Jocks will like this as something different. Good backing helps. (Panorama, BMI)
- GORDON JENKINS**
Repeat After Me . . . 76
CAPITOL 3556—Ballad is from the forthcoming TV version of Jenkins' "Manhattan Tower." Bari sings and thrush repeats the catch lines. Appealing material, competently done. (Leeds, ASCAP)
Married I Can Always Get . . . 72
 Tune from the same show, released several weeks ago in a Teddi King version. Jenkins' thrush (inbilled on review copy) is less effective on wax. (Leeds, ASCAP)
- ROBERTA SHERWOOD**
Mary Lou . . . 74
DECCA 30085—Thrush gets a fine vocal hype into an old standard. So, too, does Jack Pleis and his ork. Sherwood fans could give this quite a counter play, as it is directly on her beam. It's good for jock spins, too. (Mills, ASCAP)
Should I Try Again . . . 70
 Singer again gets top backing from Pleis on plaintive ballad. Fans may find this good Sherwood in more dulcet mood than flip. (Weiss & Barry, BMI)
- MORGANA KING**
Four Walls, Two Windows and One Broken Heart . . . 75
MERCURY 70967—The stylish cunary puts much intimate feeling into this tone of disrupted love. The material is good and the reading goes right along. (C. K. Harris, ASCAP)
Mine for the Taking . . . 73
 Miss King moves to a lush, languid Latin beat here as she deals more with "L'amour." A pretty tone, well handled, but the flip has the rock immediate appeal. (Leeds, ASCAP)
- HOAGY CARMICHAEL**
Flight to Hong Kong . . . 74
CORAL 61717—Carmichael tells a sad, sad story, taken from the pic of the same name. Tune bears close resemblance to the singer's own "Hong Kong Blues" of some years back. Strictly a novelty with Oriental flavoring. (Coronet, ASCAP)
I Walk the Line . . . 71
 The fine country tune gets the desired Carmichael touch but the potential is limited with Johnny Cash's version of his own line long on the charts. (Hi Lo, BMI)
- TOMMY EDWARDS**
The Day That I Lost You . . . 74
M-G-M 12342—Tune has a fetching melody set to a slow and dreamy rhythm, and Edwards squeezes plenty of emotional feeling from the attractive lyric. (Endlow, BMI)
My Ship . . . 70
 The fine Kurt Weill tune from "Lullaby in the Dark" gets a listenable revival in Edwards' soft, intimate style. (Chappell, ASCAP)
- FRAN WARREN**
My Guy . . . 74
UNIQUE 357—Joe Leahy contributes a soft accordion plus rhythm to Miss Warren on her initial outing. She has the fine emotional touch. Melody (Continued on page 74)

RATINGS—COMMERCIAL POTENTIAL

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

80-100. Tops
 70-79. Excellent
 60-69. Good
 50-59. Satisfactory
 40-49. Limited
 3-49. Poor

ATOMIC!

Little

BRENDA LEE

9 Year Old Sensation

Tambalaya

BIGELOW 6-200

DECCA 30050

Introduced on the
**OZARK
 JUBILEE**
 TV SHOW
 Sept. 15 and Sept. 22



America's Fastest Selling Records



From the Nation's
Leading Producer
of Hit Albums...

**AN EXCITING NEW CAMPAIGN
FOR OCTOBER • NOVEMBER!**





Buyboard

DAKOTA STATON

YOU KNOW I DO
I TOLD YOU SO

record no. 3546



GENE VINCENT

and His BLUE CAPS

BLUEJEAN BOP
WHO SLAPPED JOHN

(From Album T-764 "Bluejean Bop")

record no. 3558



DICK HAYMES

TWO DIFFERENT
WORLDS

NEVER LEAVE ME

(From Gordon Jenkins' "Manhattan Tower")

record no. 3565



SPECIAL RELEASE!

NAT "KING" COLE

NIGHT LIGHTS
with the Music of Nelson Riddle
TO THE ENDS OF THE EARTH
with Orchestra and Chorus Conducted by Nelson Riddle
record no. 3551

TRUDY RICHARDS

ONCE UPON A DREAM

(From Gordon Jenkins' "Manhattan Tower")

PARADISE

record no. 3555



FRANK SINATRA

Orchestra under Direction of NELSON RIDDLE

JEALOUS LOVER
YOU FORGOT ALL THE WORDS

record no. 3552

"TENNESSEE" ERNIE FORD

FIRST BORN
with Orchestra Conducted by Jack Fascinato
HAVE YOU SEEN HER
with Orchestra and Chorus Conducted by Jack Fascinato
record no. 3553

HYLO BROWN

THE PRISONER'S SONG

THE ONLY ONE

record no. 3554

GORDON JENKINS

and His Orchestra

REPEAT AFTER ME
MARRIED I
CAN ALWAYS GET

record no. 3556



CAROLE BENNETT

I WALK THE LINE
IN SOMEONE
ELSE'S ARMS

record no. 3564



RENATO CAROSONE

MY LUCIANA
(A Luciano)
THE LITTLE
ALARM CLOCK

(Le Sveglietta)

record no. 3548



(Both Songs From Gordon Jenkins' "Manhattan Tower")

Copyrighted material

WANT MORE PROFITS?

For as little as 25c a week
Billboard's new

SALES BOOSTER KITS will help you . . .

- SELL MORE SINGLES
- SELL MORE ALBUMS
- SELL MORE PHONOGRAPHS
- SELL MORE ACCESSORIES

These terrific new merchandising kits are packed with red-hot up-to-the-minute window posters . . . wall posters . . . counter posters . . . customer give-away folders. And they're all designed to boost your music record sales.

SAVE UP TO 50% ON THIS SPECIAL INTRODUCTORY OFFER!

For New Dealer-Subscribers Only

... here's what you'll get ... mailed twice a month, starting now:

- HONOR ROLL OF HITS POSTER . . . 17"x22", two colors. Listing the Top 10 Tunes of the week, plus the up-and-coming favorites, based on BILLBOARD's famous weekly surveys! Terrific for your window displays.
- BIG PLAY POP ALBUM POSTER . . . 17"x22", two colors. The week's Top 10 best selling albums, from BILLBOARD's nationwide surveys. Build self-selling displays around these!

- BIG PLAY CLASSICAL ALBUM POSTER . . . alternating with BIG PLAY JAZZ ALBUM POSTER. 17"x22" two colors. For counters, walls and window displays.
- TODAY'S TOP TUNES . . . listing the tops in pops, classical, jazz, R&B, C&W. . . singles and albums.
- POINT-OF-SALE POSTERS OF NEW TITLES AND NEW EQUIPMENT . . . spread these all over your store! Pin them up in your listening booths.

All this in every kit . . . for as little as 50c per kit if you order now.

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

SAVE 50% BY MAILING THIS COUPON BEFORE OCT. 15, 1956

MERCHANDISING DIVISION
THE BILLBOARD

2160 Patterson Street
Cincinnati 22, Ohio

Name _____

Name of store _____

Address _____

City _____ Zone _____ State _____

- I want to save 50% of your regular price. Please send me the next 24 SALES BOOSTER KITS twice a month for one year at only 50c per kit I enclose only \$12
- Please send me the next 10 SALES BOOSTER KITS as a trial I enclose \$6 in full payment
- Please send me a sample kit only I enclose \$1 for one kit
- Please extend my present service for one year at this special rate.

Reviews of New Pop Records

Continued from page 70

has some appeal and there'll be spins. (Coliseum, BMI)
Riot in Brazil . . . 69
This is all about a lady who took them by storm down in Rio. The material would be great for a club act but the gal shows better in a more soulful groove. (Lamas, ASCAP)

ROBBIN HOOD
There's Always a First Time . . . 73
M-G-M 12340—The thrush offers some tender thoughts in this relaxed ballad. A pleasant enough waxing on her first disk in a number of months. (Piccadilly, BMI)
Is Anybody List'ning? . . . 72
A slightly more upbeat side here with mixed choral group working in for a nice rhythmic beat. (Rush, BMI)

CATERINA VALENTE
I'll Remember April . . . 73
DECCA 30025—The chick wails this fashionable standard in fine style with some breathy trumpet tones filled in by Chet Baker. Baker works progressive harmony against the singer's melody but value of the additional back-up is doubtful. This gal can go it alone anytime. (Leds, ASCAP)
Ev'rytime We Say Goodbye . . . 71
Miss Valente dishes this one out in slow, meaningful tones, with more blowing from Baker. Okay listening, but again she might be better off left on her own devices. (Chappell, ASCAP)

OWEN BRADLEY QUINTET
The Italian Theme . . . 73
DECCA 30083—The Bradley group, made up of accordion, guitar, organ and drums, gives a light and happy reading of the popular melody. Competition has a head start but this pleasant version rates spins. (Maurice, ASCAP)
Polka Dots and Moonbeams . . . 70
Equally attractive sounds from the group on the melodic oldie. Pleasant fox trot tempo for terpers. (ABC, ASCAP)

RON HARGRAVE
Too Late . . . 73
M-G-M 12344—The new chanter sings this tune of romantic heartbreak in a breathy, intimate style that has a touch of Eddie Howard. Warmth

and sincerity show thru. (Towercraft, BMI)
A Fool Am I . . . 70
Hargrave sings this rhythmic tune with a degree of gusto. Results are agreeable enough, with otk batoned by Harry Geller lending a good assist. (Trinity, BMI)

THE SCHOLARS
Spin the Wheel . . . 72
DOT 15498—The boys sing out with enthusiasm on a swingy rhythm-balled with a solid rock and roll beat. (Merge, BMI)
Rocky Road . . . 70
The Scholars wrap up a catchy rhythm item with a strong spiritual flavor in a vigorous vocal. (Merge, BMI)

MARTY BRILL
John Henry . . . 72
MERCURY 14049—Brill takes two standard folk songs and supplies as much sincerity as possible. "John Henry" is a masterful reading with a backing that drives thruout. Powerful waxing.
Black Is the Color of My True Love's Hair . . . 70
While equally strong in sincerity, with another standout job by Brill, it doesn't quite measure up to flip but can pull sales.

CONNIE RUSSELL
That'll Be the Day . . . 72
ERA 1020—A smart production, well-sung and scored. Tune is a minor-key bit with gypsy or semitic flavor. Merits some spinning. (ASCAP)
You and Your Ways . . . 68
Bouncy side finds the thrush on a Clooney kick. Good otking helps, tho this won't be easy to sell. (BMI)

JOE MEDLIN
After All I've Been to You . . . 71
KING 4970—Good standard-type ballad gets a robust rendition by the bar. Style is more pop than r.&b.—(Staxney, ASCAP)
Lord Knows I Tried . . . 70
A plaintive, big-sounding ballad sung by a warbler who once carried some weight in the pop-r.&b. market. (Jay & Cee, BMI)

(Continued on page 85)

AGENDA RECORDS

PRESENTS

"FIDDLE-FOOT FANNY"
Agenda #5601-45

"LOVE BURNS HIGH"
Agenda #5602-45

b/w
"ARE YOU FOR REAL?"
Agenda #5603-45

b/w
"SWIMMIN' IN HONEY"
Agenda #5604-45

Published by AGENDA SONGS (ASCAP)

BERNIE KNEE (Wow! How that lad can sing!)
Fred Thompson's Orch. accompanies him

ATTENTION!
"JOCKS" and "OPS"—These are a MUST on your
AGENDA
(Inc.)

ORDER DIRECT . . .
Independent Distributors, Please Write.

1944 Michigan Ave.
Miami Beach, Fla.

PUBLISHERS—SONGWRITERS

We are currently making demo records for many of the nation's leading publishers and songwriters. We have 6 different vocalists (male-female). Vocal groups of all types. The right combo and vocal for any type song. Ampex tape, Hi-Fi disc equip. 45 or 78 RPM. Piano or Organ and Vocal. 1 Song, \$9.00; add any or all of these instruments for \$2.50 each per song: Guitar, Clarinet, Bass Fiddle, Steel Guitar, Violin, Drums. Write for free info sheet and price list.

DEMONSTRATION RECORD COMPANY
BOX 4, STA. C LINCOLN, NEBRASKA

SINGER ONE-STOP

1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS
(ALL PHONES: Humboldt 4-5304)

MIDWEST'S LARGEST ONE-STOP

5¢ ABOVE COST

FREE TITLE STRIPS TO OPERATORS

DON'T MISS ARROW RECORDS

2950 Madison Ave.
Bridgeport, Conn.

RECORD PRESSINGS

Shellac—Vinylite—Flex
78 RPM—45—33 1/3
Test Pressings Free
Small or Large Quantity
Labels—Processing—Masters
SONGCRAFT, INC.
1450 Broadway New York 19, N. Y.

“MAMMA FROM THE TRAIN”

(A KISS, A KISS)



REMICK MUSIC CORP. 488 Madison Ave., New York 22, N. Y.

HOT! HOT! HOT!

NEW GROOVE RELEASES

AN EXCITING PERFORMANCE BY THE "NEW" PIANO RED

"YOU WERE MINE FOR AWHILE"

"WOO-EE"

GROOVE G/4G-0169

DIG THAT LEAD VOICE! SENSATIONAL NEW ROCK & ROLL GROUP!

THE EL VENOS

"NOW WE'RE TOGETHER"

"GERALDINE"

GROOVE G/4G-0170

BEST SELLERS!

A BILLBOARD AND CASHBOX PICK!

"I MISS YOU, JIMMY"

VARETTA DILLARD

GROOVE G/4G-0167

A HIT FROM COAST-TO-COAST!

WALKIN' IN THE RAIN"

MICKEY & SYLVIA

GROOVE G/4G-0164

GROOVE

155 E. 24 ST., NEW YORK, N. Y.

AMERICA'S LARGEST AND BEST EQUIPPED

RECORD ONE STOP

Serving Juke Box Operators Everywhere

- 45 RPM @ \$.60
78 RPM @ .65
Single EP's @ 1.00
\$3.98 LP's @ 2.79
\$4.98 LP's @ 3.50

Free Title Strips MAIL ORDERS SHIPPED SAME DAY

LARGEST COLLECTION OF POPS-R&B-C&W UNDER ONE ROOF-ALL LABELS

DEALERS! Let us carry your inventory-Send for our listing.

ALL BRANDS DISTRIBUTING CO.

ATlantic 1-0258

1903 Fifth Ave.

Pittsburgh 19, Pa.

THE MUSIC BOX

1301 West 79th Street Chicago 26, Illinois Aberdeen 4-3609

America's Most Complete ONE-STOP RECORD SERVICE

when answering ads... Say You Saw It in The Billboard

Leeds Music Renews USSR Pact

Continued from page 34

to Levy, Billy Rose, Michael Todd and S. Hurok already have this sewed up.

Colosseum Nichevo One of the biggest problems facing the importer in the past has been the quality of the Russian recordings, which, however, has rarely been as bad as its reputation.

Recently, it is felt, the Soviet material has improved considerably. Stillman now reports that the Soviets have obtained new recording equipment and that they are no longer using low-grade German tape.

Stillman visited several Moscow disk shops and discovered that only one of the shops visited had a single Oistrakh record in stock. Production there falls considerably behind the demand.

While Leeds already has leased material for over 100 LP's to American companies, there are other phases of the Soviet set-up that pay off for the publisher. For example, since the recordings started coming out here, rentals of Russian music have gone up from \$5,000 a year to over \$20,000.

One of the important deals this year has been Leeds' pact with NBC relative to a TV production of Prokofiev's opera, "War and Peace," scheduled for January 13, 1957.

Leeds also is starting to get some film sound tracks for lease to diskeries. The first significant track will be that of Prokofiev's "Romeo and Juliet," which has been leased

to Westminster. (Colosseum already has issued its dubbing of this.)

Among the new tapes, there are a number of performances of Russian music conducted by the composers themselves, including Khatchaturian and Kabalevsky.

Incidentally, all tapes received by Leeds are played thru and okayed by Customs and State Department inspectors.

Stillman related that, in one of the Moscow record shops, he was surprised to hear someone playing a jazz piano disk by one Alexander Tsfasman.

"Crazy, comrade!"

Number of Releases This Week

Table with 4 columns: Label, Pop, C&W, R&B. Lists various record labels and their release counts for Pop, Country & Western, and Rhythm & Blues categories.

Other Records Released This Week

Popular

- Hanohano Hanalei; Goodbye Honolulu-Francis (Freckles) Lyons, Decca 30008
Hot Doggy Dog; Bad, Bad Bulldog-Little Arthur Mathews, Dig 117

Country & Western

- Dear Elvis Parts 1 and 2; Audrey, Plus 104 Heartaches and Tears: Your Triflin' Ways-Bob Stanley, Downbeat 204

Jazz

- My Silent Love; As Long as There's Music-George Shearing Quintet, M-G-M 12349

THE ORDERS ARE POURING IN ON THESE BIG ONES

Juke Box Operators and Record Stores Order Direct From

ABBOTT SALES CO.

Box 38 Malibu, Calif.

We ship to you for

40c

Cash, check or C.O.D. We pay postage on all orders. 1 to 5 day delivery. (45 rpm only). Minimum order 5 records, can be assorted.

The Abbott and Faber records can be purchased only thru the Abbott Sales Co. Our records are pressed of the best materials.

POP

A sure shot hit-reaction best since TEACH ME TONIGHT

Lee Gotch Singers' New One Watch This One Go

YOU'LL ALWAYS BE MY LOVE

A MAN-A WOMAN

LEE GOTCH SINGERS

Faber 4016

POP

THE BUS STOP SONG (paper of pins)

I'LL HOLD YOU CLOSE LEE GOTCH SINGERS

Faber 4015

POP

A Hit on Both Sides JUST WALKING IN THE RAIN

A HEART WITHOUT A SWEETHEART JUDY KILEEN

Abbott 3024

POP

Hitting Big in Both Fields HELLO, HELLO, PLEASE ANSWER THE PHONE

IF YOU SEE MY LOVE DANCING BONNIE GUITAR

Faber 4013

POP

Instrumental featuring the Organ INDIAN MOOD

ROMELLE BOOGIE ROMELLE FAY

Faber 4014

C & W

BIRDS OF A FEATHER YOU CONDEMN THIS WOMAN

BILL BRADLEY

Faber 140

C & W

DON'T YOU KNOW (don't you know) IF YOU KNOW WHAT I KNOW

TOM TALL & RUCKUS TYLER

Faber 139

Will send catalog with order ABBOTT SALES CO. BOX 38, MALIBU, CALIF.



Check with the man from

COLUMBIA

Bill Wells, Columbia Record Distributors, Inc., Philadelphia, Pa.

© Columbia

BEST SELLING POP SINGLES

JUST WALKING IN THE RAIN
IN THE CANDLELIGHT
Johnnie Roy 40729..4-40729

- 1. "Studio One" Theme—Song for a Summer Night (Instrumental)—Song for a Summer Night (Vocal) Mitch Miller 40730..4-40730
- 2. You Don't Know Me—Enchanted Jerry Vale 40710..4-40710
- 3. The Bus Stop Song (A Paper of Pins)—A House With Love in It The Four Lads 40736..4-40736
- 4. Miracle of Love—Unwanted Heart Eileen Rodgers 40708..4-40708
- 5. Julie—Love in a Home Doris Day 40758..4-40758
- 6. Namely You—If I Had My Druthers Don Cherry 40746..4-40746
- 7. Lay Down Your Arms—The Madonna in Blue Anne Shelton 40759..4-40759

BEST SELLING POP ALBUMS

THE ELGART TOUCH
LES ELGART
CL-875..B-8751..B-8752..B-8753

- 1. My Fair Lady Rex Harrison, Julie Andrews, Original Cast ..OL-5090..A-5090
- 2. Just a Song Norman Luboff CL-890..B-890
- 3. Solo Mood Paul Weston CL-897
- 4. That Towering Feeling Vic DamoneCL-900..B-9001..B-9002..B-9003
- 5. My Fair Lady Percy Faith and His Orchestra CL-895..B-8951..B-8952..B-8953
- 6. Organ Moods in Hi-Fi Buddy ColeCL-874..B-8741..B-8742..B-8743

BEST SELLING MASTERWORKS

LALO: SYMPHONIE ESPAGNOLE
BRUCH: VIOLIN CONCERTO
Isaac Stern, Ormandy-Philadelphia Orchestra..... ML-5097

- 1. The Most Happy Fella Original Cast 03L-240..OL-5118..A-5118
- 2. Puccini: Madame Butterfly Andre Kostelanetz and His Orchestra....CL-869
- 3. Dvorak: "New World" Symphony Ormandy-Philadelphia Orchestra..ML-5115
- 4. Beethoven: "Emperor" Concerto Casadesu-New York Philharmonic..ML-5100
- 5. Debussy: Afternoon of a Faun, etc. Ormandy-Philadelphia Orchestra..ML-5112
- 6. Mozart: Requiem Walter-New York Philharmonic ML-5012

BEST SELLING FOLK RECORDS

CRAZY ARMS
YOU DONE ME WRONG
Roy Price 21510..4-21510

- 1. Singing the Blues—I Can't Quit Marty Robbins 21545..4-21545
- 2. I'm a One-Woman Man—I Don't Like I Did Johnny Horton 21538..4-21538
- 3. Before I Met You—Wicked Lies Carl Smith 21552..4-21552
- 4. Onie's Bop—I Wanna Hold My Baby Onie Wheeler 21523..4-21523
- 5. They're Still in Love—I'm in My Teens The Collins Kids ..21543..4-21543
- 6. Everybody's Rockin' But Me—Without Your Love Bobby Lord 21539..4-21539

NEW POP RELEASES

Original Theme as Introduced on Westinghouse "Studio One" Production of "A Man's World."
SONG OF THE SPARROW (Instrumental)
SONG OF THE SPARROW (Vocal)
Mitch Miller 40772..4-40772

- 1. Singing the Blues—Crazy With Love Guy Mitchell 40769..4-40769
- 2. Baby Doll—The Yagabond King Waltz Percy Faith 40746..4-40746
- 3. Just in Time—The Autumn Waltz Tony Bennett 40770..4-40770
- 4. On the Street Where You Live—Dreamy Erroll Garner 4-40766
- 5. Prunes—We Ain't Going Nowhere Mervo Griffin and Rita Farrell...4-40765

SPECIAL RECORDINGS OF UNUSUAL INTEREST

ADD-A-PART JAZZ
Milton Delugg and The All Stars
CL-908

NEW FOLK RELEASES

DRINK UP AND GO HOME
BLUE
Freddie Hart 21558..4-21558

- 1. Rock and Roll Polka—My First Love The Collins Kids 4-21560
- 2. What's Good for You—No Doubt About It Lester Flatt, Earl Scruggs & The Foggy Mountain Boys 21561..4-21561



Progressive MUSIC MERCHANTS!

Sell MORE Records FASTER!

STAR'S NEW PIC-STRIPS

fit for Self-Service Racks and Wire-Dividers used in Browser Bins!

- ★ Each strip bears the picture and the name of the Artist!
- ★ Can be read easily from 15 to 20 feet away
- ★ Two convenient sizes—4 inches and 7 inches, both 13/16 in. wide—packed in separate Kits!
- ★ Category strips included!

Each Kit contains:

- Pic-Strips for the most popular recording Artists in the country.
- All labels are represented in all the most popular categories of music—Popular, Country-Western, Rhythm-Blues, Jazz, etc., etc.
- 1000 Pic-Strips for the Top 200 Artists; 6 strips each for the Top 100 and 4 strips each for the next 100 in popularity.
- 200 Category Strips — Popular, Country-Western, Rhythm-Blues and 17 other categories.

A GRAND TOTAL OF 1,200 PIC-STRIPS!

Send for samples and brochure!

STAR TITLE STRIP COMPANY, Inc.

842 WESTERN AVENUE

PITTSBURGH 33, PA.

Continued from page 54

550	Portable, 4-speed changer, jack for tape recorder and AM-FM radio.	119.95
150	Portable, 4-speed manual phono.	99.95
1280	Portable, 4-speed changer.	94.95
PORTABLE PHONOS		
1275	4-speed changer.	79.95
1250	Table model, 4-speed changer.	59.95
1260	4-speed changer.	54.95
155	4-speed changer, built-in 45 rpm. spindle.	40.95
625 Teen Time	45 rpm. only automatic.	39.95
210 Playtime	4-speed manual portable.	29.95

WEBSTER CHICAGO CORPORATION
Chicago 39, Ill.

MODEL	DESCRIPTION	LIST PRICE
Ravina Coronet 1793	Console hi-fi phono, 4-speed changer, 3 speakers, 18-watt output, 7 tube AM-FM tuner.	\$299.95
Ravina 1759	Console hi-fi phono, 4-speed changer, 3 speakers, 18 watt output. Input-output receptacles for AM-FM tuner or tape recorder.	209.95
Musicale Coronet 1755	Table model, 4-speed changer, 3 speakers, 8 watt output. Input-output receptacles for AM-FM tuner or tape recorder.	164.95
Musicale Coronet 1762	Portable, 4-speed changer, 3 speakers. Input-output receptacles for AM-FM tuner or tape recorder.	154.95
Musicale 1761	Table model, 4 speeds, 3 speakers. Separate bass and treble controls. Brass legs convert to console.	134.95
Holiday Coronet 1754	Four speeds, 2 speakers. Separate bass and treble controls.	104.50
Holiday Hi-Fi 1753	Four speeds, 2 speakers. Available with AM radio as Model 1791.	84.50

MODEL	DESCRIPTION	LIST PRICE
Festival 1752	Portable, 3-speed phono with changer. Also available with AM radio as Model 1792.	69.50
Campus 1715	Four-speed manual, built-in 45 rpm. record adapter, 2 speakers.	44.95
Melody 1712	Four speeds, built-in 45 rpm. record adapter.	29.95

WESTINGHOUSE ELECTRIC CO.
TV-Radio Division
Metuchen, N. J.

MODEL	DESCRIPTION	LIST PRICE
482PR5	5-tube AM radio, 3-speed record player, 1 speaker.	\$ 99.95
465R6	6-tube AM radio, 3-speed record player, 1 speaker.	119.95

CLOCK RADIOS
Six basic models: 538T4, \$24.95; 541T5, \$29.95; 544T5, \$34.95; 547T5, \$39.95; 486T5, \$54.95; 475T5, \$49.95.

TABLE RADIOS
Five basic models: 574T4, \$15.95; 499T5, \$19.95; 434T5, \$22.95; 303T5, \$22.95; 536T6, \$36.95.

PORTABLE RADIOS
Three models: 562P4, \$24.95; 598P4, \$29.95; 557P4, \$34.95.

TRANSISTOR PORTABLES
Two models: 587P7, \$69.95; 602P7, \$75.00.

Reviews and Ratings of New Popular Albums

Continued from page 53

LP, which should chalk up sizable sales in its special market. Selections include "Begin the Beguine," "En La Combancha," and "Mienteven."
LITA ROZA 74
(1-12")
London LL 1450
English thrush Lita Roza has quite a reputation abroad, and this LP should further her standing with U. S. record fans. Singing with vivacious presence and tasteful phrasing, Miss Roza scores highest with a showmanly version of a group of "Pajama Game" tunes. Eye-catching photo of the beautiful brunette on cover offers excellent display potential.
ERNIE KOVACS PRESENTS BUDDY WEED AND INTRODUCES LYNN TAYLOR 74
(1-12")
Coral CRL 57043
Ernie Kovacs' current TV popularity prompts the use of his name on this LP as sponsor of pianist Buddy Weed and canary Lynn Taylor. Weed, who was featured on Kovacs' late ABC radio show, scores with his tasteful keyboard versions of "Hallelujah," "Jalousie," and some of his own compositions, while Miss Taylor thrushes effectively in a jazz vein. An interesting item for jazz fans as well as the pop market.
FIRST ON WAX 73
Jimmy Palmer Ork (1-12")
Mercury MG 20191
On this LP, Jimmy Palmer leads his outfit (the "Hi-Fi Orchestra") thru a stock selection of danceable tunes.

Material includes "Air Mail Special," "You Are Too Beautiful," "Pennies From Heaven," "Spring Is Here," etc. Package qualifies as good, solid dancing fare for the juvenile set.
STRICT TEMPO FOR DANCERS VOL. 2 72
Harold Smart Ork (2-12")
London LL 1396
The English orkster has an interesting package with one side devoted to seven quick-steps and the other to seven slow fox trots, all for the dancing and listening pleasure of the consumer. Organist Smart is featured on some of the sides. A good and useful catalog number.

OOM-PAH-PAH IN HI-FI 63
Glockenheimer Souse Kraut Band (1-12")
San Francisco M 3305
"The sourest German village band music ever" is played by eight "musicians" with various professional backgrounds including George Lichty, the nationally syndicated "Grim and Bear It" cartoonist, who also did the colorful comic cover. Group, started as a gag, play 15 German
(Continued on page 85)

Scandinavian Records in One Stop
in 45 and 78 RPM
for sale to Distributors and Stores.
Manufacturer
SCANDINAVIAN MUSIC CO.
2821 Seminary Ave. Oakland 8, Calif.
Tel. LO 9-9002

ELLA FITZGERALD
★
LOUIS ARMSTRONG
★
Together on
VERVE

ROGER WILLIAMS
with
JANE MORGAN
"TWO DIFFERENT WORLDS"
K 161

KAPP

LINDA
Is looking better than ever on
DAWN 218
recorded by
THE SOPHOMORES

dawn RECORDS

ABC-PARAMOUNT
LATEST RELEASE
Mama, Teach Me To Dance
EYDIE GORME
9722

SO. CALIFORNIA'S NEWEST AND MOST COMPLETE
ONE STOP
45's 60c
78's 65c
E.P.'s 98c
L.P.'s 2.98
NORTY'S MUSIC CENTER
1775 W. Pico Blvd., L. A., Calif.
Phone: RE 1-7155-1-7159
OPEN 7 DAYS A WEEK.

SEMI-FLEX 10" or 45 RECORDS
PRESSED - 15.3c - Including labels carton sleeves, etc.
Write for full particulars
BEST PRESSING DEAL ANYWHERE
ROYAL PLASTICS CORP.
1540 Brewster Ave., Cincinnati 7, Ohio

GIVE TO DAMON RUNYON

your super Coral Record salesman begins his GREATEST YEAR IN SHOWBUSINESS

CORAL RECORDS

see page 21

The Chordettes' Latest
"LAY DOWN YOUR ARMS"
•
"TEEN AGE GOOD NIGHT"
Cadence 1299
cadence RECORDS

Going Strong!
"JUST GOT RID OF A HEARTACHE"
SHIRLEY GUNTER
MOD. #1001
Moderne RECORDS
9317 W. Washington Blvd., Culver City, Calif.

when answering ads . . .
Say You Saw It in The Billboard

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

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

BILLBOARD'S ANNUAL DISK JOCKEY ISSUE

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

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

8 out of 10 Disk Jockeys say they use Billboard's Annual Programming Guide for months.

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

THE BIGGEST DISK JOCKEY ISSUE EVER...

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

EVERYBODY IN THE BUSINESS WILL JOIN BILLBOARD
IN THE BIG SALUTE TO THE DISK JOCKEYS!
ARTISTS... MANUFACTURERS... MANAGERS... STATIONS

MAKE SURE YOUR BIG AD IS THERE!

AD DEADLINE: NOV. 1ST.

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

NEW YORK 36
1564 Broadway
PLaza 7-2800

CHICAGO 1
188 W. Randolph St.
CEntral 6-8761

HOLLYWOOD 29
6000 Sunset Blvd.
HOLlywood 9-5831

CINCINNATI 22
2160 Patterson St.
DUbar 1-6450

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

A Double Barreled Smash!

For **FREDDIE HART**
("Loose Talk")

**DRINK : B
UP L
AND U
GO
HOME : E**



Columbia 4-21558

**VIDOR
PUBLICATIONS
HOLLYWOOD**

**CENTRAL
SONGS, INC.
HOLLYWOOD**

DIRECTION

**AMERICANA CORP.
HOLLYWOOD**

• This Week's C&W Best Buys

IT MAKES NO DIFFERENCE NOW (Peer, BMI)

TAKING NO CHANCES (Teroma, BMI)—Hank Thompson—Capitol 3536—In most parts of the South and West, sales are reported to be good to strong on Thompson's most recent issue. The majority of stores and operators checked have had the disk in stock only 10-14 days, but have been moving it at Thompson's usual lively rate. "It Makes No Difference Now" has been the fastest moving side.

• Review Spotlight on . . .

C&W RECORDS

FARON YOUNG

Turn Her Down (Lancaster, BMI)

I'll Be Satisfied With Love (Cedarwood, BMI)—Capitol 3549—Young has the makings for another double-barrelled hit with ballads of considerable quality on this disk. Topside tune has a lively beat with good tempo contrast and a choir effect assists Young in its projection. Flip is put across with style and will help this wax speed to the top.

WARREN SMITH

Ubangi Stomp (Hi-Lo, BMI)

Black Jack David (Hi-Lo, BMI)—Sun 250—Another disk to keep the Sun label near the top of the rock-a-billy heap. Smith really blasts with "Ubangi Stomp" and rocks with rhythm backing that produces excitement. On flip he moves thru a rockin' tune with the ever-present beat for equally strong vocalizing.

• C&W Territorial Best Sellers

For survey week ending September 26

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. Don't Be Cruel, E. Presley, Vic.
2. I Walk the Line, J. Cash, Sun
3. Hound Dog, E. Presley, Vic.
4. Singing the Blues, R. Robbins, Col.
5. You Were Mine for a While, E. Arnold, Vic.

Charlotte

1. Crazy Arms, R. Price, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. Hound Dog, E. Presley, Vic.
5. I Want You, I Need You, I Love You, E. Presley, Vic.
6. I Gotta Know, W. Jackson, Cap.
7. Searching, K. Wells, Dec.
8. Sweet Dreams, F. Young, Cap.
9. Singing the Blues, M. Robbins, Col.
10. Thank You Just the Same, J. Shepard, Cap.

Dallas-Fort Worth

1. Crazy Arms, R. Price, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.
4. I Walk the Line, J. Cash, Sun
5. I'm a One Woman Man, J. Horton, Col.
6. You're Running Wild, Louvin Brothers, Cap.
7. Honky Tonk Man, J. Horton, Col.
8. I'm Sorry I'm Not Sorry, C. Perkins, Sun

Houston

1. Crazy Arms, R. Price, Col.
2. Hound Dog, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. I'm a One Woman Man, J. Horton, Col.
5. Poor Man's Riches, B. Barnes, Sdy.
6. Don't Be Cruel, E. Presley, Vic.
7. Fool, S. Clark, Dot
8. Honky Tonk Man, J. Horton, Col.
9. Sweet Dreams, F. Young, Cap.

Memphis

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Don't Be Cruel, E. Presley, Vic.
4. Without Your Love, E. Lord, Col.
5. Conscience, I'm GUILTY, H. Snow, Vic.
6. I Walk the Line, J. Cash, Sun
7. Poor Man's Riches, B. Barnes, Sdy.
8. I'm Sorry I'm Not Sorry, C. Perkins, Sun
9. According to Your Heart, J. Reeves, Vic.

Nashville

1. Crazy Arms, R. Price, Col.
2. Singing the Blues, M. Robbins, Col.
3. Hound Dog, E. Presley, Vic.
4. I Walk the Line, J. Cash, Sun
5. I Take the Chance, J. E. & M. Brown, Vic.
6. Searching, K. Wells, Dec.
7. Sweet Dreams, F. Young, Cap.
8. According to Your Heart, J. Reeves, Vic.
9. You're Running Wild, Louvin Brothers, Cap.
10. Conscience, I'm GUILTY, H. Snow, Vic.

New Orleans

1. Searching, K. Wells, Dec.
2. Crazy Arms, R. Price, Col.
3. You Are the One, C. Smith, Col.
4. I Walk the Line, J. Cash, Sun
5. Fool, S. Clark, Dot

Richmond, Va.

1. Crazy Arms, R. Price, Col.
2. Don't Be Cruel, E. Presley, Vic.
4. I Walk the Line, J. Cash, Sun
5. Be-Bop-a-Lula, G. Vincent, Cap.

St. Louis

1. Crazy Arms, R. Price, Col.
2. Oule's Bop, O. Wheeler, Col.
3. Be-Bop-a-Lula, G. Vincent, Cap.
4. I'm Really Glad You Hurt Me, W. Pierce, Dec.
5. Hound Dog, E. Presley, Vic.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Faron Young, two weeks deep in a five-week tour, was temporary slowed to a crawl when stricken with a sore throat and a virus infection just before showtime at San Antonio, Friday, September 21. Despite his ailments, Faron flew to Nashville to emcee the Prince Albert portion of "Grand Ole Opry" the following night. Following the "Opry" date, his manager, Hubert Long, ushered him to his personal physician for a quick patch job, after which Young hopped a midnight train for St. Louis to make a plane for Colorado Springs, Colo., where he played to a packed house Sunday (23). From Colorado Springs, Faron motored to Denver for another show early last week.

Webb Pierce, just out with his

latest on the Decca label, "Teenage Boogie," hops into San Antonio October 7 for the beginning of a 12-day tour which will include stop-overs in Corpus Christi, Wichita Falls and El Paso, Tex.; Albuquerque, N. M.; Oakland, San Jose and San Diego, Calif. and Tucson, Ariz. Pierce and his "Grand Ole Opry" show, including Red Sovine and Jimmy and Johnny, were guests of Johnny Bailes, wax spinner at WJAT, Swainsboro, Ga., Sunday, September 23. On the same day the unit played to two full houses at Swainsboro Municipal Auditorium.

Carl Smith pinch-hit for Ernest Tubbs on the latter's "Midnight Jamboree" from the Tubbs Record Shop, Nashville, last Saturday night (29). On October 7 Carl begins a West Coast trek for a California promoter. Smith's newest on the Columbia label is "Before I Met" (Continued on page 55)

C&W Best Sellers in Stores

For survey week ending September 26

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

This Week	Last Week	Weeks on Chart
1. DON'T BE CRUEL (BMI)—E. Presley HOUND DOG (BMI)—Vic 20-6604	1	10
2. CRAZY ARMS (BMI)—R. Price You Done Me Wrong (BMI)—Col 21510	2	18
3. I WALK THE LINE (BMI)—J. Cash Get Rhythm (BMI)—Sun 241	3	18
4. SEARCHING (BMI)—K. Wells I'd Rather Stay Home (BMI)—Dec 29956	4	14
5. SWEET DREAMS (BMI)—F. Young Until I Met You (BMI)—Cap 3443	5	16
6. SINGING THE BLUES (BMI)—M. Robbins I Can't Quit (BMI)—Col 21545	8	3
7. BE-BOP-A-LULA (BMI)—C. Vincent Woman Love (BMI)—Cap 3450	7	14
8. YOU ARE THE ONE (BMI)—C. Smith Doorstep to Heaven (BMI)—Col 21522	6	11
9. I'M A ONE-WOMAN MAN (BMI)—J. Horton I Don't Like I Did (BMI)—Col 21538	9	5
10. I TAKE THE CHANCE (BMI)—J. E. & M. Brown Goo, Goo, Dada (BMI)—Vic 20-6480	12	18
10. DIXIE FRIED (BMI)—C. Perkins I'M SORRY, I'M NOT SORRY (BMI)—Sun 249	—	1
12. CONSCIENCE, I'M GUILTY (BMI)—H. Snow Hula Rock (BMI)—Victor 20-6578	10	10
13. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley My Baby Left Me (BMI)—Vic 20-6540	11	19
14. MY LIPS ARE SEALED (BMI)—J. Reeves Pickin' a Chicken (BMI)—Vic 20-6517	13	9
15. YOU'RE RUNNING WILD (BMI)—Louvin Brothers CASH ON THE BARREL HEAD (BMI)—Cap 3532	—	1

Most Played C&W in Juke Boxes

For survey week ending September 26

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. CRAZY ARMS—R. Price Col 21510—BMI	1	20
2. I WALK THE LINE—J. Cash Sun 241—BMI	2	18
3. DON'T BE CRUEL—E. Presley Vic 20-6604—BMI	3	8
4. SWEET DREAMS—F. Young Cap 3443—BMI	4	15
5. SINGING THE BLUES—M. Robbins Col 21545—BMI	8	3
6. YOU ARE THE ONE—C. Smith Col 21522—BMI	5	14
7. SEARCHING—K. Wells Dec 29956—BMI	7	13
8. I'M A ONE-WOMAN MAN—J. Horton Col 21538—BMI	9	5
9. HOUND DOG—E. Presley Vic 20-6604—BMI	6	8
10. CONSCIENCE, I'M GUILTY—H. Snow Victor 20-6578—BMI	11	6
11. I CAN'T QUIT—M. Robbins Col 21545—BMI	—	1
12. MY LIPS ARE SEALED—J. Reeves Vic 20-6517—BMI	13	12
13. ACCORDING TO MY HEART—J. Reeves Vic 20-6620—BMI	15	2
14. I'M SO IN LOVE WITH YOU—Wilburn Brothers Dec 29887—BMI	—	8
14. FOOL—S. Clark Dot 25481—BMI	—	1

Most Played C&W by Jockeys

For survey week ending September 26

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

This Week	Last Week	Weeks on Chart
1. HOUND DOG (BMI)—E. Presley DON'T BE CRUEL (BMI)—Vic 20-6604	1	8
2. CRAZY ARMS (BMI)—R. Price You Done Me Wrong (BMI)—Col 21510	3	15
3. I WALK THE LINE (BMI)—J. Cash Get Rhythm (BMI)—Sun 241	2	15
4. CONSCIENCE, I'M GUILTY (BMI)—H. Snow HULA ROCK (BMI)—Vic 20-6578	5	4
5. SEARCHING (BMI)—K. Wells I'd Rather Stay Home (BMI)—Dec 29956	4	13
6. POOR MAN'S RICHES (BMI)—B. Barnes Those Who Know (BMI)—Starday 262	10	2
7. SINGING THE BLUES (BMI)—M. Robbins I Can't Quit (BMI)—Col 21545	10	2
8. SWEET DREAMS (BMI)—F. Young Until I Met You (BMI)—Cap 3443	8	11
9. I TAKE THE CHANCE (BMI)—J. E. & M. Brown Goo Goo Dada (BMI)—Vic 20-6480	—	3
10. WITHOUT YOUR LOVE (BMI)—B. Lord Everybody's Rockin' But Me (BMI)—Col 21539	—	1



a new record to crow about!

FARON YOUNG

The Young Sheriff and His Country Deputies

TURN HER DOWN

I'LL BE SATISFIED WITH LOVE



Record No. 3549



BELIEVE IT OR NOT!
I Pay 5¢ Extra
per Record and
Make MORE Money!

"I NEVER
MISS A SALE WITH
UPTOWN 1-STOP SERVICE"

GET
ALL THE
SMASH
HITS
NOW!

Records
5¢
Over
Regular
Wholesale
Albums 10%
Over

WE SHIP
ALL
LABELS
WITHIN
24 HOURS

ALL THE POP
RECORDS

RHYTHM
AND BLUES

COUNTRY AND
WESTERN

OPERATORS!
Printed title strips fur-
nished at no charge
with best sellers.

Smart dealers know that the top records bring in traffic for additional sales. And that's why the faster service they get from Uptown pays off . . . for dealers and operators get all the hot numbers while they're hot! No lost sales . . . bigger volume! Try our convenient one-stop service. Get all the labels in one order . . . one shipment. Save on freight charges . . . save time and aggravation. No substitutions, no back orders, no delays. Once you've tried our service you'll know why so many dealers say, "I pay 5¢ extra per record, but I make more money with Uptown service."

ALL LABELS! **UPTOWN** ALL SPEEDS!
ONE-STOP RECORD SERVICE

4956 Delmar • St. Louis 8, Mo. • FOrest 7-2602



A GREAT NEW
RELEASE

BY



BILL AND MARY REID

AND

THE MELODY MOUNTAINEERS

I LOVE HIM, TOO

AND

YOUR SWEET LOVING MAN

COLUMBIA #4-21557

STARS OF WLVA-TV, LYNCHBURG, VA.

Every Conceivable kind of
**EQUIPMENT,
SUPPLIES AND
SERVICES**
Has Been Sold in The Billboard

WHAT DO YOU
HAVE TO SELL?

Write BOX 666
2160 Patterson Street
Cincinnati, Ohio

• Reviews of New C&W Records

KENNY ROBERTS
Broken Teen-Age Heart 81
DECCA 30073—On his first outing on the new label, Roberts does a solid selling job on a ballad of dripping tragedy. The tune is nicely rendered in a warm style and with plugging, it could move out. (Copar & R&H, BMI)

I'm Looking for the
Bully of the Town.... 75
This is a bright, fast-paced rhythm side. A quality job with imaginative lyrics. This one, too, rates action. (Amber, ASCAP)

RUSTY AND DOUG
Mister Love 80
HICKORY 1055—Boys, with Wiley Barkdull as Mister Love, plead, in their harmonizing style, to have him bring their love back to them. A solid ditty with just the novel touch to set it off. Could be a big one for them. (Acuff-Rose, BMI)

I'll Understand.... 78
Another strong side with boys doing well on an up-tempo weeper. Makes disk a two-sided affair for juke and boxes. (Acuff-Rose, BMI)

JIMMY AND JOHNNY
Imagination 79
DECCA 30061—This one is sung in a straight traditional groove. Boys come thru with jobs of emotion and those walls' fiddles give it that extra feel. This will get plays by juke and juke. (Cedarwood, BMI)

Sweet Love on My Mind.... 78
The pair offer a classy backwoods job in the blues groove. Plenty of rhythm and country harmonies will have an appeal to the country cats. (Cedarwood, BMI)

GLENN REEVES
Drinkin' Wine Spo-Dee-O-Dee 78
ATCO 6080—Lots of excitement here as Reeves belts out the oldie. He's a solid performer and this side is classy enough to get some jockey and juke attention. (Leeds, ASCAP)

Rockin' Country Style.... 76
Accent is on a fast rhythm here as Reeves shouts out the story of barnyard rock and roll. A solid performance and it rates attention. (By-Nash, BMI)

FREDDIE HART
Drink Up and Go Home..... 77
COLUMBIA 21558—A tearful Hart voices the good advice with backing from a real hayseed bunch. Tune has a catchy folk flavor with some fancy banjo pickin' to boot. Fine juke side. (Vidor, BMI)

Rise.... 75
Hart sings a distinctive and drippy ballad of despair and a nice job it is. Film has just an edge, however. (Central, BMI)

VAN HOWARD
Living Alone 77
ABC-PARAMOUNT 9736 — Van Howard sings a sentimental weeper. The material rings true and that, with the sincere reading and trembling fiddles, adds up to a solid side. Worth plenty of spins. (Cedarwood, BMI)

I Found a New Love.... 75
Another bright job in a more rhythmic groove. Singing and arrangement have class. A strong coupling. (Cedarwood, BMI)

EDDIE DEAN
Banks of the Old Rio Grande 76
SAGE 226 — The talented Western warbler croons a sweet, slow waltz in an old-fashioned pop idiom. Should see steady action West of the Mississippi and North of the Rio Grande. (Sage & Sand, BMI)

Rock and Roll Cowboy.... 75
A hip cowboy hit; sort of an up-dated "Rhythm Cowboy Joe." Should do okay in the Western states. (Lovelet, BMI)

JOHNNY TYLER
Lie to Me, Baby 76
STARDAY 263—Tyler tells his baby to lie to him because he's going to be lying to her. Strong lyrics and warbling sells it. (Starrite, BMI)

Country Fair.... 73
A calliope is used for effect and Tyler successfully projects the tasty lyrics in this lively and catchy tune. (Starrite, BMI)

WAYNE WALKER
All I Can Do Is Cry..... 76
ABC-PARAMOUNT 9735—Here's a snappy up-tempo blues and Walker puts it over complete with echo gimmicks. The smart material could stir some action. (Cedarwood, BMI)

It's My Way.... 72
Here's a pulsing romantic ballad and Walker sings the lines with solemn sincerity. (Cedarwood, BMI)

JIMMY SWAN
Country Catlin' 75
M-G-M 12348—Swan offers a rickety-tickish ditty about two "cats" headed for a big Saturday night. Vocallizing stacks up nicely. (Acuff-Rose, BMI)

The Way That You're Living.... 78
Here's a soulful lament about the unfulfilled life. Swan's tones reflect jobs of emotion. Side rates attention. (Acuff-Rose, BMI)

DENVER DUKE AND JEFFERY NULL
Hank Williams Isn't Dead 75
MERCURY 12747—Team feels that

Hank Williams, altho in heaven, lives on by means of his songs and records. They harmonize this melodic epitaph in fine style and with fervor. (Rock and Roll Blues, BMI)

RANDY ATCHER
I'll Be All Smiles Tonight, Love..... 74
M-G-M 12347—A wistful reading of a touching weeper about a guy whose smiles hide a breaking heart the night before his love marries another. (Acuff-Rose, BMI)

Indian Rock.... 72
This side is something of a musical hybrid. Atcher puts plenty of bounce into a rhythmic ditty about an Indian who changes his style after he catches Bill Haley on TV. (Acuff-Rose, BMI)

BILL GUYTON
You Traveled Too Far 73
PRIDE 3060—A Western weeper is warbled with gusto by Guyton. The lad lays in hard and could muster some good territorial support.

I've Got a Little
Time for Loving.... 73
Another deep-down warble, with similar appeal.

BILL FLAGG
Go Cat, Go 73
TETRA 4445—Flagg and his Rockabilles whip up a catchy rhythm ditty with commendable verve and a top-tapping beat. Could go pop as well as c.w. (Tetra, BMI)

A Good Woman's Lovin'.... 70
Flagg warbles a la Presley on a moving blues-ballad with effective lyrics. (Tetra, BMI)

DANNY DILL
I'm Hungry for Your Lovin' 73
ABC-PARAMOUNT 9734 — Dill shouts a good rockabilly blues without too much bolum. There's heavy competition in the idiom, but this should get some plays. (Cedarwood, BMI)

The Stranger of Abilene.... 68
Western saga is told in a repetitious, minor-mode song in the vein of so many movie themes. Good-enough job by Dill, but the market may not be found easily. (Cedarwood, BMI)

CHARLIE FEATHERS
Can't Hardly Stand It 72
KING 4971—This heart-breaking side is punctuated by sobs as well as the blues singing of Feathers. It's a back-shack type blues which might stir some jockey activity. (Mar-Kay, BMI)

Everybody's Lovin' My Baby.... 72
More country blues, this time with an up-tempo beat. Echoes, guitar styling and delivery have a very familiar ring. Artist is the writer of "I Forgot to Remember to Forget." (Mar-Kay, BMI)

JOY WHITAKER
Silver Haired Daddy of Mine 72
M AND J 115—Here's a real tear-jerk job song with quaking pipes by Miss Whitaker, backed by the South-erners. A great item for the bathroom juke. (Cole, ASCAP)

I'm Saving This Waltz for You.... 70
The country thrush lays her cards on the table in this three-quarter time hymn of love. Easy listening. (M & J, BMI)

BOBBY BARE
Another Love Has Ended 71
CAPITOL 3557 — Pleasant ballad material well backed instrumentally and with a counter-vocal giving an additional listening boost. Not much excitement, but good over-all projection. (Lu-Tal, BMI)

Down on the Corner of Love.... 70
Backing sound more interesting here, but material is inferior to flip. Singer, however, gives the latter something of a vocal hypo. (Pamper, BMI)

JOE (RED) HAYES
Leave Him Alone 78
CAPITOL 3550—Waltz tempo "pica" ballad gets justice from singer. This

(Continued on page 85)

Yes!!!

ANOTHER—STARDAY HIT!

"POOR MAN'S RICHES"

c/w "THOSE WHO KNOW"

BENNY BARNES

Starday 242

#10 C&W RECORD IN
JUKE BOXES

(See Billboard National HIT CHARTS—
Sept. 29)

THE SONG IS POTENT

THIS IS THE ORIGINAL
HIT RECORD

by
A Fast-Rising Artist

OPERATORS & DEALERS:
ORDER THIS
STARDAY HIT TODAY!

D.J.'s, Write Us if You
Need a Copy of This
New Starday Hit.

STARDAY RECORDS

1248 S. Berendo Los Angeles

"WOND'RING
'BOUT YOU"

and
"ARKANSAS MOUNTAINS"

by
House Brothers Quartet

STATE CALLA RECORD CO.
2033 Burnett Way
Sacramento 18, Calif.

BIGGER THAN THE MOUNTAINS

'PAUL BUNYAN
LOVE'

By Les Kangas

The MADDOX BROS.
AND ROSE

Col. #21559

VIDOR PUBLICATIONS
Hollywood, California

A GREAT COUNTRY DUET

Wilma Lee & Stoney Cooper

"CHEATED
TOO"

HICKORY-1051

COUNTRY SINGERS—SONGWRITERS—RECORD
PLUGGERS—SONG PUBLISHERS—DISC JOCKEYS

JOLLY JOE NIXON
TOM TOM BRENNEN
UNCLE JOE ALLISON

ARE NOW PLAYING COUNTRY MUSIC ALL DAY
EVERY DAY TO A MARKET OF 6 MILLION PEOPLE!
OVER

KRKD, LOS ANGELES

Best in the West for Western and Country Music
Thanks for Sending Us Your Old and New Records—Keep 'em
Coming TO

JOLLY JOE NIXON • TOM TOM BRENNEN • UNCLE JOE ALLISON
SEE YOU AT THE CONVENTION

KRKD—LOS ANGELES • KRKD—LOS ANGELES
1150 KC 5000 WATTS

R&B Best Sellers in Stores

For survey week ending September 26

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.		8	HONKY TONK (Parts I & II) -B. Doggett	King 4950-BMI
2.		8	DON'T BE CRUEL (BMI) -E. Presley	Victor 20-6604
3.		10	LET THE GOOD TIMES ROLL (BMI) -Shirley & Lee	Do You Mean to Hurt Me So? (BMI)-Aladdin 3325
4.		6	IN THE STILL OF THE NIGHT (BMI) -Satin	Jones Girl (BMI)-Ember 10005
5.		13	MY PRAYER (ASCAP) -Platters	Heaven on Earth (ASCAP)-Mercury 70893
6.		11	BAD LUCK (BMI) -B. B. King	SWEET LITTLE ANGEL (BMI) -RPM 468
7.		1	STILL (BMI) -L. Baker	
8.		3	CANADIAN SUNSET (BMI) -E. Heywood-H. Winterhalter	This Is Real (ASCAP)-Vic 20-6537
9.		10	WHEN MY DREAMBOAT COMES HOME (ASCAP) -F. Domino	SO-LONG (BMI) -Imperial 5396
10.		21	FEVER (BMI) -Little Willie John	Letter From My Darling (BMI)-King 4935
11.		4	SEE-SAW (BMI) -Moonglows	When I'm With You (BMI)-Chess 1629
12.		15	RIP IT UP (BMI) -Little Richard	Ready Teddy (BMI)-Specialty 579
13.		3	I GOTTA GET MYSELF A WOMAN (BMI) -Drifters	SOLDIER OF FORTUNE (BMI) -Atlantic 1101
14.		14	IT'S TOO LATE (BMI) -C. Willis	Kansas City Woman (BMI)-Atlantic 1098
15.		2	THAT'S ALL THERE IS TO THAT (BMI) -Nat (King) Cole	My Dream Sonata (ASCAP)-Cap 3458

Most Played R&B in Juke Boxes

For survey week ending September 26

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.		6	HOUND DOG (BMI) -E. Presley	DON'T BE CRUEL (BMI)-Victor 20-6604
2.		5	HONKY TONK (Parts I & II) -B. Doggett	King 4950-BMI
3.		11	MY PRAYER (ASCAP) -Platters	Heaven on Earth (ASCAP)-Mercury 70893
4.		7	LET THE GOOD TIMES ROLL (BMI) -Shirley & Lee	Do You Mean to Hurt Me So? (BMI)-Aladdin 3325
5.		1	TOO MUCH MONKEY BUSINESS (BMI) -C. Berry	Brown-Eyed Handsome Man (BMI)-Chess 1635
6.		18	FEVER (BMI) -Little Willie John	Letter From My Darling (BMI)-King 4935
7.		9	WHEN MY DREAMBOAT COMES HOME (ASCAP) -F. Domino	SO-LONG (BMI) -Imperial 5396
8.		1	I CAN'T LOVE YOU ENOUGH (BMI) -L. Baker	STILL (BMI) -Atlantic 1104
9.		4	SEE-SAW (BMI) -Moonglows	When I'm With You (BMI)-Chess 1629
9.		1	DON'T GO NO FARTHER (BMI) -M. Waters	Diamonds at Your Feet (BMI)-Chess 1630

Most Played R&B by Jockeys

For survey week ending September 26

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.		6	HONKY TONK -B. Doggett	King 4950-BMI
2.		7	DON'T BE CRUEL -E. Presley	Victor 20-6604-BMI
3.		11	LET THE GOOD TIMES ROLL -Shirley & Lee	Aladdin 3325-BMI
4.		13	MY PRAYER -Platters	Mercury 70893-ASCAP
5.		4	IN THE STILL OF THE NIGHT -Satin	Ember 10005-BMI
6.		9	HOUND DOG -E. Presley	Vic 20-6604-BMI
7.		12	IT'S TOO LATE -C. Willis	Atlantic 1098-BMI
8.		9	SO-LONG -E. Domino	Imperial 5396-BMI
9.		14	BIP IT UP -Little Richard	Specialty 579-BMI
10.		9	WHEN MY DREAMBOAT COMES HOME -F. Domino	Imperial 5386-ASCAP
11.		21	FEVER -Little Willie John	King 4935-BMI
12.		2	SEE-SAW -Moonglows	Chess 1629-BMI
13.		3	CASUAL LOOK -Six Teens	Flip 315-BMI
13.		2	I CAN'T LOVE YOU ENOUGH -L. Baker	Atlantic 1104-BMI
15.		1	BLUEBERRY HILL (ASCAP) -F. Domino	Imperial 5897-BMI

Rhythm & Blues Notes

By GARY KRAMER

A boast often heard from store owners with predominantly r.&b. patronage is, "We have the most selective customers of all. They don't just buy a record because it's been made by an established artist. It has to be good—and if it's good, they'll go for it in a minute, name or no." The current material on the charts show choosiness and a wide range of interest, including several records by artists whose forte is their pop appeal. Nat Cole, for example, shows on the r.&b. disks on best seller charts for the first time in a long time. The top 15 retail disks are heavy on the slick, pop-oriented stylists at this time—with a temporary dearth apparently of top selling "down" blues.

Joe Jones' ork, headquartered in New Orleans, has just waxed "You Done Me Wrong" for Herald Records. The band was on tour with Shirley and Lee and is presently working with Smiley Lewis. . . . The Bruce of "Bruce's Roost," station WAAT, Newark, has signed a three-year contract with the Shaw agency. He will be the featured attraction with his 15-piece ork. It's getting a little cold for the black Bermuda shorts and white knee socks The Bruce sported this summer, but the goatee will undoubtedly stand him good use.

Herb Abramson, who laid the foundations for the National and Atlantic labels, is building a solid roster for Atco. Four new artists pacted included Jimmy Witherspoon, Zilla Mays, Big Jay McNeely and Wynonie Harris. . . . Elmore Morris cut new sides with Willie Mae "Big Mama" Thornton and Clarence "Gatemouth" Brown. . . . Atlas Records has added a new promotion manager, Lawrence Strong, in the Midwest.

Marvin Cane

Continued from page 33

formerly with Bourne, as his assistant in the professional department. Initial efforts of Cane, Rubin and staff will be the plugging of "To the Ends of the Earth," cut by Nat Cole for Capitol (published by Paxton's Winneton (BMI) firm), and "Chosen Few," cut by Billy Eckstine for Victor, and in George Paxton Music (ASCAP). Outfit is working currently on "Dreamy River," a previously unpublished song by the late Richard Whiting, in Whiting Music (ASCAP), the new firm recently set up by Paxton in partnership with the Whiting heirs. Paxton also has Chatsworth Music (ASCAP) in partnership with Lou (Joe "Fingers" Carr) Busch.

Republican Jazz

Continued from page 34

agencies, will include performances by the Maynard Ferguson ork, Terry Gibbs Quartet, the Red Allen All-Stars, Coleman Hawkins and J. C. Higgenbotham. Affair is being produced by Paul Zuber. The Dems are getting a better deal since the acts have all volunteered their services. Artists set are Gerry Mulligan, the Modern Jazz Quartet, Tony Scott, the Billy Taylor Trio, the Mitchell-Ruff Duo, Chris Connor and the Lee Baker Dance Group. The Jazz for Stevenson committee includes Shirley Ayres, Jan Ertegun, Nat Hentoff, Pete Kameron, Monte Kay and others.

BIG MAYBELLE'S

"MEAN TO ME"

REVIEW SPOTLIGHT PICK in BILLBOARD

POP Disc of the Week
R&B Award of the Week
IN CASH BOX

ANOTHER SMASH HIT!
GUARANTEED TO HIT THE TOP.
b/w "Tell Me Who"

Savoy 1506

ON SAVOY RECORDS

50 MARKET ST. NEWARK, N. J.

★ ★ ★ ★ FOUR BIG STAR HITS ★ ★ ★ ★

★
Vee-Jay #203

"I LOVE YOU, BABY"

JIMMY REED

★
Vee-Jay #205

"DIMPLES"

JOHN LEE HOOKER

★
Vee-Jay #204

"OH, WHAT A NIGHT"

THE DELLS

★
Vee-Jay #208

"CADDY BO"

b/w "HICCUP"

THE MAGNIFICENTS

GET ON OUR MAILING LIST

VEE-JAY Records, Inc.
2129 S. Michigan Ave. Chicago
Phone: CAlumet 5-6141

GOING BIG! SHEDDING TEARS

by VERNON GREEN and the MEDALLIONS #400

DOOTONE RECORDS
5012 50th CENTRAL AVE. LOS ANGELES 2, CALIF.

A Smash in Its First Week

THE VALENTINES

NATURE'S CREATION

b/w MY STORY OF LOVE

Rama #208

RAMA RECORDS
220 W. 42nd St. N. Y. C.

HEADING FOR THE CHARTS

DON RONDO

TWO DIFFERENT WORLDS

Jubilee 5256

JUBILEE RECORDS
1650 Broadway New York City

Really Stepping Out!

LONELY AVENUE

RAY CHARLES

Atlantic 1108

ATLANTIC RECORDING CORP.
157 West 57 St., N.Y.C.

R&B Territorial Best Sellers

For survey week ending September 26

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Honky Tonk, B. Doggett, Kng.
2. Let the Good Times Roll Shirley & Lee, Ala.
3. See-Saw, Moonglows, Chs.
4. Too Much Monkey Business C. Berry, Chs.
5. Still, L. Baker, Atl.
6. Bad Luck, B. B. King, RPM
7. My Prayer, Platters, Mer.
8. I Can't Love You Enough L. Baker, Atl.
9. In the Still of the Night, Satins, Emb.
10. Rip It Up, Little Richard, Spe.

Charlotte

1. Honky Tonk, B. Doggett, Kng.
2. In the Still of the Night, Satins, Emb.
3. My Prayer, Platters, Mer.
4. Still, L. Baker, Atl.
5. See-Saw, Moonglows, Chs.
6. Let the Good Times Roll Shirley & Lee, Ala.
7. I Can't Love You Enough L. Baker, Atl.
8. I Gotta Get Myself a Woman Drifters, Atl.
9. Don't Be Cruel, E. Presley, Vic.

Chicago

1. Honky Tonk, B. Doggett, Kng.
2. Hound Dog, E. Presley, Vic.
3. Don't Be Cruel, E. Presley, Vic.
4. Soft Winds, D. Washington, Mer.
5. Don't Go No Further, M. Waters, Chs.

Cincinnati

1. Honky Tonk, B. Doggett, Kng.
2. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
3. Let the Good Times Roll Shirley & Lee, Ala.
4. Don't Be Cruel, E. Presley, Vic.
5. Bad Luck, B. B. King, RPM
6. Oh, What a Night, Dels, VJ
7. Spring Fever, E. Freeman, Imp.
8. It's Too Late, C. Willis, Atl.
9. Let the Good Times Roll Shirley & Lee, Ala.
10. Don't Go No Further, M. Waters, Chs.
11. I Gotta Get Myself a Woman Drifters, Atl.
12. Soft Winds, D. Washington, Mer.
13. In the Still of the Night, Satins, Emb.

Los Angeles

1. Honky Tonk, B. Doggett, Kng.
2. Hound Dog, E. Presley, Vic.
3. Bad Luck, B. B. King, RPM
4. My Prayer, Platters, Mer.
5. Don't Be Cruel, E. Presley, Vic.
6. So-Long, F. Domino, Imp.
7. In the Still of the Night, Satins, Emb.
8. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
9. After the Lights Go Down Low A. Hibbler, Dec.
10. Billy's Blues, B. Stewart, Chs.

New Orleans

1. Honky Tonk, B. Doggett, Kng.
2. When My Dreamboat Comes Home F. Domino, Imp.

3. Let the Good Times Roll Shirley & Lee, Ala.
4. Don't Be Cruel, E. Presley, Vic.
5. In the Still of the Night, Satins, Emb.
6. Someday You'll Want Me S. Lewis, Imp.
7. Bad Luck, B. B. King, RPM
8. My Prayer, Platters, Mer.

New York

1. Honky Tonk, B. Doggett, Kng.
2. Don't Be Cruel, E. Presley, Vic.
3. Soft Winds, D. Washington, Mer.
4. Hound Dog, E. Presley, Vic.
5. Rock a While, J. Turner, Atl.

Philadelphia

1. Honky Tonk, B. Doggett, Kng.
2. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
3. It's Too Late, C. Willis, Atl.
4. My Prayer, Platters, Mer.
5. Fever, L. W. John, Kng.
6. Let the Good Times Roll Shirley & Lee, Ala.
7. When I'm With You, Moonglows, Chs.

St. Louis

1. Honky Tonk, B. Doggett, Kng.
2. Bad Luck, B. B. King, RPM
3. Can't Quit You Now, O. Rush, Chs.
4. Don't Be Cruel, E. Presley, Vic.
5. Pleadin' for Love, L. Birdsong, Exc.
6. Someday You'll Want Me S. Lewis, Imp.
7. Blueberry Hill, F. Domino, Imp.
8. Too Much Monkey Business C. Berry, Chs.
9. Let the Good Times Roll Shirley & Lee, Ala.
10. In the Still of the Night, Satins, Emb.

Washington, D. C.

1. Honky Tonk, B. Doggett, Kng.
2. Hound Dog, E. Presley, Vic.
3. In the Still of the Night, Satins, Emb.
4. Soldier of Fortune, Drifters, Atl.
5. I Can't Love You Enough L. Baker, Atl.
6. Let the Good Times Roll Shirley & Lee, Ala.
7. Don't Be Cruel, E. Presley, Vic.
8. Fever, L. W. John, Kng.
9. Tonight You Belong to Me Patience & Prudence, Lbt.
10. Canadian Sunset H. Winterhalter-E. Heywood, Vic.

Reviews of New R&B Records

- THE ROYAL JOKERS**
Ride On, Little Girl **K3**
ATCO 6077—A sock rhythm side, with cute lyrics. The Jokers cut up vocally with showmanly effect. (Tiger, BMD)
- She's Mine, All Mine* . . . **B0**
Group belts out solid rhythm item in exuberant style with rocking performance by lead singer. (Tiger, BMD)
- (SONNY BOY) WILLIAMSON**
Keep It to Yourself **K2**
CHECKER 847—There's a wild and woolly flavor to this fine side. Williamson has a powerful blues style and the bracing harmonica helps set

up an exciting southern flavor. Worth plenty of plays. (Arc, BMD)
The Key (To Your Door) **B0**
A slick slow and low-down blues on this side, and Williamson chants and recites it in top form. Makes for a strong coupling. (Arc, BMD)

EDDIE BOYD
Four Leaf Clover **78**
CHESS 1634—Here's a slow blues job sung in payoff fashion by Boyd. Has a solid Kansas City feel and rates strong deejay consideration. (Arc, BMD)
Just a Fool **73**
Boyd offers an up-tempo blues job. Vocalizing rates solidly and the instrumental beat makes it a good terp bet for the boxes as well. (Arc, BMD)

LARRY BIRDSONG
Three Times Seven **77**
CALVERT 104—Birdsong lives up to his surname and warbles with effective emotional impact and expressive warmth on an appealing blues. (Babbs, BMD)
Tell Me the Truth **77**
Same comment. (Babbs, BMD)

BIG MAYBELE
New Kind of Mambo **76**
OKEH 7069—This is a blues story by the gal as she gives the mambo beat a new and somewhat suggestive twist. Gal swings it in good style and on strength of successes on another label, this could get some play, too. (Sylvia, BMD)
Gabbin' Blues **75**
Maybelle plays two parts in this slow, crazy blues job. Has its humorous aspects but the flip may be a better bet. (Rush, BMD)

FRANKIE MARSHALL
Every Minute of the Day **76**
ATCO 6076—Marshall sings with verve and personality on a fast-paced blues. (Tiger, BMD)
Over and Over **75**
Attractive vocalizing by Marshall on a vitality-packed rhythm item with a bluesy, insistent beat. (Tiger, BMD)

BABY FACE
Moonshine Baby **76**
SAVOY 1122—Two fine sides in the Deep South style. Face shouts in straight-from-the-tod fashion, backed by guitars. This is the slow blues side. Should sell if pushed in the territory. (Crossroads, BMD)
Red-Headed Woman **75**
Faster shout, with wailing mouth organ added to the guitar back-up. Another one for the Southern folk. (Crossroads, BMD)

WALTER SPRIGGS
I'm Gonna Love You, Love You **76**
ATCO 6079—An energetic reading by Spriggs on a vigorous blues, with Latin-flavored backing. (Progressive, BMD)
I Pawned Everything **74**
Personable, show-wise warbling on a humorous blues with a hypnotic beat. (Progressive, BMD)

LULA REED
Three Men **76**
KING 4969—There are a Funny Man and a Money Man, but she prefers the Honey Man. "Different" material, well sung by a thrush long absent from disks. Fair possibilities on this side. (Jay & Cee, BMD)
Sample Man **73**
A saucy item, appropriately chirped by the thrush. Material is somewhat dated r.&b. (Jay & Cee, BMD)

SIL AUSTIN
Wildwood **75**
MERCURY 70963—A happy rhythm instrumental with sock sax solo work and spontaneous hand-clapping with an insistent beat. Good juke wax. (Norbay, BMD)
Slow Walk **75**
Same comment. (Norbay, BMD)

THE NOTES
Trust in Me **73**
M-G-M 12338—The boys sing an emotion-packed ballad with sultanic feeling and heart. Good performance by lead singer. (Advanced, ASCAP)
Round and Round **73**
Pleasant group vocalizing on a catchy rhythm-ballad with a lilting melody. (Boylston, BMD)

JAMES CARTER
Wild Hog **74**
TUXEDO 917—Here's a wild, low-down Southern blues with Carter giving a fine shouted reading. Lots happening here with the Twilights group helping to keep up the pace. Watch this. (Ford, BMD)
I'm Falling for You **72**
Carter belts this romantic tribute in shouting, pulsating style. Has its appeal, but flip has the edge. (Plickwick, ASCAP)

JOE JONES
You Done Me Wrong **74**
HERALD 488—Jones drives thru his own tune, with the big beat and strong backing, for a side that should pull coin. (Angel, BMD)
When Your Hair Has Turned to Silver **71**
Here artist takes the Charlie Tobias-Peter DeRose standard and gives it the r.&b. backing and warbling that makes it move, but not too far. (E. H. Morris, ASCAP)

LYNN HOWARD
Wallo' After Midnight **73**
ACCENT 1044—Thrush chants a

This Week's R&B Best Buys

FROM THE BOTTOM OF MY HEART (Rush, BMI)
BRING ME LOVE (Progressive, BMI)—The Clovers—Atlantic 1107—A wide sampling of territories yielded a strong impression that the group has another powerful record in the making here. Boston, Philadelphia, Baltimore, Buffalo, Cleveland, St. Louis, Nashville, Durham and Atlanta were among the areas indicating excellent sales in the short time that this disk has been available. Interest is strong in both sides. A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

R&B RECORDS

LITTLE RICHARD
Heeby-Jeebies (Venice, BMI)
She's Got It (Venice, BMI)—Specialty 584—Richard, in his shoutin' style, belts two potent tunes with the big beat and exciting background, thus keeping the same formula that previously shot him to the top of the charts. "Heeby-Jeebies" is a driving time with rapid-fire lyrics that works up to a frenzy. Flip with smart lyrics creates a similarly powerful effect.

THE FLAMINGOS
The Vow (Arc, BMI)—Checker 846—The group intones a slow, fervent recital of devotion with some mighty fancy wailing by the lead man. Strong appeal here all the way. Flip is "Shilly Dilly" (Arc, BMI).

THE VALENTINES
My Story of Love (Kahl, BMI)
Nature's Creation (Kahl, BMI)—Rama 208—Group, in its clear, penetrating style, kicks off two sides that should hit. Their projection sells the "idea" lyrics most effectively. This consistent selling group, who have hit the charts, could make it again with this one.

MARIE KNIGHT
Look at Me (Whitehall, BMI)
Grasshopper Baby (Studio, ASCAP)—Mercury 70969—Miss Knight brings forth two strong sides that should produce coin. Utilizing the earthy quality in her voice to the fullest in "Look at Me," she socks feeling into the tune which features a slow beat and group backing. On flip she socks across an upbeat rhythm tune.

R&B DISK JOCKEY PROGRAMMING

ELLA JOHNSON
That's What You Gotta Do (Tee Pee, ASCAP)
What a Day (Pure, BMI)—Mercury 70965—in topside tune, thrush is in fine form with equally sharp backing by brother Buddy's band. Exceptional rhythm set that packs know-how sound for solid counter sale promise once jocks give it a ride. On flip Miss Johnson delivers equally well on an up-tempo kick.

OSCAR McLOLLIE
Blue Velvet (Meridian, BMI)
The Penalty (Rene, ASCAP)—Mercury 70964—McLollie gives the oldie, "Blue Velvet," new life with his sincere and striking vocal that could stir action in both r.&b. and pop fields. A solid cutting of the beautiful tune. Flip is another smart side that also could go pop. With strong material and good backing, he has a terrific coupling for jocks.

R&B TALENT

THE EL VENOS
Now We're Together (Pollard, BMI)
Geraldine (Armond, BMI)—Groove 0170—New forceful group bows with lead female soprano (that's a switch) and impresses with two sides that could pay off. Group has the talent and savvy to rate with the top teen-age groups in the field.

SPIRITUAL

THE FAMOUS WARD SINGERS
Great Is the Lord (Savoy, BMI)
He Knows (Crossroads, BMI)—Savoy 4076—Popular group puts tremendous power and heart into the topside tune, a spine-tingling spiritual. Here is consummate feeling backed by amazing harmony effect and real church sound. Flip is softer but equally intriguing treatment of a similar theme, sung with great sensitivity.

husky-throated rhythm about a midnight walk for quite solid effect. There's a definitely promising spark here to make for perked-up listening. Can make a good deejay twirling interlude. (Somerset House, BMD)
Red Thunderbird **71**
Heavier beat, with thrush on less interesting material. Backing, however, is solid. Another deejay possibility. (Meisner, BMD)

THE PHAROAHS
Watusi **73**
CLASS 202—Definitely another "Stranded in the Jungle" with all kinds of jungle noises. Could make some noise in the field and gather spins. (Recordo, BMD)
Teen-Agers' Love Song **68**
Lead soprano takes the group thru a fair tune with lots of action in the backing but doesn't particularly excel. (Recordo, BMD)

THE 3 D'S
Broken Dreams **71**
PILGRIM 719—Here's a tune with a pleasant melody which has some country feeling. Arrangement is all r.&b., however, and the trio give it a nice workout. (Pilgrim, BMD)
Tell Me That You Love Me **69**
Up-tempo rock and roll material here with a strictly pop slant. Repetition gets monotonous. (Pilgrim, BMD)

SHERYL CROWLEY
It Ain't to Play With **70**
FLASH 112—Thrush sings a blues-type boogie with adequate backing and interesting lyrics. The little reflex to the heart. (Shug, BMD)
My Devotion **68**
Thrush warbles an extremely slow-beat tune carried by a persistent beat, with piano and sax alternating, which is effective. (Shug, BMD)

PAUL GAYLEN ORK
True (You Don't Love Me) **63**
OKEH 7068—Gaylen vocalizes here on a slow, pleading ballad but results have doubtful selling appeal. (Commodore, BMD)
Cow, Cow Blues **67**
Instrumental features piano on a solo kick backed with drums. Background ad lib shouts give an air of a wild party, but it's not that wild. (Plickwick, BMD)

EDGAR BLANCHARD BAND
Mr. Bumps **67**
SPECIALTY 585—Instrumental with a good solid beat. Guitar and tenor take the feature spots. Okay for terpers. (Venice, BMD)
Ricki-Ticki-Too **65**
More instrumental material here, this time with the clinker piano in the limelight, as title might suggest. Max Morrell is featured on the keys. (Venice, BMD)

Go Rockin' 'n' Rollin' with
PAUL PERRYMAN
in
"JUST TO HOLD MY HAND"
and
"I'M CRYING NO"
Duke #158
DUKE RECORDS
2809 Eratus St. Houston 26, Texas

SAVE MONEY
ORDER YOUR BILLBOARD SUBSCRIPTION TODAY



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one full year (52 issues). I enclose \$12 payment (saves \$1 on single copy rates).

payment enclosed bill me 933

Name _____
Occupation or title _____
Company _____
Address _____
City _____ Zone _____ State _____

Reviews of New Pop Records

Continued from page 74

RUTH OLAY... Good Love... ZEPHYR 70-002... The new label has an interesting new voice in Ruth Olay...

GEORDIE HORMEL... Need Me... ZEPHYR 70-001... Zephyr prexy Geordie Hormel warbles effectively with little voice...

ROSALIE... Beautiful Friendship... ZEPHYR 70-003... Canary sings with girlish simplicity and sweetness of tone...

BILLY ALBERT AND THE ANDREY SISTERS... What Does That Dream Mean?... M-G-M 12341... An upbeat rhythmic duet with Albert taking the lead...

Cha Cha Charlie... Here's an innocent piece of nonsense about a cha cha party. It has the cha cha beat but little more to make it stick.

NICK DEAN... High School Baby... DEB 1001... New label and new artist make their bow with a bouncy tune aimed at the teen-age set...

LILLIAN BROOKS... Open House... KING 4974... The gal sings of the "open door" policy at her house. It's cheery but pretty light and innocuous fare...

JACK HALLORAN SINGERS... Mr. Thunder... RONEL 111... The group renders a bit of nature-tinted material that has only limited commercial application...

Reviews and Ratings of New Popular Albums

Continued from page 78

tunes comprising waltzes, folk songs and opera excerpts. Package could supply hi-fi fans and some jocks with amusing and entertaining interludes.

Sacred

HYMNS... Larry Caton, Organ (1-12)... Recent MG 6017... Utilizing only a standard church organ with a chime attachment...

Folk

RIVERSIDE FOLK SONG SAMPLER '55 (1-12)... Riverside, from its growing folklore series, offers another sampler at \$1.98 retail. Selections are taken from 20 LP's...

SOUTHERN MOUNTAIN FOLK SONGS AND BALLADS (1-12)... This is another in the label's considerable number of folk LP's. The material has the general common ground of the Southern mountains...

Band

NOW HEAR THIS... Band of the Royal Netherlands Navy; Captain Gijsbert Nieuwland, Cond. (1-12)... Epic LN 3235... This is solid meat for military band fans...

MEN OF BRASS... Mass Brass Bands of Foden's Fairly Aviation and Morris Motors (1-12)... London LL 1456... A waxing for ears addicted to all-brass sound...

FOLK TALENT AND TUNES

Continued from page 80

You," b/w "Wicked Lies." . . . Jimmy Newman and George Jones are in the midst of a 25-day tour for A. V. Bamford thru the North Central States...

Terry Fell (Victor) takes off on an Eastern swing October 22 and moves into the Flame Room, Minneapolis, for a week's stand beginning October 30. He also has his reservations in for the deejay conclave...

Inc. Tour was arranged by Anton Scibilia, of the Karl Taylor Agency, Dayton. Making the trek with Hamby will be the Geer Sisters, of WIW's "Midwestern Hayride"...

Reviews of New C&W Records

Continued from page 82

is competent warbling in the idiom, but real warmth of heart is lacking. Beyer reaction will be moderate.

MARTHA KNOTT... Open Convention by Joe Smith... Country 1199... This is a humorous country monolog by Miss Knott which parodies the recent political shindigs...

JAC MORRIS... White Line... SAGE 225... He's painting a white line on his windshield, to follow home to his baby. Snappy, danceable fare but of little consequence.

BOBBY LILE... Too Many Secrets... SAGE 225... The warbler's style is pop, but the material and backing are country, with a touch of rock and roll...

Reviews of New Sacred Records

THE SPEER FAMILY... One Daily Bread... VICTOR 6659... Excellent sacred side. The melody has a slow, sweeping movement, and it's sung with great heart by the Speers...

STATESMEN QUARTET... I'm Gonna Walk With My Friend Jesus... VICTOR 6658... Up-tempo, hand-clapping rouser is a safe bet for the Bible belt. Good opener for Sunday spinners.

HYMNTIME HARMONY QUARTET... Keys to the Kingdom of God... FIRESIDE 28834... A pleasant gospel hymn gets a nice, full-chord harmony treatment from the quartet. Lots of spirit in evidence and in the right circles this could be a profitable entry.

CAPTAIN STURBY AND THE BUCCANERS... Valley of Hope... KAHILL 1012... Country sacred side, with recitation, is a good debut item for the cowboy Decca set on a new label.

THE CROSSROADS QUARTET... There Comes a Time... M-G-M 12346... Ferrest warbling stent by the Crossroads Quartet on a fast-paced sacred item.

Reviews of New Polka Records

KENNY BASS ORK... Blue Eyes Crying in the Rain Polka... CORAL 61697... Lively polka, and the vocal chorus on Fred Rose's lyrics is effective.

GEORGE COOK ORK... Hot Pizza Polka... DECCA 30072... Good production for polka rhythm addicts with accordion lead ascending on tune of Cook's own clefting.

JIMMIE WIDENER... He Is Calling... DOWNBEAT 205... A bright, hand-clapping job here in a happy mood of praise. Widener and the "Voices of the West" give it an agreeable lift.

Reviews of New Childrens Records

PATTI AND DIANE DESMOND... Nursery Time... CORAL 61694... Mum and Pop Desmond join their little daughters on this run-down of nursery tunes.

COMING TO NEW YORK?

Stay at this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished rooms with kitchenette, private bath, from \$5.50 daily. Two room suites from \$9.50. SPECIAL MONTHLY RATES! Air-conditioning & television available.

Hotel BEACON. Broadway at 75th St., New York. Oscar Winzreb, Managing Director.

Unsurpassed in Quality at any Price. Genuine 8"x10" Glossy Photos. 5 1/2¢ EACH. Copy Negs \$1.50. Postcards, \$25 per 1,000. Mfd. Enlargements, (20"x30") \$3.45. (30"x40") \$4.85. Negatives, 8x10, \$1.50. Postcards, 90¢.

PHOTOS for PUBLICITY

QUALITY PHOTOS IN QUANTITY. 100 8x10... \$ 7.99. 1,000 Postcards 19.00. BLOWUPS. All other sizes, write for FREE sample & list BB.

WHEN IN BOSTON it's the HOTEL AVERY. Avery & Washington Sts. Every room newly decorated. Air-conditioned rooms available. The Home of Show Folk.

SCENERY. Dye Drops, Flat Sets, Cyclorama Draw Curtains, Operating Equipment. Schell Scenic Studio 581 S. High Columbus, O.

SANTA CLAUS HEADQUARTERS. Circuits—Free. Dance—COSTUMES—Clown. Special costumes made to order. The Costumer. DESIGNERS AND RENTERS. 328 State St., Zone 2 Schenectady, N. Y.

MID-SOUTH CENTENNIAL CRACKS MANY RECORDS

Attendance, Midway Marks Shattered As Tenn. Event Gets Weather Break

By HERB DOTTE

MEMPHIS — The Mid-South Centennial Fair, which closed its nine-day run Saturday (29), dwarfed all of the many fairs which preceded it.

Attendance was by far the biggest in history. Going into the final day—one given perfect weather like all of the previous days—the gate stood at 398,905, 93,432 over the corresponding period last year and almost 50,000 over the record 349,348 for the full run, set last year.

The record turnout reflected the continued, vast improvements and the sweeping changes effected under G. W. (Bill) Wynne, now in his third year as manager.

Theme Clicks

In keeping with the observance of the 100th anniversary of the first fair in the Memphis area, the centennial theme was mirrored with marked effectiveness on many sides.

A highlight of this was a centennial village, which included replicas of pioneer Mid-South village, old-time blacksmith shop, barber shop, post office, etc. Besides the old stores and shops, the village embraced a display of pioneer farm and household equipment, which was a tremendous publicity-getter for the fair.

The centennial theme, heavily accented in the advance build-up,

resulted in, among other things, the renaming of one main artery, five and a half miles long, as Centennial Avenue and the dolling up of this thoroughfare with shields advertising the centennial.

Also in keeping with the centennial theme, the fair's greatly changed attraction program offered "River Boat Follies," a pro talent show presented behind a river boat front, which had a steam calliope owned by Harry Shell, of Farmington, Mo., as an added feature.

Talent-Packed

The "River Boat Follies," which gave a matinee and two shows nightly each day, presented Monte Blue, Johnny (Crazy Otto) Maddox, Candy Candino, Buddy Moreno and his orchestra, the Miriam Sage TV Lovelies, the Sensational Denvers, and Gillette and Richards. The show, priced at \$1.25 for adults, 50 cents for children, was spotted at a location heretofore not used for any amusement attrac-

tion and served to spread the traffic flow on the grounds.

It, along with "Stars Over Dixie," also a pro talent show, presented in the Coliseum, with Dennis Day and Jaye P. Morgan as headliners, marked a departure in past attraction policy.

Heretofore, the main attraction was a rodeo, presented for 15 performances in the coliseum. The rodeo was cut to 10 performances, two-a-day the first five days of the fair, and in those performances the cowpoke show came up with 35 per cent higher receipts than the corresponding shows last year.

Cisco Kid Is Big

Cisco Kid, in with the rodeo for the first two days, accounted for jamming the coliseum and was credited with giving the fair the biggest single day's gate in its history, a thumping Saturday (22) turnout of 80,273. The rodeo, staged by Beutler Brothers, Elk (Continued on page 112)

Hefty Selling Key to Fair Grandstand Success—Beam

NEW YORK — A veteran exponent of intensive publicity and advertising campaigns, B. Ward Beam says such efforts were largely responsible this year for the success of various units booked by him at fairs.

Increased promotional effort was planned well in advance of the season's start because of the need for heavy selling in a field that had shown considerable decline, and because his sales efforts have always included the promise of unsurpassed effort, Beam said.

The net results to date, Beam says, have fashioned one of the best seasons in his lengthy career. The Black Diamond Ranch Rodeo, Gene Holter's Ostrich Races and Wild Animal Show have done particularly well, along with his own Congress of International Daredevils.

All Media Used

The days of putting out a handful of posters and calling the publicity job done are gone, Beam says. His method was to post each town and all surrounding commu-

nities heavily and to back this up with extensive newspaper and radio spot advertising.

In Norwich, N. Y., where he had five shows, Beam says he spent \$700 on newspaper advertising alone. Radio spots were also used and some 600 window cards were distributed. Beam credited the effort in large part with the record set by the fair, even tho rain cut in on Monday and Thursday operations.

The rodeo did exceptionally well in three performances. The Holter show had to stage a second performance because of the overflow demand.

Success Elsewhere

Similar gratifying results were reported for the fairs at Ithaca, Caledonia, Plattsburg, Westport, and Walton, N. Y., among others.

According to Beam, who proved it out to his own satisfaction this season, the success of grandstand offerings is tied directly in with the publicity effort. Take a good attraction, do a solid selling job and success is assured, he says.

Supermarkets Spend \$500,000 On Name Talent to Boost Sales

General Artists Packages Aud-Arena Shows, Sees \$2 Million Market

NEW YORK—In a six-week period bridging October and November, a scant handful of supermarket chains will spend more than a half million dollars on talent to lure housewives' food dollars from rivals. The mushrooming interest in the use of top video-picture-record names as a bonus offering for check-out slips could easily, and shortly, add up to a \$2,000,000 business or more.

Developed in the past three years by Bob Thompson, of Youngstown, O., the current interest is reported ahead of servicing possibilities at the moment, with interest in the Southwest and Far West particularly ripe.

General Artists Corporation, recently named exclusive booker for the promoters, Supermarket Show of Shows, has set talent for the current series, which begins next month and will continue thru the end of November. Joe Higgins, representing GAC, said talent from other agencies is being used.

Higgins said that continued growth could represent an entirely new and stable field that would take the place of declining cafe outlets for talent.

The supermarkets which buy the shows, which might represent as much as a \$15 value by New York standards, award a free ticket for each \$25 worth of groceries pur-

ADVANCE FOR GOPHER 500 HITS 45G, HEADS FOR 60G

ST. PAUL—A whopping \$45,000 advance ticket sale already was in the till Thursday (27), three days before the Gopher 500-lap late model stock car race program scheduled for Sunday (30) at the Minnesota State fairgrounds.

By race day, the advance ticket sale was expected to surpass \$60,000, possibly hit \$85,000. Given good weather, the Gopher "500," to be staged by Midwest Sports Promotions, Inc., with Frank Winkley as promoter-director, may gross between \$90,000 and \$100,000.

The 12,500-capacity grandstand was sold out three days before the event, with box seats priced at \$4 and all other seats at \$3. The demand for tickets was so great that the two bleachers, which together seat 15,000, were turned into reserved seat sections with seats priced at \$3 selling at a rate that amazed Winkley.

Probability loomed that the bleachers also would be sold out before the race date, with the only tickets to go on sale then being general admission in the infield, with adult standees to pay \$2.50 and children 90 cents.

The 500-lap program carries the sponsorship of the International Motor Contest Association. The bill, divided in two parts, will consist of a 250-lap qualifying race on the half-mile track, followed by a 250-lap feature, with an inverted start to be used.

More than 50 entries, including those of the top 10 IMCA drivers, had been received. Time trials to prune the starting field to 33 cars were scheduled for Saturday (29).

Prize money totals \$10,000.

Publicity for the big program—the first still date to be staged at the fairgrounds here—was directed by Dave Speer, with his father, Ray Speer, assisting.

The enormous advance sale is attributed to the high caliber of racing which has been staged at the State Fair itself, the reputation of Frank Winkley who has staged those events, and to the effective publicity of the Speer father-and-son team. Some 179,000 paid to see nine auto race programs staged at the recent Minnesota State Fair here.

Elvis Presley Heads Name List at Dallas

DALLAS—The 71st edition of the State Fair of Texas will offer one of its strongest programs of name attractions at this year's 16-day run, which gets under way Saturday (6).

Leading the parade of talent will be Elvis Presley, Louis Armstrong, Victor Borge and Roger Williams. Presley, one of the hottest names on the current amusement scene, will be in the 75,504-seat Cotton Bowl the night of October 11. Ordinarily a light attendance night, Presley is expected to give it a spark. Sponsored by Dallas radio station KLIF, the tariff is \$1.25 in advance and \$1.75 the day of the show. Tickets, which are being sold thru record shops, are being plugged daily by the station and the response has been enormous.

Armstrong and his band will put on four free hour-long shows on the midway stage as an added at-

traction of Negro Achievement Day, October 15. Borge will do a one-man show in the huge Cotton Bowl on October 20, with reserved seats ranging down from a \$4.40 top.

Roger Williams, youthful pianist, and the Sportsmen Quartet will be featured in a free Cotton Bowl show on East Texas Day, October 16.

"Damn Yankees," national company of the musical comedy, will be featured in the Auditorium for 24 performances and "Ice Capades International" will do 24 shows in the Ice Arena.

Earl Newberry To Take Out Lynch Stunter

JACKSONVILLE, Fla. — Earl Newberry, veteran thrill show operator, will take out the Jimmie Lynch Death Dodgers in addition to his Trans-World Auto Daredevils in '57. Newberry announced this here last week at his home here in Jacksonville.

Newberry, who was manager of the Lynch show for five years, disclosed that arrangements have been completed to use the original title. Personnel will be selected from Johnny Rogers, Frank Mundy Menendez, Bob Maynard, Bill Horton, Whitey Reese, Jimmy James Skinner and Al Gross, all of whom previously served under the Lynch banner.

The Trans-World Daredevils will divide their time between Europe and the U. S. and arrangements have been completed for a second tour of the Cytrix Troupe, English motorcycle group, which toured with Newberry's shows this past season.

Almer Borquist Hurt Critically By Pyro Blast

OKLAHOMA CITY — Almer Borquist, Warren, Minn., veteran fireworks technician employed by the Thearle-Duffield Fireworks Company, Chicago, was in critical condition Saturday (29) in McBride Bone & Joint Hospital here following a fireworks explosion Monday night at Oklahoma State Fair.

His right arm was shredded by the explosion and it was necessary to amputate it above the elbow. Borquist also sustained facial and other injuries and suffered the loss of much blood.

Cause of the explosion, which occurred while Borquist was setting off some of the major displays, was not determined.

East Okay For Holter

POMONA, Calif. — Gene Holter's Animal Show has been doing okay business on its first Eastern tour, doing two and three shows in some spots where one performance had been scheduled. Harrald Harper, advance man, announced last week. Harper returned here to operate his lost-child car at the Los Angeles County Fair.

He reports that the Holter unit will remain on the road until mid-October.

Harper will assist George Goodman, manager of the Arizona State Fair, in handling arrangements for its press, radio and television night to be staged November 2 at the Phoenix Fair.

In Philadelphia, for example. (Continued on page 112)

Herb Dotten

Lifts Ohio State Fair Up

SOON after soft-speaking Sam Cashman became manager of the Ohio State Fair less than three years ago some of the ablest of fair managers tabbed him as "a comer." The prophecy that he would



CASHMAN

prove a highly effective, forward-looking executive was borne out clearly at the '56 fair—the most successful by far in the long history of the Columbus event.

Attendance soared to about 650,000, eclipsing the previous 508,000 high set last year under his guidance. Grandstand income soared to almost unbelievable heights. Midway receipts sky-rocketed to new peaks. And, all-time highs were set by many concessionaires.

Many Factors in Success

Dramatically, the highlight of the fair's success was the pull of Roy Rogers. Appearing in front of the Columbus grandstand—traditionally a money-loser—Rogers piled up a surprising gross of \$122,950.25 in nine appearances in five days. Of this, he took \$94,592.88 and the fair received \$28,197, a remarkable surplus by all past standards.

It was Sam Cashman who booked in Rogers on what was a good deal for the fair. It received first money of \$10,000, Rogers the next \$40,000 and the fair took 25 per cent of all receipts in excess of \$50,000.

Under this contract, the Roy Rogers engagement opened with the fair assured of at least \$10,000, barring only a complete rain-out. Actually, of course, it received almost three times the first money—no small achievement for a fair with a long record for losses on its grandstand. More important, its receipts from other sources—gate, shuttle buses and other things it operates—jumped an additional \$122,000 in the first five days over the corresponding period last year.

To be sure, Rogers' personal appearance was the main reason for the fair's smashing success. But, there were other factors—less apparent but of a more enduring quality—and these stemmed from Sam's work, planning and persuasiveness.

When he became manager, he set out to involve more people in the fair. He took to the road and spoke frequently to groups of varying sizes and interests about the fair and he added many volunteer members to the State Fair team.

He brought about the creation of a State Fair committee—one embracing representatives from all segments of Ohio's economy that undertook to evaluate exhibits and come up with recommendations. And, this committee has proved a working committee that makes substantial contributions.

Sam also vastly improved the fair's relations with the press. Participation and interest in the fair mounted. There was a marked difference in the '55 fair, his first after a full year at the helm. There was an even greater, more notable improvement in the '56 event.

Exhibits were never better than at this year's fair. They had far more appeal—more color, more light, etc.—than ever before. This was especially true of the exhibits of youth groups, educational institutions and the various State agencies.

Such up-grading was the result of team work, sparked by a mild-mannered yet determined coach—Sam Cashman. He made everyone feel a genuine sense of meaningful contribution. One of those he singled out for special praise and thanks is Bob Jones, manager of the junior fair. To Bob he gives credit for the continued development of the youth program.

On his own, Sam has effected many, worthwhile changes in the Columbus operation. Under him the fair has cut down sharply the number of front gate passes, pushed the advance sale of tickets (in blocks of 25 or more), and instituted exhibitors' guest tickets, which are paid for by the exhibitors only if used, tho they are distributed in advance of the fair's opening. Sold only to bona fide exhibitors these tickets accounted for a sale of some 4,000 front gate admissions.

One of his major accomplishments was to induce the farm machinery and farm implement manufacturers to return to the fair. They had made a joint decision in January of 1954—before he assumed the post of manager—that they would forego exhibiting. Sam worked on them in his quiet, yet relentless way—and they yielded to his persuasion. This year the farm-equipment-implement show was excellent and did much to bring in the rural folk.

Plant-wise, Sam also made improvements. Again, in this, he sought to involve as many people as possible. Typically, he induced 12 youth groups to plant about 100 trees behind the youth center. This year, in a continuation of the plant beautification program, some \$4,500 was spent in planting trees, shrubs and flowers thruout the grounds.

Sam also introduced new features—such as shuttle buses at this year's event. And, the buses proved a decided hit . . . and, what's more, made money.

The same able fair men who early tabbed Sam as "a comer" now lag the Ohio State Fair as one, too. Sam, they maintain, has pointed up for all to see what has been the general belief in the fair field—that the Ohio State Fair has all the potential for a truly great fair—providing, they add, there is continuity of highly effective good management.

CANINES RACE AHEAD

Weather Is Only Sour Note For Kochman Thrillers, Dogs

TRENTON, N. J.—Jack Kochman's Enterprises—hell drivers and racing greyhounds—are going into the final stretch of their season in excellent shape. The only sour note is occasioned by the weather experience encountered by one of his thrill units.

A number of important days were rained out or badly hurt for the hell drivers while the canines lived up to their name, Lucky Dogs, and dodged the inclemency as they worked their way from Illinois east.

Business was up at a number of spots and a seasonal increase was in the making except for the rain-outs, Kochman said. The likelihood of this statement is pointed up by the success of the dogs who earned a bigger gross this year.

At least a month of activity remains for the hell drivers. The dogs wind up their season in a week or so.

Thrill Dates Added

The availability of dates, with many developing late, resulted in two Kochman units working much of the time. With ample 1956 Dodge equipment, ranging from convertibles to sedans, and with top stunters Neil Hamilton, Bill Horton and George Patton to provide the thrills, the extra dates posed no problem.

Kochman got considerable help from Dodge in virtually every phase of the show operation and the company's promotional literature for dealers is already urging that they help promote the appearance of the hell driving group at fairs and other outdoor events in their communities next year.

A number of sequence photographs have been taken by Dodge technicians and published. One is on Hamilton performing in breathtaking fashion off the high skis. A second shows a ramp-to-ramp jump and cross over, featuring Horton and Patton.

Other tie-ins arranged by Bob Conto, Kochman manager, included Sinclair Oil, Goodyear Tire and Casco Dog Food.

\$2.9 MIL COST

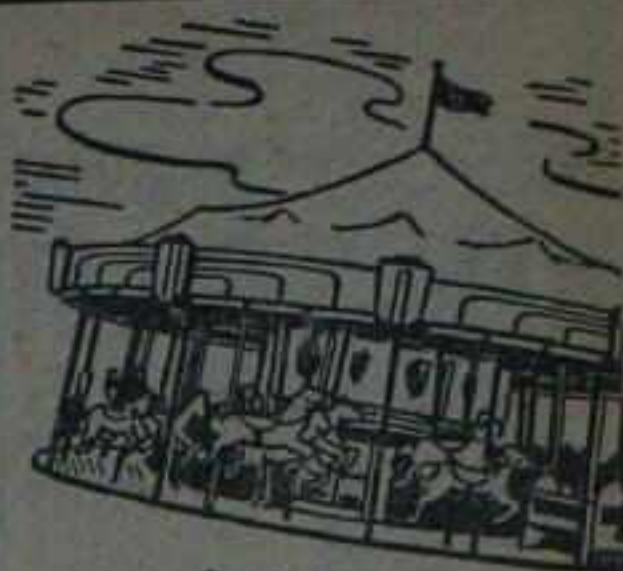
Big New Track In Prospect For Daytona

DAYTONA BEACH, Fla.—Up-holding of the validation of a \$2,900,000 revenue bond issue by the State Supreme Court has cleared the last legal obstacle to seeking of bids for construction of the world's fastest speedway. The two and one-half mile automobile track will replace, in part, the present beach and road course which is inadequate to handle the greatly expanded racing programs in prospect.

Tom Cobb, attorney for the Daytona Beach Racing and Recreation Authority, states that bids will probably be asked about October 15. Track will be operated by Daytona Beach Motor Speedway, a group headed by NASCAR President Bill France, at a rental of \$225,000 a year. J. Saxton Lloyd, head of the Racing Authority, predicted that the track would be completed and ready for use within 14 months.

In addition to the major track, a road racing course will be provided. A football gridiron will be laid out and plans are such that the grandstand and infield may be readily converted to use for a wide variety of outdoor events. Project will be located on U. S. Highway 92 adjacent to the municipal airport and the Volusia County Kennel Club dog track.

Phil and Joan Presson have been booking Terrell Jacobs acts for the Chicago area and set the Jacobs elephant for a State Street parade sponsored by the dairy industry. Bull will carry a dairy queen.



The biggest profits come from the best rides



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

SHOOTING GALLERIES
KING AMUSEMENT CO.
Mt. Clemens, Mich.

- ★ MERRY-GO-ROUND • BOAT • AUTO • PORTABLE ROLLER COASTER • SKY FIGHTER • TANK • HORSE AND BUGGY • JOLLY CATERPILLAR • HELICOPTER • ROADWAY RIDE • RODEO • GASOLINE SPORTS CARS • TWISTER • 16-CAR CAT • RECORD PLAYER • RECORDS • TAPES • RIDE TIMERS • CANVAS.

ALLAN HERSCHELL CO., INC. • EST. 1880
NORTH TONAWANDA, N. Y.
"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

"NATIONAL" RIDES DESIGNED WITH BIG PROFITS IN MIND
Rides built by National over 40 years ago are still in operation and considered too good to replace.

National Is Famous for . . .

- ★ Complete Kiddielands
- ★ Century Flyer (Miniature Train)
- ★ Trackless Train (No Rails Needed)
- ★ Comet Jr. (Roller Coaster)
- ★ Kiddie Buggy Ride (10-Horse De Luxe)
- ★ The Pony Trot (10 or 20 Ponies)
- ★ Kiddie Ferris Wheel (For Safety and Profits)
- ★ Streamlined Coaster Cars (Custom Built for Your Coaster)
- ★ Funhouses (Designed for Big Profits)
- ★ Mirror Mazes (An Old Favorite)
- ★ Laughing Mirrors (Requires Little Space)
- ★ Old Mills & Mill Chutes

Write for Descriptive Circulars
NATIONAL AMUSEMENT DEVICE CO.
BOX 488, VAF Phone MEIrose 2646 DAYTON 7, OHIO

TICKETS

ROLL OR MACHINE FOLDED, PAD STRIP AND RESERVED SEAT TICKETS ALSO COUPON BOOKS, WAITER CHECKS, PARKING & LAUNDERETTE TAGS AND ALL FORMS OF TRANSPORTATION TICKETS.

ELLIOTT TICKET CO.
408 Lafayette St., N. Y. C. • 82 W. Washington St., Chicago • 1015 Chestnut St. Phila.

5 POPULAR. . PROFITABLE. . PREFERRED
MINIATURE TRAINS
For Parks and Kiddielands — Capacities 14 Children to 240 Adults!

Write for FREE details

MINIATURE TRAIN CO. Rensselaer 1, Indiana

—1956 WINNERS—
 44th ANNUAL — BIG ELI
 FOURTH OF JULY—CONTESTS
 (Contests No. 1 for BIG ELI WHEELS) Re-

Rank	Owner	State	Wheel seats
1	A. E. Forcier	Minn.	23 4726.25
2	Brownings Bros.	Ore.	23 460.96
3	Paul Maffie	N. Y.	23 444.75
4	O. Stephen	Mo.	23 408.50
5	F. Donahoe	N. Y.	23 348.00
6	Gordino A. Co.	Ind.	212 594.30

No. 5 BIG ELI CONTINUES TO LEAD ALL WHEELS AS A PROFIT EARNER. THREE BIG ELI SCRAMBLERS PLACED IN CONTEST NO. 3 (FOR OTHER RIDES).
 Read the full report in July-August BIG ELI NEWS. A Copy Free upon request. Ask for Price List and Information on BIG ELI WHEELS.

GARBRICK RIDES

For satisfaction and dependable service.



42-foot, 12-seat Wheel; 36-foot, 10-seat Wheel; Flying Saucer, Chair Swing, trailer-mounted Kiddie Rides.

GARBRICK MFG.
 (Originally Garbrick Eng.)
 LEWIS H. & LEWIS A. GARBRICK
 Centre Hall, Pa.
 Phone: EMpire 4-1403

Okla. State Gets Weather, Sets New Attendance Marks

Old Record of 416,677 Tumbles; One-Day Peak Gate of 95,110 Set

OKLAHOMA CITY—For the first time since Oklahoma State Fair relocated at its present plant three years ago, the eight-day event which closed Saturday (29) was given excellent weather, and attendance soared to an all-time record.

Going into the final day, the gate tally was 382,056, almost 40,000 over that for the full run last year, and lacking by slightly over 35,000 enough to beat the previous record for eight days set in 1954. The final day's attendance, while not tallied, was considerably in excess of 35,000, to put total attendance over the previous peak of 416,677.

Adlai Ups Gate
 A record single-date gate was run up Monday (24) when 95,110 turned out. The old one-day peak

gate was 92,948, set last year on the same day.

The appearance of Adlai Stevenson played a part in rolling up the new one-day mark. The Democratic presidential candidate arrived at 5 p.m., one hour behind schedule, on the big day to speak in front of the grandstand.

Thru the first four days, attendance topped the turnouts for the corresponding period last year by about 115,000. The daily attendance count the final four days fell off slightly from last year, when the fair, which was hit by bad weather in its early days, had a relatively strong stretch run and finished with an eight-day attendance of 343,649.

Midway Biz Up
 The Royal American Shows piled up whopping ride and show grosses during the first half of the run, with the total take for the first four days 50 per cent over the corresponding days last year. Daily takes thereafter did not hold to the same pace as the fair's gate dipped, but the Royal finished with an all-time midway gross that also was up sharply from last year.

On the big day, Monday, the Royal turned in the biggest one-day's gross in the fair's history. Its take for the day topped \$38,000. The previous high, \$33,000, was chalked up in 1954.

Grandstand Biz
 Perfect weather enabled the fair to get in all of its grandstand shows without cancellation. The Barnes-Carruthers No. 1 revue was in for the first seven nights and because of more shows and the perfect weather racked up better business than it did the previous two years.

Big-car auto races, staged by Frank Winkley, accounted for good turnouts the first two afternoons of the fair. Aut Swenson's Thrillcade was in for the remaining six afternoons and also for the final night. The number of thrill show performances was a record for the fair, which last year had three show performances. Attendance for the thrill show was strong on the fair's big days, Monday (24) and Friday (28), and on the light days of the fair it matched those of the 1955 fair.

Visitors included Willard (Bill) Masterson, manager of Wisconsin State Fair, Milwaukee, and Lloyd Cunningham, manager of the Iowa State Fair, Des Moines.

Contracting of Winter Dates Okay for Hunts

BURLINGTON, N. J.—A lucrative winter season is shaping up for Hunt Bros. Circus acts and equipment, according to contracting results and prospects to date. The show's helicopter has a full season of Christmas Santa Claus drops scheduled, it is claimed, and trips to New York have produced several bookings for the show's elephants and other animals.

Winter quarters are being spruced up and the combined rehearsal and show barn is receiving paint treatment in preparation for possible winter video use.

Agent Harry T. Hunt reports embarking on an experimental auspices plan which may be applied next season. Imprinted collection cans have been distributed in the local area stores to raise funds for a police circus. Hunt's philosophy is that this method of fund raising would enable auspices to exercise more judgment in selection of circuits to sponsor.

NEW SCOOTER OR DODGEM BUILDING



Either 12 or 16-car capacity. Built out of the best material. Portable—easy to assemble and dismantle and made for durability. This building has been recommended by the Dodgem Company.

Write for full particulars and estimates.

We are now taking orders for Spring delivery for Dodgem and Scooter Buildings.

WILLIAM T. COLLINS
 (Phone: Rockwell 9-5097) Minneapolis, Minn.
 801 East 78th St.

The TLT-A-WHIRL Ride

Standard Equipment Features for 1956

- * FLUORESCENT LIGHTING
- * Fiberglas Car Tops
- * Enclosed Reduction Gears
- * Steel Fence Rails



P. O. Box 306
 Phone: 4-6362

SELLNER MFG. CO. Faribault, Minnesota

WORLD'S FASTEST THRILL RIDE

THE SPINAROO



Sensational new adult ride requiring space 30x42, eight tubes have a total capacity of 48, requires only one man to operate. This large, elaborate portable ride suitable for either park or carnival operation. Write today for complete information.

KING AMUSEMENT CO. Mt. Clemens, Michigan

CONCESSION TRAILERS OF ALL TYPES STATE YOUR NEEDS

CALUMET COACH CO.



11575 S. Wabash Chicago 28, Ill.
 Phone: WAterfall 8-2212
 Catalogs available on request

★ MINIATURE GOLF ★

A fully equipped 18 hole Miniature Golf Course can be custom built on your location site. A deluxe package deal, with new construction ideas for the 1957 season. Be the first in your area to own one of our proven and profitable courses. Write or phone for information or appointment to.

Buffalo Outdoor Specialty Co.
 47 Eiler Ave., Buffalo 11, New York Phone Taylor 7344

'Meet Our Town' Promotion Clicks For R. Christena

INDIANAPOLIS—The Ross W. Christena & Associates booking office here has inaugurated a Meet Our Town Festival promotion which shows indications of being a complete success. The project calls for sponsorship by merchants and the Chamber of Commerce in towns of 10,000 to 250,000 people of such festivals to stimulate local business, using name acts supplied by Christena. Wally Ballard is in charge of a new Christena department set up to handle the promotion.

Two such events were recently completed. One at Leavenworth, Kan., was described by merchants as the biggest thing for them other than Christmas, said Christena. The other at Bloomington, Ind., September 20-22, featured Robert Q. Lewis emceeding a fashion pageant in Indiana University Auditorium, plus entertainment by the Varsity Four, Hoosier Queens, university and local performers, and Lewis' regular radio show. Other features were steer barbecues the following days, along with whistler Fred Lowery, the "NBC Country Jamboree," featuring the Junior Square Dancers and Lulu Belle and Si, and caricaturist Len Redman doing caricatures of local people.

Another such event is set for Madison, Ind., September 30-October 6, in connection with that town's annual boat regatta. Lowery, Homer and Jethro, the Johnny Long orchestra and other vaude acts have been booked for the affair. In addition, Christena has dates at Green Castle, Ind., and Charleston and Lawrenceville, Ill.

Isabelle Whall Opens Branch In Sacramento

SACRAMENTO, Calif. — Isabelle Whall has opened a branch office for her Fun Unlimited Productions in the Senator Hotel here.

The local office will be directed by Larry and Louise Emerson and work closely with Miss Whall's head office in San Francisco.

During 1956, Fun Unlimited increased the number of fairs to which it supplied talent to 54 from 42 served a year ago. To play this number of fairs, Miss Whall used approximately 70 acts and attractions. The performers played from one to more than 30 dates during the year. The dates ranged in length from one day to 14, the latter span being at the Alameda County Fair in Pleasanton.

The agency entered the fair booking field six years ago when it booked a show into the Placer County Fair in Roseville.

Net \$38,601 At Pawtucket

PAWTUCKET, R. I.—The first Moslem Grotto show, held at Narragansett Park, was a huge success, according to Frank F. Swartz, general chairman.

In a public announcement, Swartz said the show, held September 7, 8 and 10, netted the sponsors \$38,601. Boston booker Al Martin provided the talent.

San Antonio Rodeo Pacts Monty Hale

SAN ANTONIO—Monty Hale, Hollywood cowboy film star, has been signed to headline the annual rodeo and livestock exposition to be staged here in Bexar County Coliseum next February.

Von Switches

BELHAVEN, N. C. — Von Bros.' Circus played to a one-quarter afternoon and half house at night here Friday (21) under Lions Club auspices. A stand at Belhaven for Saturday (22) was canceled because of conflict with a fair, and it played Engelhard, N. C., instead.

Alabama Fills Cristiani Top

OPELIKA, Ala. — Cristiani Bros.' Circus played to a pair of full houses here Friday (21) under auspices of the Jaycees. The show also played to full houses at Columbus, Ga., on Thursday (20).

At Opelika the blues were strawed and a few reserves remained.

TURN TO THESE RIDES FOR 1956

- ADULT FERRIS WHEEL
- ADULT CHAIRPLANE
- KIDDIE SPACE PLANE
- TRAILER-MOUNTED AUTO RIDE
- ATOMIC JET FIGHTER
- SPEED BOAT RIDE
- KIDDIE CHAIRPLANE

WRITE FOR CATALOG

SMITH AND SMITH, INC.
 SPRINGVILLE, ERIE CO., NEW YORK



- SOCS-O-PLANE
- ROLL-O-PLANE
- FLY-O-PLANE
- OCTOPUS
- MIDGE-O-BACKS
- BULET THE WHALE

MERRY-GO-ROUNDS, TRAINS, KIDDIE RIDES

Complete line. Write for catalog and terms.

H. E. Ewart Company
 707 East Greenleaf Street
 Compton, California

ILLINOIS FIREWORKS

World's Largest Manufacturers and Exhibitors.
 "Known Everywhere"
 Catalogue mailed upon request
 Write or Call
 Box 792, Danville, Ill. Phone 3114

Popcorn Assn. Elects Koken, Changes Name

NEW YORK—The Popcorn and Concessions Association, meeting in convention here last week, changed its name to the National Association of Concessionaires and elected Lee Koken, RKO Industries, Inc., president for the coming year.

Bert Nathan, outgoing president, was named chairman of the board, and J. J. Fitzgibbons Jr. was named to the council of past presidents.

Other officers are: Van Myers, Miami, first vice-president; Harold F. Chesler, Salt Lake City, second vice-president; Theodore O. Meland, Chicago, treasurer, and Thomas J. Sullivan, Chicago, executive vice-president and general counsel.

New board of director members include H. B. Fulford, Princeton, Ind.; B. Mack Lambeth, Chicago; Charles A. Darden, Dallas; Irving Rosenblum, Paterson, N. J., and Myers and Chesler.

AUDITORIUMS & ARENAS

Survey Reveals Occupancy Averages 200 Days Yearly

By TOM PARKINSON

JUST how busy the nation's auditoriums and arenas are has been brought out by The Billboard's latest survey of the field. Any idea of big buildings that stand dark and idle for any length of time must be relegated to the past.

For today's auditoriums and arenas are busy places. The survey counts all kinds of events and makes provisions for the fact that most buildings have multiple facilities and therefore can accommodate more than one event at a time. It was established in The Billboard's previous survey that various kinds of show business comprise a great majority of the big buildings' business.

MEASURING DAYS of occupancy during the latest season or fiscal year, the survey showed that:

- 15% have less than 100 events a year.
- 35% have from 100 to 200 events.
- 40% have from 200 to 300 events.
- 10% have more than 300 events.

The same survey revealed that this business is steady, that the occupancy this year is much like that of last year for most places. There are exceptions, of course, where changes in management or policy have multiplied the number of rentals.

And there is a powerful portion that has run up a moderate, healthy increase of a few percentage points. Here is how the tabulations came out:

- 38% recorded an increase.
- 50% held the same level.
- 7% were down in rentals.
- 5% didn't answer the question or had not been operating a full year.

GREATEST BALANCE of this phase of the survey was revealed in replies about what kinds of rentals brought increases in the building's business last year. Some managers listed more than one source of greater business. Thus, 13 per cent said they had more shows; 28 per cent had more conventions and trade shows; 24 per cent had more sports events; and 24 per cent credited other types of events, while 32 per cent didn't credit their increases to any specific types of events.

Those whose business was off somewhat traced these losses to movements of single events in most cases, and the drop-off was slight. Similarly, many of the increases were small enough to be traced to the building's winning a few or even a single new event of some days' duration.

Indoor Baseball Called Possible Arena Winner

ST. LOUIS—Eddie Feigner's experimental appearance at the St. Louis Arena with an indoor baseball attraction came off Wednesday (26), and Emery Jones, manager of the Arena, said he believes the show has possibilities for the future.

Date here was set up as trial to determine what bugs might exist in the plan. Show has two teams of four men each. It worked here with no advance sale. Door sale was nearly 1,000.

Jones said that promotion and production weak spots were noted by the attraction with an eye to overcoming them in future plans. The Arena manager said it was anticipated that this appearance would not blossom as a big winner, and that it attracted more attendance than had been predicted. He said the performance was enjoyable. He noted that among the things working against the test date was the fact that it is not the proper season for this show.

He said he understood that plans are in the works to perfect the attraction for future appearances elsewhere.

MEMPHIS—Charles A. McElravy, secretary of the IAAM, is considering a junket to the East to contact show producers and outline to them the demand for road shows among auditoriums and arenas.



BIG PROFITS
with SOFT ICE CREAM
Sani-Serv DIRECT DRAW DAIRY FREEZER
WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
1348 STADIUM DRIVE-INDIANAPOLIS, IND.



MAKE \$200 A DAY
On Candy Floss
Our NEW PERFECTION has EVERYTHING; write for literature.
ELECTRIC CANDY FLOSS MACHINE CO.
726 Benton Ave. Nashville 4, Tenn.

4"x15" COLORFUL FLUORESCENT

BUMPER SIGNS

7¢ Ea. in lots of 25- 8¢ Ea. in lots of 1,000 50¢ Ea. in lots of 1,000 \$55.00

SUPER-AD SERVICE
124 N. 35th St. Camden, N. J.

Food Concessionaires . . .
Sell PRONTO PUPS
America's original "Hot Dog on a Stick" Big Profits—Big Volume "Pronto Pups" and "Pups" are registered trademarks. Write to **PRONTO PUP CO.** Room 208 2614 N.E. Sandy, Portland 12, Oregon

Take It From Those Who Know!
HERE'S THE BEST **FLOSS MACHINE FOR BIG SPOTS**
Super "120"
with Pre-Heat and Remote Control. Largest production ever! Makes finer Floss! Super goes further! Immediate production. No hard particles. Large, easily cleaned 3 1/2" aluminum pan. Guaranteed.
\$275 Complete!
WRITE FOR FREE LITERATURE
CONCESSION SUPPLY CO.
2914 Secor Rd. Toledo 13, O

POPCORN
APPLE STICKS
CANDY APPLE SUPPLIES-STAR POPCORN MACHINES-SEASONING - COPPER KETTLES
SNOWBALL FLAVORS-TIN SPOONS
ROASTED PEANUTS-HOT DRINK CUPS
KOHLS ICE SHAVERS-PAPER CUPS
CUP DISPENSERS-SNOWBALL SUPPLIES
CANDY FLOSS MACHINES
Write for Prices-Telephone 236
KIRBY'S Products
15 FIRE AVE. • UNION, S. C.

Shooting Galleries
And supplies for Eastern and Western Type Galleries. Write for new catalog
H. W. TERPENING
137-139 Marine St. Ocean Park, Calif

Arena Recap

Santa Monica Asks Auditorium Bids
SANTA MONICA, Calif.—Bids on the proposed \$2,500,000 municipal auditorium here will be received October 23.

Nash Ice Promotion Under Way in Denver
DENVER — Horace Nash, of Denver Arena Corporation, who handles promotion of "Ice Follies" here, has set a deal by which the city's 20,000 federal government employees will sponsor attendance at the ice of 1,200 orphans.

Ill. Court Okays Chicago Hall Law
SPRINGFIELD, Ill. — Illinois Supreme Court has declared valid the legislation by which a proposed Chicago convention hall would receive funds from a tax on pari-mutuel race winnings. This clears a major stumbling block for those who are advocating construction of the building. Meanwhile various groups in Chicago are studying possible alternatives to the proposed Lakefront site.

Toledo Sports Arena Reveals Key Dates . . .
TOLEDO—Sports Arena here has announced dates for major events scheduled this season. Included are Shrine Circus, October 11-13; Biggest Show of '56, with Bill Haley and His Comets, October 21; Harlem Globetrotters, November 2; Carabinieri Band, November 16, and "Holiday on Ice," November 26-December 2.

French City Builds Biggest Expo Hall . . .
NICE, France—Exhibition palace being built here will be the largest in Europe. It measures 305 by 492 feet and will replace three smaller buildings as the home of the annual trade fair here.


Lawrence Welk Sets Memphis Record . . .
MEMPHIS—Lawrence Welk's show drew 9,179 and a gate of \$32,963 at Ellis Municipal Auditorium here September 12. Promotion was handled by T. J. Foley Jr., of Early Maxwell Associates, who said the local score was a record.

La. Fair Youth Center As Circus, Ice Show . . .
SHREVEPORT, La. — State Fair's Hirsch Youth Center was used for the Shrine Circus September 19-23. Show was produced by Clyde Bros. Shrine also had a Shrine-O-Rama in the Center recently. "Holiday on Ice" plays October 6-10. "Louisiana Hayride," KWKH country and western show, originated at the Youth Center while Shreveport Municipal Auditorium was undergoing remodeling.

Multiplex Faucet Co. Serving the Trade Over 50 Years

SELF-CONTAINED DISPENSER

Draws two different mixed drinks-- COKE or PEPSI and ROOT BEER
Draft arm draws PLAIN CARBONATED WATER (Includes electric carbonator and mechanical refrigeration). COMPLETE, READY TO USE!
WRITE FOR INFORMATION
MULTIPLEX FAUCET CO.
1400 Ferguson Ave., Dept. BB, St. Louis 14, Mo.



COTTON CANDY • SNO KONES • POPCORN
Our 1956 catalogue has been mailed to everyone on our mailing list. If you have not received your copy, please ask for it.
The new catalogue offers for the first time many new items that you have wanted, all at money saving prices. You always get top quality, lowest prices and the fastest service in the business when you deal with Gold Medal.
GOLD MEDAL PRODUCTS CO.
318 E. Third Street Cincinnati 2, Ohio



CHRISTMAS SHOPPING MADE EASY!

Be Sure to Watch for the Big **Christmas Merchandise Section** in the October 13 issue

Where you will find a large array of attractive premium products and Gift Items economically priced for your Christmas needs.

FOLLOW THE LEADER!

If you want personal service — HOP ON THE LENZ BANDWAGON — join the thousands of Showmen who insure with an Agency that offers only the best.

CHARLES A. LENZ

"The Showman's Insurance Man"



1492 Fourth St., North
St. Petersburg, Fla.
Phones: 5-3121-7-5914

ANCHOR



TENTS

Supplying Superior Show Canvas for over 40 years. Any style or size made to order. Flameproof and New Nylon Fabrics. Red-Blue-Yellow-Green-White. THE SHOWMAN'S CHOICE. Write for low prices.
All Aluminum Tent Frames.

ANCHOR SUPPLY CO.
EVANSVILLE, INDIANA

SHOW TENTS

CENTRAL Canvas Company

516-518 East 18th St.
Kansas City 6, Missouri
Phone: Harrison 3026
HARRY SOMMERVILLE

JOHN BUNDY

President & General Manager

YOUNG-BUNDY MOTORS, INC.
CHRYSLER-PLYMOUTH AGENCY

806 St. Louis Ave., East St. Louis, Ill.
Phone: Bridge 5313

ED MURPHY

Showmen's Representative

Several Makes and Models of
NEW AND USED TRUCKS AND TRAILERS

"Special Finance Plan for Showmen"

See Us for a Good Deal on a
NEW OR USED CAR

AMERICA'S FINEST SHOW TENTS

O. Henry Tent & Awning Co.

CONCESSION TOPS SHOW TENTS

RIDE CANVAS

BERNIE MENDELSON

4862 N. CLARK ST Phone: ARdmore 1-1300 CHICAGO 40, ILL.

UNITED STATES TENT AND AWNING CO. Established 1870.

Over 85 Years of Specialized Experience.

"SID" T. JESSOP

Chairman

Circus—Any Size—Concession
Carnival—Any Type—Exposition
Phone Brunswick 8-4340

2315-21 W. Huron St. Chicago 12, Ill.

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL OF FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 1000 \$15.80 - ADDITIONAL 1000'S SAME ORDER, \$2.00
Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

STOCK TICKETS WELDON, WILLIAMS & LICK
3 ROLL \$1.75 FORT SMITH, ARKANSAS
EACH ADDITIONAL ROLL SAME ORDER AT 80c PER ROLL

Pomona Midway Up Despite Patron Lag

POMONA, Calif. — Harry A. Illions, operator, expects total revenue from the World's Fair Midway at the Los Angeles County Fair, which closes its 17-day run here Sunday (30), to be about 20 per cent ahead of last year.

The fair, as of Wednesday (26), 13th day of the event, had pulled an attendance to that period of 753,789, which was behind the same time last year by 22,437 patrons. At that time, however, the front gate admissions were showing signs of increasing.

Illions declared that the revenue on the World's Fair Midway, which is the adult fun zone, was expected to hold its own with the revenue increase coming from the over-all operation, including two Kiddielands.

For this year's run, Illions brought in six major and 10 kiddie rides to augment 14 permanently installed devices. Among the rides brought from his Eastern park were Bubble Bounce, 24-car Caterpillar, No. 16 Ferris Wheel, Allan Herschell three-abreast Merry-Go-Round, Spitfire, Flying Skooter and Tilt-a-Whirl.

In the No. 1 designated Kiddieland, flashed with a modernistic front from Illions' Buffalo park, business showed a healthy increase and expected to account for the anticipated additional income. Illions owns all of the rides in this section, managed by Rose Ferris.

The second Kiddieland, near the Mexican Village, was supplied by the Pan American Amusement Corporation, managed by Jimmie Wood. The concern also had six major rides on the World's Fair Midway.

From the start of the fair, Friday (14), Illions used a six tickets for \$1 at the No. 1 Kiddieland. The same offer was extended to the second section on Sunday (23), with an upsurge in business resulting.

Illions named the Sky Wheel as the top money-maker on the lot, with Rudy Illions' Skooter second. The Magic Carpet was top earner on Saturday (22).

Wood declared that business for his company's portable rides held up well. It was the first year this organization has played this date.

Illions prepared for this, the 29th annual fair and his fifth under a six-year contract for supplying the midway, by importing personnel and rides from the East. Among the staff of 16 people brought in were Dorothy and Oscar Zimmer, of Celeron Park; Carl Zimmer, of Celeron Park, and Carl Rothfuss, certified public accountant and an associate in the Celeron Realty Company, which operates the permanent rides here.

Electrical equipment and wiring costing a reported \$34,000 were also installed during the interim between this and the 1955 fair.

Collins Hikes Muskogee Gross by 21 Per Cent

MUSKOGEE, Okla. — William T. Collins' Shows trucked out of here Monday (24) after far surpassing last year's ride and show gross at the Oklahoma Free State Fair. Total midway take was a whopping 21 per cent over 1955, Tom Conrad, president-general manager of the fair, announced last week.

The hike in income was better than anticipated due to the fifth year of a drought in the area. The bulge was attributed to the strong lineup of attractions which included 16 major and 11 kid rides and 10 shows. Show also had upward of 60 concessions.

The show tore down leisurely

here for a short haul of about 65 miles to Tulsa. A preview showing at the Tulsa State Fair was scheduled for Friday night (28). Following the October 5 close in Tulsa the Collins organization was scheduled to head for its Minneapolis winter base.

The back-end, flashed by its bright lights, ran big at Muskogee. Bill Chalkias' Side Show scored top honors followed in order by Miracle Fountain and the show-owned Revue of 1956. The ride department was led by the Dodgem with the Scrambler, Rockplane and Sea Cruise.

GUILFORD, Conn.—The 90th annual Guilford Fair closed its two-day run here Saturday (22) with paid admissions of 11,300, a few hundred less than in '55, Marie Griswold, secretary, announced.

A variety show was staged Friday night and Tony Fantasia's Connecticut Amusement Supply brought in eight rides for the two days.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

A-1 Amusements: New Madrid, Mo.; Steele 8-12.
Alamo Expo.: Baytown, Tex.
All Valley: San Antonio, Tex., 2-7.
American Beauty: (Pair) Colfax, La.
Amusements of America: Union, S. C.; Lancaster 8-13.
Barker, Al: Greenfield, Tenn.
Bean's Attrs.: (Pair) Henderson, N. C.; (Pair) Abbeville 8-13.
Bernard & Barry: Collingwood, Ont.; Rockton 8-13. (season ends)
B. & H. Am.: Kingstree, S. C.
Blue Grass: Vicksburg, Miss.; (Pair) Monroe, La., 8-13.
Buck, O. C.: Cherokee, N. C.; Greenville 8-13.
Burke, Harry: (Pair) Amite, La., 4-10.
Burkhart: Winnfield, La.
Capital City: (Pair) Thomaston, Ga.; America 8-13.
Caltell Greater: Jourdanton, Tex., 3-8.
Cetlin & Wilson: (Pair) Greenwood, S. C.; (Pair) Spartanburg 8-13.
Cherokee Am. Co.: Moran, Kan., 1-3; Chanute 4-6.
Collins, Wm. T.: Tulsa, Okla., 1-3.
Crafts Expo.: (Pair) Fresno, Calif., 5-14.
Cumberland Valley: (Pair) Summerville, Ga.; (Pair) Fort Payne, Ala., 8-13.
Drew, James H.: McCormick, S. C.; (Pair) Swainsboro, Ga., 8-13.
Dudley, D. B.: Plainsville, Tex.; Lamesa 8-13.
Dyer's Greater: Tunica, Miss.; (Pair) Brownsville, Tenn., 5-13.
Eastern Am. Co.: Fryeburg, Me.
Empire State: McGregor, Tex.
Fair Time: Nogales, Ariz., 1-7; (Pair) Safford 10-14.
Franklin, Don: (Pair) Rosenberg, Tex., 3-8; Angleton 9-13.
Frontier: Needles, Calif.
Gem City: (Pair) Attalla, Ala.
Gentsch, J. A.: Natchez, Miss.; Ferriday, La., 8-14.
Georgia Am. Co.: (Pair) Jeffersonville, Ga.; (Pair) Springfield 8-13.
Glades Am. Co.: Seaboard, N. C.; Jackson 8-13.
Gladstone Expo.: (Pair) Clarkdale, Miss.; (Pair) Charleston 8-13.
Gold Coast: (Pair) Picayune, Miss.; (Pair) Purvis 5-13.
Gold Medal: (Pair) Durham, N. C.; (Pair) Chase City, Va., 8-13.
Gooding Am. Co. No. 1: (Pair) Cushton, O.
Gooding Am. Co. No. 2: (Pair) Atlanta.
Gooding Am. Co. No. 4: Utica, O.
Gooding Am. Co. No. 5: (Pair) Georgetown, O.
Gooding Am. Co. No. 6: Ashitaba, O.
Gooding Am. Co. No. 7: (Pair) Loudonville, O.
Gooding Am. Co. No. 9: Paintsville, Ky.
Grand American: Winterset, La., 3-6.
Greater Dixieland Expo.: (Pair) Marksville, La., 2-7; (Pair) Jonesville 8-13.
Griggs Bros.: Lexington, Tenn.; (Pair) Brinkley, Ark., 8-13.
Hammond, Bob: Center, Tex.
Happyland: (Pair) Oak Harbor, O.
Hartsack, Roy: Marston, Mo.
Heth, L. J.: Covington, Ga.; Monroe 8-13.
Hill's Greater: Pecos, Tex.; Roswell, N. M., 8-13.
Hoard & Mullis Am.: (Pair) Jackson, Ga.; (Pair) McRae 8-13.
Holly Bros.: (Pair) Vienna, Va.; (Pair) Cuthbert 8-13.
Hottle, Buff. No. 1: (Pair) Donaldsonville, La.; (Pair) Franklinton 8-13.
Hottle, Buff. No. 2: (Pair) Oberlin, La., 2-8; (Pair) Livingston 8-13.
Ideal Rides: (8400 E. Washington) Indianapolis 5-14.
Jack's United: Monette, Ark.
Johnny's United: Scottsboro, Ala.
Ken-Penn: (Pair) Burgaw, N. C., 3-8; (Pair) Kingstree, S. C., 8-13.
Kile, Floyd O.: Farmerville, La.; (Pair) Many 8-13.
Les Am. Co.: (Pair) Atmore, Ala.; (Pair) Greenville 8-13.
McKenna's Rides & Am.: Saraboo, Wis., 1-7.
Majestic Greater: (Pair) Moulton, Ala.; Childersburg 8-13.
Manning, Ross: (Pair) Petersburg, Va.; Newberry, S. C., 8-13.
Marks, John H.: (Pair) Fayetteville, N. C.; (Pair) Monroe 8-13.
Midway of Mirth: West Memphis, Ark.
Mighty Hoopster State: (Pair) Aurora, Ind. (season ends)
Mighty Interstate: (Pair) Dublin, Ga.; (Pair) Douglas 8-13.
Miller, Ralph E.: Krot Springs, La.
Mo-Ark: Broseley, Mo.
Moore's Modern: Parkin, Ark.; Stuttgart 8-13; Lake Village 13-20.
Motor State: (Pair) West Point, Miss.
Mound City: Lilbourn, Mo.
Myers, Sonny: Waverly, Mo., 4-5. (season ends)
Norton's Rides: Gallop, N. M.
Olson: (Pair) Birmingham, Ala.
Page Bros., No. 2: Belmont, Miss.
Page Combined: (Pair) Louisville & Dunn, N. C.
Pan American: (Pair) De Ridder, La.; (Pair) Olla 8-13.
Penn Premier: (Pair) Lexington, N. C.; (Pair) Laurinburg 8-13.
Prel's Broadway, No. 1: Frederick, Md.
Prel's Broadway, No. 2: Shelby, N. C.
Priddy: (Pair) Port Lavaca, Tex., 2-8.
Business Amusements: (Pair) Ringgold, La.; (Pair) Mansfield 8-13.
Raley Bros. Expo.: (Pair) Scotland Neck, N. C.; (Pair) Marion, S. C., 8-13.
Rock City: Luxora, Ark.; Osceola 8-13.
Royal American: Little Rock, Ark.; (Pair) Jackson, Miss., 8-13.
Royal Jack: Lincolnton, Ga.; Orangeburg, S. C., 8-13.
Schafer's Just for Fun: (Pair) Longview, Tex.
Shamrock: (Pair) La Grange, Tex.
Shan Bros.: (Pair) Sandersville, Ga.; (Pair) Dothan, Ala., 8-13.
Siebrand: Albuquerque, N. M., 1-7.
Silk City Combined: Madison, N. C.; Pembroke 8-13.
Smith, Geo. Clyde: (Pair) Enfield, N. C.; (Pair) Littleton 8-13.
Snapp Greater: Haynesville, La.
Southern Fairs: (Pair) Ashburn, Ga.
Southern States: Crestview, Fla.
Star Am. Co. No. 2: Earl, Ark.
Stephens, G. A.: Louisville, Ga.
Strates, James E.: (Pair) Charlotte, N. C.; (Pair) Danville, Va., 8-13.
Sunset Am. Co.: (Pair) Caruthersville, Mo., 2-7.

Miscellaneous

Burke's Wild Cargo: (Pair) Atlanta, Ga., 2-8; (Pair) Columbia 8-13.
Hiller's Personal Armored Car, Jack W. Burbe, Mgr.: (Pair) Atlanta, Ga., 2-6; (Pair) Columbus 8-13.
Rabbit Foot Minstrel Show: Blytheville, Ark., 2; Jolner 3; Earl 4; Forrest City 5; Cotton Plant 6; Marianna 8.

Ice Shows

Holiday on Ice of 1958: Tulsa, Okla., 2-3; Shreveport, La., 8-10; Corpus Christi, Tex., 12-14; Phoenix, Ariz., 16-21.
Holiday on Ice of 1957: Troy, O., 2-8; Fort Wayne, Ind., 9-14; Columbus, O., 15-22.
Ice Capades, 16th Edition: Houston, Tex., 2-4; Dallas 6-7; Mexico City, Mex., 23-Nov. 15.
Ice Capades, 17th Edition: Charlotte, N. C., 2-7; Philadelphia, Pa., 9-24; Cleveland, O., 26-Nov. 12.
Shipstead & Johnson's Ice Polles of 1957: Denver, Colo., 2-7; St. Louis 9-14; Chicago, Ill., 14-28.

Circus Routes

Beatty, Clyde: Port Arthur, Tex., 2; Orange 3; Lafayette, La., 4; New Iberia 5; Alexandria 6; Opelousas (mal.) 7; Baton Rouge 8-9; Vicksburg, Miss., 10; Yazoo City 11; Greenwood 12; Greenville 13.
Carson, Tex: Earth, Tex., 2; Abernathy 3; Crosbyton 4; Idalou 5; Ralls 8.
Clyde Bros.: Dodge City, Kan., 8-9; Selina 10-13; Omaha, Neb., 15-18; Lincoln 17-18.
Cole, Geo. W.: Grapby, Mo., 2; Anderson 3; Jay, Okla., 4; Gravette, Ark., 5; Westville, Okla., 6; Alma, Ark., 7; Omark 8; Boonville 9; Waldron 10; Locksburg 11; New Boston, Tex., 12; Daingerfield 13.
Cristiani Bros.: McComb, Miss., 2; Columbus 3; Hattiesburg 4; Gulfport 5; Pascagoula 6; Mobile, Ala., 8.
Kelly-Miller: Lake Providence, La., 2; Tallulah 3; Bayville 4; Winnboro 5; Ferriday 6.
Mills Bros.: Clinton, Ill., 2; Danville 3; Paris 4; Terre Haute, Ind., 5; Bloomington 6; New Miami, O., 8; Dayton 9; Columbus 10; Crestline 11; Norwalk 12; Wellington 13.
Polack Bros. Eastern: Savannah, Ga., 2; Augusta 5-6; Toledo, O., 10-13.
Polack Bros. Western: San Jose, Calif., 2; Denver, Colo., 8-14.
Strong, John A.: (schools) Los Angeles 1-Nov. 30.
Von Bros.: Jacksonville, N. C., 2; Wallace 3; Castle Hayne 4; Hallsboro 5; Chadbourn 6; Tabor City 8; Conway, S. C., 9.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

**THE SUCCESSORS TO
H. C. EVANS & CO.**

Are Now in Full
PRODUCTION

WHEELS
HIGH STRIKERS
SPINDLES
BIG TOM
INDICATORS

Write for FREE Fully illustrated Catalog
EVANS PARK & CARNIVAL DEVICE CORP.
1509 No. Halsted St.
Chicago 12, Ill.

OARC . . . WHAT DOES IT MEAN FOR YOU?

Get the facts today on the trend to planned one-stop fun spots—Outdoor Amusement-Recreation Centers—to help fill the amusement needs of America . . . Attach this ad to your company letterhead for your free copy of Billboard's special reprint booklet on OARC potential.

Send to:
The Billboard, OARC Reprint
2160 Patterson Street
Cincinnati 22, Ohio

WANT FOR CASH

One '55 EII Ferris Wheel or better. No transportation. Must be in good condition.

MR. STEVENSON
Lakside Park, Macon, Georgia
Phone 56613

INSURANCE

SAM SOLOMON

"The Showfolk's Insurance Man"
1000 Argyle St. Chicago 40, Illinois
Phone: LOngbeach 1-5576
Wide far new low rates

All the news of your industry every week in The Billboard . . .

Copyrighted material

THE FINAL CURTAIN

BACON—Faith, 45, dancer, September 26 in Chicago. (Details in Carnival section.)

BISHOP—Edward, former train crew member of the Johnny J. Jones Exposition, James E. Strates and Cetlin & Wilson shows, August 21 at his home in Austin, Tex., after a lingering illness. Survived by his widow, Sweetie; a son, Edward; a sister, Cora, and several other sisters and brothers. Burial August 25 in Austin.

CAMPFIELD—Arthur, 69, manufacturer of canvas products for outdoor show enterprises, September 26 after a two-year illness. He was prominent in the National Showmen's Association (Details in Carnival section.)

CROWELL—Mrs. Esther, 80, mother of Eddie, Harry and Sam Crowell, who are well known in the circus and carnival fields, September 14 in Philadelphia. Besides her sons, she is survived by her husband and two daughters. Burial in Philadelphia.



In Memory of My Beloved Husband
J. C. (Jimmie) SIMPSON
Who passed away
OCTOBER 6, 1943
MARIE SIMPSON

IN MEMORY OF
"LEE" GORDON
Died October 2, 1948
Helen and Harry Julius

IN MEMORY OF
"LEE" GORDON
Died October 2, 1948
Vona & Tommy Arger

GLASS—Joe, advance agent for Cristiani Bros. Circus, of a heart ailment September 21 at a Valdosta, Ga., hotel.

HARRY—Bill, 52, who formerly toured with the Al G. Kelly & Miller Bros. Circus and Oklahoma Exposition Shows, September 20 at Oklahoma City. This season Harry had toured with Stumbo's Tri-State Shows until poor health caused him to leave the road. Survived by his widow, Ginger, and two step-daughters. Burial September 22 in Oklahoma City.

HUNN—Herman C., 62, former operator of shows and concessions with F. M. Sutton, Farley, Blue Ribbon, Royal American, Bill Pike and other shows, September 19 in St. Louis. Survived by his widow, Queen Ann, who worked with him; three sons, Herman C. Jr., Mountain Home, Idaho; Harry L., Lawrence, Kan., and Elbertson W., Lawrence, Kan.; three daughters, Mrs. Helen Wildgrube, Coffeyville, Kan.; Mrs. Lorene Wilson, Lawrence, Kan., and Mrs. Sarah Marshall, Mineola, Mo., and a sister, Mrs. Clara L. Hickey, Wichita, Kan. Services September 22, with interment in Highland Cemetery, Wichita.

MARCHIONE—Anita, wife of Angelo Bing Marchione, jewelry wholesaler and operator of concessions around Providence, September 13. Survivors also include two sons, Anthony and Richard, and a sister, Mrs. Alma DeLomba. Funeral from Mariani Funeral Home, Providence, and Solemn High Mass was said at St. Ann's Church, that city.

ROYER—Archie, 86, veteran acrobat and clown, who had toured with Hagenbeck Wallace and other circuses, September 20 in Kalamazoo, Mich. Royer at one time had the act, Mizpah Selbini and Lalla, with his wife, who died two years ago. Surviving are a daughter, Mrs. Jean Klobaak; a sister, Mrs. Ida Reagen, Philadelphia, and three grandchildren.

TOLMAN—Richard, 71, associated for 23 years with the O. C. Buck Shows as secretary-treasurer, September 24 at South Weymouth, Mass. He had to quit the road several weeks ago while playing the Plattsburgh (N. Y.) Fair. He was hospitalized at the time of his death. Survivors are a sister and a daughter.

In Memory of
J. C. McCAFFERY
who passed away
Sept. 28, 1954
I miss you, Mac
LOU LEONARD

In Loving Memory
of My Husband
WILLIAM S. BOHN
who passed away September 30, 1954.
I do not need a special day
To bring you to my mind.
The days I do not think of you
Are very hard to find.
God gave me strength to fight
And courage to bear the blow,
But what it meant to lose you
No one will ever know.
Your wife,
GRACE BOHN

Oklahoma 50th Birthday Expo Bows June 14

OKLAHOMA CITY—A varied program of attractions and commercial exhibits will be featured at the Oklahoma Semi-Centennial Exposition to be held on the Oklahoma State Fairgrounds here June 14-July 7, 1957. The exposition, which held a successful preview in April of this year, is shooting for an attendance of 1,500,000, James C. Burge, director, announces.

Grandstand attractions will include a historic pageant as the night entertainment. Auto races, air shows and specialty acts are scheduled for the afternoons. The midway, to be called Soonerama, will feature rides, shows and concessions.

Exhibit-wise, the event plans to have a World of Tomorrow; an International House, with Perle Mesta as hostess; airplane show parade of industry, women's department, transportation show, travel exhibit, do-it-yourself and sports show, oil and petroleum department, food display, photography exhibit and a big 4-H and FFA department.

Among special events will be a five-day appearance of Walt Disney's "Mouseketeers" plus live radio and TV network pickups.

45,000 See 'Waters' At Calif. Fair

SACRAMENTO — A reported 45,000 persons bought tickets for "Dancing Waters" during its 12-day run at the California State Fair and Exposition, which closed September 9. The attraction was shown in its own tent with an admission charge of 50 cents for adults and 25 cents for children. In 1954 the show was presented in the Industrial Building as a free attraction.

The unit was directed by Alfred C. Osborn, western representative of Dancing Waters, with headquarters in Sterling, Colo.

Jerry and Elaine Wisdom were the operators for the unit which appeared here.

Regina Ex Widens Fairgrounds Road

REGINA, Sask.—Some 30 feet is being taken off an old building at the fairgrounds to bring it into line with other buildings so a hard-topped roadway can be completed thru the grounds. Part of the wide road was completed in time for this year's fair.

The building, which used to serve as a fair-week fire hall, houses the grounds superintendent's office and a workshop.

Dunn Fair Chartered

DUNN, N. C. — The Dunn American Legion Four County Fair Association has been chartered here by the secretary of state. Incorporators were listed as George Blalock, Roy Brown and Hugh Bass, all of this city.

BIRTHS

DOSS— A son, Bill Lathey, to Mr. and Mrs. Benny Doss September 24 in Marshall, Tex. Father is owner of the Doss Family Shows.

GRIFFITH— A daughter, Laura, to Mr. and Mrs. Bill Griffith, Appleton, Wis. Father is a partner in the Progress Show Print firm there.

New Kid Names Promise Okay N. Y. Rodeo Stand

NEW YORK—The 31st annual World's Championship Rodeo opened here last Wednesday (26) to just more than a half-full house at Madison Square Garden. The event runs thru October 14, with matinees set for Wednesdays, Fridays, Saturdays and Sundays. New headliners for the show phase of the rodeo were well received, indicating potential box office this year with a new type of attraction aimed at kids.

Opening night nervousness was apparent among the contestants and their horses, and even the stock used in the contests turned out to be more nervous, unpredictable and unco-operative than usual. As a result patrons saw every possible type of action in the various events, and the resulting excitement was enjoyably shared by

children and adults alike. Grand entry and introduction of officials was followed by bareback bronc riding. Rex Rossi and Buff Brady next went thru their trick roping from astride their mounts and on the tanbark.

Event 4 was the Lightning "C" Ranch Horseback Quadrille, consisting of eight couples mounted and led again by Everett E. Colburn, managing director of the rodeo, and his daughter, Carolyn.

Boen Act Scores

Event 5 brought forth the Arkansas Travelers with Ken Boen. This was a new comedy knock-about act that employed a horse and buggy to bring the comedy trio to the center of the Garden. There was some old-fashioned horseplay involving the buggy.

(Continued on page 112)

MARJORIE CETLIN

October 5, 1947

IN MEMORIAM

MY WIFE

*Too Long The Days Have Grown To Years
As Long My Heart Shed Hidden Tears
And As Long As I Breathe The Breath Of Life
I'll Treasure Those Days With You—My Wife*

ISSY CETLIN

IN MEMORY OF

MARJORIE CETLIN

October 5, 1947

*The Days Seem Longer, Even Though
They're Still The Same By Timely Measure
For We Take Time Now As We Go
To Live The Memories We Treasure.*

SADIE WILSON JACK

IN MEMORY OF MY LOVING WIFE

LEONE

Who passed away Oct. 2, 1948

SAM GORDON

NAAPPB Conclave Reservations Up

Booth Sales Move Ahead; Banquet Reservations Hiked by New System

CHICAGO—National Association of Amusement Parks, Pools and Beaches office here is operating at full force on plans for the upcoming annual convention and trade show, Secretary Paul H. Huedepohl said last week.

He said that reservations for the trade show at the Sherman Hotel are running slightly ahead of those of last year at this time.

A new reservation system is in use this year and it is expected to speed registration operations at the opening of the convention and trade show.

Huedepohl said that there are 23 booth spaces still unsold, but that options have been issued on 12 of those. Sales to this point total 136 booths. When the basic plan of booths is sold out, the association show will make available a few small aisle spaces to latecomers.

The booth registrations have been issued to the long list of standard repeat exhibitors in the amusement supply and equipment field.

Among the exhibits, he said, will be some newly developed kiddie rides. There also are several new firms among the exhibitors. Huedepohl said that interest in the show continues on the part of coin machine firms. Some are going to display shuffleboard equipment as well as vending machines and some coin-operated amusement machines.

Atlantic City Package Deals Vie for Trade

ATLANTIC CITY—Representatives of local hotels, other businesses and transportation companies serving the resort have agreed to form a committee to promote more business for Atlantic City.

J. P. Newell, president of the Pennsylvania-Reading Seashore Lines and a vice-president of the Pennsylvania Railroad; Leslie O. Barnes, president of Allegheny Airlines, and David Allen, Eastern Airlines' sales manager here, promised to work with local interests on an "aggressive merchandising program," including "package deals," to get more vacationers and speed up travel whenever economically feasible. They also promised to provide better transportation service for convention visitors.

Albert A. Marks Jr., chairman of the Chamber of Commerce transportation committee, was named temporary chairman of the joint committee. Bus lines serving the resort will also be invited to have a representative on the committee.

George Bruni, chairman of the Hotel Association's transportation committee, said he will try to get early action on the "package deals," which he suggested should be maintained on a year-round basis, with all leading hotels participating. Bruni reported he had already contacted Paul (Skinny) D'Amato, proprietor of the 500 Club, and found a visit to the club could be included in the "package deals" during certain times of the year. He said George A. Hamid will also be contacted to include the Steel Pier in the deals.

Houston Park Open Weekends During Winter

HOUSTON—As usual Houston Playland Park is open on Fridays, Saturdays and Sundays during fall and winter season.

This season every adult price ride in the park, including Roller Coaster, has been cut to 10 cents when tickets are bought before 9 p.m. Kiddie rides were reduced to 5 cents for all hours.

Park Manager Louis Slusky said the price-cutting experiment had proven very satisfactory. Slusky also stated that the regular season, just closed, was the best one ever for Houston Playland Park.

Talent for Kiddie Parks

NEW YORK—A few up-State kiddie parks and theaters will be the sites of kiddie TV talent appearances in coming weeks, with booker Abe Feinberg providing attractions on Saturdays and Sundays.

Acts include the Magic Clown, Captain Video, Doug Anderson of the Captain Kangaroo Show, Bobby (Balloonatic) Rollins of the Disneyland show and Chief Halltown of WFIL-TV, Philadelphia.

POST-SEASON SHOPPING

Europe's Ride Items Get Annual Once-Over

NEW YORK—American amusement park figures who are currently on European visits will be returning shortly. Harry Batt, of Poutchartrain Beach, New Orleans, and George W. Whitney, of Whitney's Playland at the Beach, San Francisco, are among those included.

Batt has been scouring parks and local shops for merchandise items, and Whitney's curiosity has been chiefly in rides. September arrivals abroad last month also included George Whitney Jr., amusements manager at Disneyland, and Mr. and Mrs. Walt Disney.

The Batt-Whitney party went from Blackpool in England to Scandinavia, where a two-day stay included both Tivoli and Dyrehavsbakken amusement parks. The Disneys met the party last week in Germany for the annual Munich October Fest. The visitors have also taken in the Blackpool Illuminations.

Munich Popular

A growing number of North Americans visit various European amusement locations every year. Blackpool in England and Tivoli in Copenhagen are leading permanent spots, while the Munich event, fair-like in nature, usually reveals

San Antonio Spot Closing Earlier

SAN ANTONIO—Jimmy Johnson, owner and operator of Playland Park, has announced that he will close the park on Sunday (7) for the current season. It is being closed one month earlier than in previous years. As is the custom, Playland Park will reopen on March 17, St. Patrick's Day.

whatever new has been developed on the Continent, of a ride nature. Other North Americans attending the last-named event are ride importers Eric Wedemeyer, John Christopher and Morgan (Mickey) Hughes. An annual tour is also made by J. W. (Patty) Conklin, of Toronto's Canadian National Exhibition.

In recent years Europe has contributed large and small Hot Rods, the Roto-Jet, Kiddie Carousels, Dodgem-type cars and buildings, the Rotor, Dancing Waters and other units. M. Corbiere, of France, has a Flying Saucer ride in operation at Festival Pleasure Gardens, Battersea Park, in London. This is simply a large and complex Ferris Wheel with open saucer bodies suspended from booms which radiate from the center-piece. The ride in Britain will be made by Lang Wheels, Ltd.

Lansing Park, Kiddieland Season Ending

LANSING, Mich. — Business has held about even with last year for the Frandor Kiddieland, while running about 15 per cent behind for the older Lake Lansing Park, according to Conrad G. Haney, who operates both attractions in partnership with his father, Roger E. Haney.

Lake Lansing Park closed for the season on Labor Day, while the Frandor unit will continue to operate until probably mid-October or later, depending upon the weather. New at Lake Lansing this

(Continued on page 93)

Russia in Bid for Park Design, Rides

COPENHAGEN—Having mel-
lowed considerably in many enter-
tainment relations with foreign
governments, the Russians have at
long last shown an active interest
in the amusement park business.
This comes on the heels of ex-
changes of singers, ballet groups
and circus. Most recently an-
nounced amusement action of the
Soviet has been the acquisition of
American juke boxes (The Bill-
board, September 29).

The amusement park item con-
sists basically of an unsuccessful
request for a park layout resem-
bling this city's famed Tivoli. The
Russians want full details, includ-
ing costs of rides, funhouses, Ar-
cade items, restaurants, sanitary fa-
cilities, fountains and gardens.

There was no offer of any kind
of payment, but it is suspected
that Russia may be hinting that
this would be a repayment of sorts
for the free appearances recently
of its performers here.

The Stefansen Bros., top-ranking
ride manufacturers and operators,
have received the request for park
data. They refused, but a second
request came soon from a different
Red agency. They refused a second
time, explaining that in view of ex-
cellent relationships between the
Stefansen firm and operators in
the U. S. and Europe, they have
no wish to jeopardize them by any
iron curtain dealings.

Apparently the Danish govern-
ment has taken no action in the
matter.

Whether any British or Ameri-
can park interests have been con-
tacted by Russia in this new em-
phasis on the park business cannot
be determined. The inquiring
agency here indicated that Russia's

Rocks' Slates More Paving, Ride Swapping

NEW YORK—More than dou-
ble the originally estimated work
and budget for the winter has
been decided on for Rockaways'
Playland, with the major jobs being
a swapping of rides and increasing
concrete work.

The concrete project is an ex-
tension of an annual replacing of
the old boardwalk midway with
colored concrete footing. This new-
est section will run 125 running
feet and cover the midway's 40-
foot width. Included will be 70
feet of retaining wall and 375 more
feet of tunnel work, to contain
cables and pipes.

The Tilt-a-Whirl, adjacent to the
Roller Coaster, and the Bubble
Bounce, on the 98th Street side
of the midway, will be exchanged.
This will reportedly allow for more
concessionaires' storage space be-
neath the Coaster and provide ad-
ditional space for expansion of
the art department's facilities.

Winter operations will include a
beauty pageant in January, and
costume contests for children dur-
ing the Halloween and Thanksgiv-
ing holidays. A winter mardi gras
will be attempted during the
Christmas holiday period if the
weather is favorable. This is the
sixth winter of park operations,
with the spot opening at 1 p.m.
on Saturdays and 10:30 a.m. on
Sundays.

intent is to create a number of
parks to provide moderately priced
amusements for metropolitan area
residents whose main recreation
has been sports extravaganzas and
high-priced cultural shows.

It is evident that the Reds have
nobody who can design an amuse-
ment park, and that they have no
ride production at all. Likewise
evident is a reluctance on their
part to apply tape measure and
camera, and to try duplication in
their homeland. They want compe-
tent, skilled design and imported
rides, which they would no doubt
proceed to copy as they have done
in years past with captured air-
craft of other nations.

TIME SAVER

Steel Thread Inserts Aid Bolt Changes

PALISADE, N. J. — Palisades
Amusement Park claims to have
licked an impressive maintenance
problem — delays in replacing
sheared bolts on some rides—thru
use of wire thread inserts. The
device has been used thruout the
year by Superintendent Joe Mc-
Kee, who reports the method suc-
cessful.

Constant Skooter collisions, for
example, have caused damage to
bolts which fasten the protective
rubber cushion and metal hand.
When a bolt formerly failed in
shear, it required as long as two
hours to drill out the sheared-off
part of the bolt, retap threads and
install the new bolt. Now the
sheared-off bolt is drilled out,
threads are tapped for a stainless
steel wire thread insert, the insert
is turned into the threads and a
new bolt is screwed in.

The insert does not reduce bolt
breakage but, McKee notes, it re-
duces the time required for ensuing
installation of a new bolt to a mat-
ter of minutes. Since the insert
is smooth and hard, the broken
bolt can often be removed from
the insert with the fingers and a
replacement bolt of the same size
can be installed without drilling
or tapping. The ride can be re-
paired in a few minutes at one
end of the Skooter floor.

The inserts are also in use for
kiddie train spark plug threads, in
Hot Rod ride engines where there
are many threads in the aluminum
castings and elsewhere. Commer-
cial name of the inserts is Heli-
Coil.

Lincoln Auto Model Shown At 13 Cities

DEARBORN, Mich. — Lincoln
division of the Ford Motor Com-
pany recently conducted 13 dealer
showings, most of them in hotel
ballrooms. Shows were on a dis-
trict basis.

Lincoln will take part in auto
shows in New York and Chicago
plus the Detroit Auto Show at the
National Guard Armory there Jan-
uary 19-27. Displays are by Dis-
play and Exhibits Specialties, Inc.,
Detroit.

ROLLER RUMBLINGS

Edru Opens With Eye Focused on Juve Biz

DETROIT—Year-round roller skating has been brought to a new lower central Michigan area for the first time with the recent opening of the new Edru Roller Rink at Holt, south of Lansing. With a ideal population of 3,000 and a prosperous surrounding rural area

WE BUY AND SELL USED ROLLER SKATES

- 1000 pr. Used Clamp Skates \$3.50 pr.
- Brownie Precision Wheels . . 1.50 set
- Economy Precision Kit,
- Cottrell Wheels 9.50 set

- Bonny's Hug-Me-Tights . \$10.50 dz.
- Bonny's New "Princess" Line Skating Skirts . . . 24.00 dz. up

Write for price list. In down, bel. C.O.D. Authorized Distributor for **"CHICAGO"** ROLLER SKATE CO.

JACK ADAMS & SON, INC.
723 MORRIS PARK AVENUE
BRONX 62, NEW YORK
SYcamore 2-1110, 1111

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY. GLAMOUR. SHOWMANSHIP

GET THE NEW **REVOLVING HOLLYWOOD SPOTS-LITE** **BETTER 'N A CRYSTAL BALL** NO MIRRORS TO BREAK WASH OR POLISH **HOLLYWOOD SPOTS-LITE CO.** Dept. B 2419 No. 16th St. Omaha 10, Nebraska

SKATING RINK TENTS

42 x 102 IN STOCK
53 x 122 AT ALL TIMES
NEW SHOW TENTS MADE TO ORDER
CAMPBELL TENT & AWNING CO.
100 Central Ave. Altan, Ill.

PORTABLES ARE THE ANSWER Porto-Bilt TENT COVERED SKATING RINKS Write **W. T. SHACKELFORD** Box 423, Smyrna, Ga. Phone 5-5778 Phone: 8-2182, Marietta, Ga.

CURVECREST RINK-COTE The skating surface for wood and masonite floors. The ultimate in cleanliness and traction. **FERRY B. GILES, Pres.** Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself!

Portable Skating Rink 46"x104". Everything in excellent condition. Fully equipped, now operating in prosperous Rio Grande Valley. No competition. Quick, easy, pleasant return on investment. Make your winter months pay off. Price \$3,500. Write **WM. L. DUNN** 7th & Elizabeth, Brownsville, Tex., or Box 638, Velasco, Ph. 34651—Freeport.

There Is BIG Money in a ROLLER RINK Properly Managed and Equipped With the **BEST RINK SKATES. ASK US.** Write us for Booklet No. 6 on Successful Rink Management. Recent improvement in our skates makes them stronger and better than ever. **CHICAGO ROLLER SKATE CO.** 4427 W. Lake St., CHICAGO, ILL. ESTABLISHED 9-2800
No. 778R
Manufacturers of All Kinds of Roller Skates

from which to draw, the rink is catering to the younger clientele.

Co-owners are Mr. and Mrs. Edward Corr, who proved their personal pride in their operation by giving their first names, Ed and Ruth, to the rink. With four children of their own, the Corrs note that they understand the needs of youngsters and will specialize in that field. Ministers over a considerable area are co-operating by bringing in church party groups. Corr is a brick contractor and also operates a farm.

The rink is of cement block construction with brick front and translucent glass bricks at the ends. It is 156 by 90 feet in size. Theater-type seats are being installed.

The floor has a sandwich-type construction: First a three-inch concrete pad topped by tar paper, then a two-inch layer of insulation followed by plywood and the hard maple surface, designed to give resiliency and solidity.

Hi-fi sound is provided by 14 speakers. Attractive skate rental and concession stands are located along the long front, together with office and a display case for skating accessories. The rink is equipped with 320 pairs of Chicago rental skates. Music from tape and records is used.

Co-managers of the rink are Terry Laner and Dan Lauzun. The concession department is in charge of Betty David, and David Moore oversees skate rentals.

Policy is to operate five nights a week, closing Sunday and Monday nights. There are also two afternoon sessions—a kiddies' matinee on Saturday and a family matinee on Sunday. Admission is 65 cents for skaters and 20 cents for spectators, with a 35-cent charge for skate rentals.

New Haven Roll-a-Round Skeds Kiddie Bargain Days . . .

NEW HAVEN, Conn.—New Haven Roll-a-Round has resumed its fall-winter skating policy, with nightly sessions (except Thursdays) from 8 to 11 p.m. and matinees from 2 to 5 p.m. on Wednesdays, Saturdays and Sundays. The rink, in addition, is scheduling kiddie bargain skating on Saturdays from 10 a.m. to 12.

Hartford Palace Stars Fall Advertising Drive . . .

HARTFORD, Conn.—Irving Richland, co-manager of Hartford Skating Palace, has started his autumn advertising campaign in Hartford newspapers.

Typical copy plugs "roller skating at its best," "new de luxe rental skates with plastic wheels," "clean atmosphere," "Jimmy Morgan at the organ" and "fun and recreation for the entire family."

17 Operators Enroll in RSROA . . .

DETROIT—Seventeen rink operators are recent additions to the membership roll of the Roller Skating Rink Operators' Association of America, it was announced by RSROA secretary-treasurer at association headquarters here.

The new members and their rinks are William G. and Helen Shiell, Stepany (Conn.) Skating

Lansing Season

Continued from page 92

season was the Scrambler, which did very well, giving the park 12 major and four kiddie rides.

Picnics were an important factor at Lake Lansing this season, with at least one booked for every Saturday and Sunday for the entire season. A special feature here, reflecting a central location, was the booking of large family reunions, drawing attendance from Michigan, Ohio and Indiana.

A Dime Night policy has been in effect the past two seasons, on Wednesday evenings, and results have been "terrific," Conrad Haney said.

Troupes Scrambler

Since closing of the Lake Lansing Park, Roger E. Haney has been on the road with the Scrambler, operating this on the James E. Strates Shows, following an engagement at the Michigan State Fair in Detroit.

The Frandor Kiddieland was opened last season in the Frandor Shopping Center. This operation consists of seven rides, including a Miniature Railway, plus the coin-operated Space Ship.

Rink; William P. Fuchs, Elm Skating Club, Elmhurst, Ill.; Mr. and Mrs. J. F. Ross, Skateland, Melbourne, Fla.; Orville H. and Virgil B. Sander, Melody Rink, Wichita, Kan.; Mr. and Mrs. Vernon L. Bush, Vernon's Roller Rink, Baltimore; Matthew Durda, Rollarena, Muskegon, Mich.; S. E. McQuillan, Roll Air Rink, Bay City, Mich.; Vincent D. Longo, Rolletorium, Gulfport, Miss.; Glenn Ross Lodwick, Glenn's Rolla-Rena, Lockland, O.; Alvin Lusher, Linda Diane Roller Rink, Walbridge, O.; Donald O. Crumpler, Southland Rollercade, Houston, and Mr. and Mrs. Floyd Robertson, Circle Rink, Sanford, Tex.

Det. Hippodrome New Combo Rollery-Ballroom . . .

DETROIT—Detroit's newest roller rink, the Hippodrome, at 14270 East Seven Mile Road, opened Saturday (15) night with a ball. The unusual nature of the event marked the dual character of the rink, which is equipped with terrazzo floor and is designed to serve as a ballroom as well.

Policy is to operate seven days a week, with the rink open every afternoon. Skating will be the rule except on Saturday nights, reserved for dancing. The opening ball had as special attraction the Dave Martin orchestra, with vocals by Jan Wynn of WJR and the Playmates—typical of musical attractions for the Saturday night dances.

The rink is operated by Robert Chambers and Robert Ryan, who will manage it and a new restaurant at the site. The building is air conditioned and decorated in modern style with soft lighting.

FOOD DEVELOPMENTS:

Barrel-Type Dispenser Has Continuous Action

ST. LOUIS—A barrel-type root beer dispenser that is mechanically refrigerated and draws off any size drink continuously without turning off the handle is being merchandised here. The manufacturer claims the dispenser will turn out 10 to 15 drinks per minute. Other features are the advertising value of the big light-finished oak barrel, the mixing of the drink in one operation, and sirup and profit control thru uniformity. The dispenser comes in either 45 or 60-gallon sizes. Both have stainless steel faucets, liners, hoops, sirup containers and drain pans. Smaller unit weighs 175 pounds, while the larger is 190 pounds.—Multiple Faucet Company, 1400 Ferguson Avenue, St. Louis 14.

Four-Foot Fountain . . .

CHICAGO—A complete soda fountain service four feet long that includes 10-gallon ice cream storage capacity is on the market here. The fountain is a combination of a stainless steel soda unit with compressor installed and a matching ice cream cabinet. The soda unit has lucite nozzles. The cold storage compartment and sirup rail are stainless steel-lined for ease in cleaning. Four pumps and four crushed fruit jars provide for a variety of flavors. The ice cream has drip-proof lids. The soda unit is also available with 20-gallon matching ice cream cabinet.—Bastian-Blessing Company, 4203 Peterson, Chicago.

All-In-One Dispenser . . .

PHILADELPHIA—A self-contained drink-dispensing unit with carbonator, compressor and sirup tanks is being offered here. The self-mixing unit is fully insulated and refrigerated, delivers three flavors from three-gallon pressurized sirup tanks in the chill compartment and has extra storage for five one-gallon tubs. Dispenser is built with all-steel framework and all exposed dispensing surfaces are of heavy gauge stainless steel.

Counter Hot Plate . . .

ERIE, Pa.—A counter model electric hot-plate that has a control which brings food to cooking temperature and holds it there is being manufactured here. The hot plate measures 12 inches wide and 18 inches deep. The four legs are adjustable for leveling.—Griswold Manufacturing Company, 1053 West 12th Street, Erie, Pa.

FOR SALE 15 POKERINOS RIDES

- Caterpillar
 - 12-Car Silver Streak
 - Pretzel Dark Ride
 - 12-Car Dodgem
 - Turtle Chase
 - 3-Car Sight-Seeing Trailer Train
- Any reasonable offer will not be refused

TAR-BO AMUSEMENTS, INC.
Patsy Tartaglione
Indian Point Park, Buchanan, New York
YONkers 5-4787
(Call between 7 & 8 p.m.)

Screen and Recording Stars THE ORIGINAL HOOSIER HOT SHOTS

Available October 20 for Theaters—TV—All Personal Appearances in the East & Midwest
WRITE • WIRE • PHONE JOLLY JOYCE
Theatrical Agency
Philadelphia: 1001 Chestnut Street Phone: Walnut 2-4677
New York: Hotel President (2nd Fl.) Plaza 7-1786 & Circle 6-8800

DON'T BE FOOLED CUSTOM-BUILT MINIATURE GOLF COURSES EARN MORE MONEY! CHOOSE THE FINEST—INSIST ON A HOLMES COOK COURSE. Designed and engineered by experts. NO HOLMES COOK COURSES HAVE EVER FAILED.
Holmes Cook Miniature Golf Co.
599 Tenth Ave. New York, N. Y.

5 CAR GHOST RIDE
In A-1 location at Coney Island. Beautifully framed in brick building and in excellent working condition. Wonderful opportunity for interested operator. No reasonable offer refused. Call or write **MR. JOHN FARRAUTO**
2834 West 19th St., Brooklyn 24, N. Y.
Coney Island 6-4804

FOR SALE
18 Late Model Dodge Cars ready for immediate shipment \$300.00 each.
F. W. PEARCE CORPORATION
15324 East Jefferson Ave.
Detroit 30, Mich.
Phone: VA 2-8613

High Quality KIDDIE RIDES
ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888



CHRISTMAS SHOPPING MADE EASY!
Be Sure to Watch for the Big Christmas Merchandise Section in the October 13 issue
Where you will find a large array of attractive premium products and Gift Items economically priced for your Christmas needs.

Northwest Treats Polack to Winners

Timing Helps Seattle Scoot Up 70%; Only Salem's New Stand Falls Short

SAN JOSE, Calif. — Polack Bros.' Western Circus, in the Far West continuously since the first of April, will make a 1,300-mile jump to Denver after a week's stand here that will end Tuesday (2).

Show came to San Jose from Roseburg, Ore., following a six-week tour of the Pacific Northwest that met with excellent business in all spots but one.

After playing to more than 100,000 people in 26 performances during the 11 days of the Pacific National Exhibition at Vancouver, B. C., Polack made its annual three-day stand in the Tri-City area of Kennewick, Pasco and Richland, Wash. Business there showed an increase over last year despite a strong wind the afternoon of closing day. Show was in Sanders Field, a ball park.

With Seattle next on the route, the date there was a month later than in recent years, and substantially increased receipts in all de-

partments produced an over-all gain of 70 per cent above last year, for one of the strongest runs in the 15 years Polack has played Seattle. After normal attendance at the first four of the nine performances, from Friday night on all remaining houses were sellouts or turnaways.

Only at Salem, Ore., did crowds prove disappointing. Date was a new one and came close on the heels of the Oregon State Fair, which had played to record crowds. The State fair horse show arena was used.

At Roseburg, the show's next-to-the-last outdoor date of the season, was favored by good weather and had crowds that added up to a slight increase over the preceding year. Joe O'Donnell joined his assistant, Tom Edgeworth, in Roseburg after closing the affairs of his record date in Seattle.

H-M Plans For Toronto Preem Set

TRENTON, N. J. — A series of meetings on the future operational plans of the Hamid-Morton Circus were held here this week by George A. Hamid Sr. and staff members.

Hamid, who assumed active direction of the unit following the death of his partner, Robert Morton, last week, said everything was in readiness for the opening in Toronto. Manager Charles Basile is en route there. He will be joined by his brother, Joe Basile, and Len Humphries, Canadian representative.

Hamid will journey to Toronto upon the completion of the New Jersey State Fair, of which he is president, Sunday (30).

All of the contracted Shrine auspices have informed the management that their affiliations will continue without interruption, Hamid said.

More Texas Towns Produce for Beatty

Freeport Surprises; San Antonio Okay; Corpus Christi Registers Full Houses

GALVESTON, Tex. — A sleeper stand at the boomtown of Freeport, Tex., gave the Clyde Beatty Circus another three-show sellout to add to its growing list of winning towns.

That came after a highly successful stand in Corpus Christi and a good stand in San Antonio.

Moving from Austin, where it gave three shows in a day, the Beatty circus got a fast run on the Southern Pacific Railroad. The show rolled at 4:45 a.m. and completed the 177-mile run in four and a half hours.

San Antonio stand began on Thursday (20) with a light afternoon show that started late because of the late arrival. That night brought out a near-full house in hot weather. Second day (21) had a three-quarter afternoon in hot weather and a capacity house in the cooler evening. High school football and a "Grand Ole Opry" show at the Municipal Auditorium were opposing factors.

Weekend at Corpus

Corpus Christi was Saturday and Sunday (22-23). The 149-mile jump was completed by 8:30 a.m. and there was a five-mile haul to the lot. This showgrounds was out of the city limits and small. The afternoon show had been set for 4 p.m. in advance and came off with a full house. Saturday night brought another full one.

Sunday (23) was reported to have turned out another pair of full houses for the show at Corpus Christi. Victoria Monday (24) and Bay City (25) were termed satisfactory by the show. Then came Freeport. Missouri Pacific had hesitated to take the show move but agreed. Advance sale was big and performances were scheduled in advance for 3, 5 and 8 p.m. All were sellouts, it was reported.

Galveston followed with a two-

thirds afternoon and a near-full night on Thursday (27).

Billers, Performers

Show is adding billposters to its earlier crew. Part of the reason is that some opposition dates are expected. Show already has crossed the Cristiani route at Greenville and Greenwood, Miss., where billing was on a friendly basis.

Performance on the show includes Clyde Beatty's lions and tigers, Beatty elephants, Beatty Liberty horses and ponies, Justino Loyal Family of bareback riders, Herbert Weber's wire and foot

(Continued on page 112)

Kelly-Miller Sets Tentative Closing Date

HUGO, Okla. — Closing date for Al G. Kelly & Miller Bros.' Circus has been set tentatively for November 1, with a possibility this will be moved up to October 28. Show has acts and animals going to winter dates which start November 2, and extra time may be needed, according to General Agent Art Miller.

He and Howard G. Farrington, contracting agent, have completed their work, and the bill car, under direction of G. Paul Jones, plus the brigade, will close here and take part in the advance department's annual party.

Meanwhile, the show is tramping Arkansas. At Searcy on September 20 it had a half house in the afternoon and an overflow at night.

SHREVEPORT SETS SHRINE RECORDS

Clyde Bros. Plays to 56,000 in Four Days; Inaugurates Circus Use of New Arena

SHREVEPORT, La. — Shriners said the stand by Clyde Bros. Circus pulled more than double the attendance of any earlier Shrine show here. It was the first time they used the new State Fair Youth Building, which seats 10,000, and it was the first time Clyde Bros. was in.

The stand began on Wednesday (19), when the houses drew 2,000 and 4,000. Thursday (20) built to 4,000 and 5,000. Weekend houses then drew 7,000 and 7,500 on Friday (21); 7,500 and 9,500 on Saturday (22) and a capacity 10,000 on Sunday afternoon (23).

This gave a total estimated attendance of 56,000.

Performance had Four Bumps, Royal Rockets, Skating Carbons, pony drills, iron jaw ballet, clowns, Wilfred Mae Trio, Valentines, Esquires, aerial ballet, Eris, Signor Niquelito, Tony Smaha, Whiz Kids, clowns, Wallendas, intermis-

sion, Karrells, clowns, Howard's Liberty horses, Henderson chimp, Miss Rietta, Howard's Elephants, St. Leon Troupe, Flying LaVals. Show used two rings and a stage. Tex Maynard and Fancher Pierce played the show.

Show also played Monroe, La., for the Shrine. On Monday (24) it drew 2,000 and 6,000 people to the Legion Memorial Stadium, outdoor date. The Tuesday (25) shows drew 2,500 and 4,000 people.

Hagen Ballys With Clowns, Bulls, Calliope

SALEM, Ill. — Hagen Bros.' Circus played to good houses here Saturday (22) under Knights of Pythias auspices. Afternoon was near full and night was three-quarters. Calliope played downtown. Sponsor made about \$250.

At Highland, Ill., on Friday (21), the show had three-quarters and near-full houses. Boys' baseball league sponsored. Elephants made an appearance downtown.

Jerseyville, Ill. (19), gave the show half and near-full houses for Legion auspices. Clowns and elephants appeared at schools during the noon hour.

Gainesville Show Selects Officers

GAINESVILLE, Tex. — J. O. Thompson is new president of Gainesville Community Circus.

Other officers are Wayne Wallace, Jack Criswell and Leroy Kemp, vice-presidents; Mrs. Claude Brown, secretary, and Tom Hayes, treasurer. Directors are Mrs. Alex Murrell, Claude Brown, Paul McGehee, Jack Howard, Albert Biffle, Dr. A. A. Davenport, J. B. Saylor, J. K. Westbrook, Jack Kennedy and Ernie Baker.

The show plans an engagement here next spring, the 28th season for the show.

Wind Blows Hard, Carson Blows Show

BOOKER, Tex. — Tex Carson Circus canceled its afternoon show here Thursday (20) because of unusually high winds that prevented raising the big top in the morning.

The night show was given as scheduled, however, and it pulled a near-full house. Legion was the sponsor.

At Perrytown, Tex. (19), the show had two near-full houses.

Davenport to Launch Fall Season at Utica

CHICAGO — Orrin Davenport will produce the Shrine Circus at Utica, N. Y., October 17-20 at the Armory. This is a new stand on the Davenport show's route and is under Shrine auspices.

Following Utica, the Davenport show will play regular fall engagements at Municipal Auditorium, Kansas City, and the Forum, Wichita, Kan.

Davenport said here that his staff will be unchanged from last winter. Merle Evans will have the band, and Harry Thomas will be equestrian director.

The performance will include the Zoppe-Zavatta riding act, Johnson and Owens, bar act; Roberts,

casting act; the Noble Trio, Ruby Haag's dogs and ponies, Zavatta dogs; Corinne Dearo and Joanne Day, trapeze; Roland Tiebor Seals; Miss Mara, single trapeze; Les Bons, Roman ladders; Maxonis, comedy acrobatics; Irma and Rio, novelty balancing; Helen Haag's Chimps, Joe Lemke's Chimps, Bokaras, Miller-Woodcock Elephants, and the Flying Deislars.

Clowns will include Otto Griebing, Jackie LeClaire, Ernie Burch, John Toy and Percy Rademacher.

Date is being promoted by Ralph Heller, with Evelyn Heller as auditor. Polack played the date nine years.

Chicago Arena Gives Mills Big Business

AURORA, Ill. — Mills Bros. Circus completed its stay in the Chicago area with a stand here Thursday (27) that drew good business. Co-owners Jack and Jake Mills said business had been strong in the suburban stands the show has played around here for a week.

They said also that the season would end up with a favorable business score, altho it has been their toughest year weatherwise, and the show has been shorthanded most of the tour.

After a quick swing thru Central Illinois, Indiana and into Ohio, the show closes October 13 at Wellington and goes to Jefferson, O., quarters.

Suburban Scoreboard

At Elgin, where the show actually played Carpentersville, it had about 1,000 for the afternoon show

Friday (21). A mix-up locally about the time of the show caused some to miss it, so they were part of the large crowd that caught the night show.

On Saturday (22), Mills Bros. played Loves Park, adjacent to Rockford, Ill., and pulled a pair of half houses under Lions auspices.

Hillside, Ill., a new Chicago suburb, brought the show a turn-away in the afternoon and a big night attendance on Tuesday (25). Brookfield on Wednesday (26) had a good afternoon and a near-full night. At Aurora the show had a full house in the afternoon.

Merle Evans caught the show at Aurora and sat in with the band of Frenchy LaBoeuf. This was turn-about, since Jake Mills sits in with the Evans band during the Columbus stand of the Orrin Davenport show. Mills plays base drum then. He also sat in as a drummer here.

FOR SALE
2 Medium Size Trained Female Elephants (Bunny and Lolibardy)
\$2500 each—Cash only
Can be seen as per route in Billboard. Possession can be had after last show in Wellington, Ohio, on October 13th. Contact
JACK MILLS
Mills Bros. Circus
After October 13 at Winterquarters, Jefferson, Ashabuta County, Ohio.

UNDER THE MARQUEE

Walter D. Nealand, press agent with the Marks carnival, reports that R. E. McAfee came on from the Maley Circus with his baby elephant. Jethro B. Almond visited Nealand. Nealand will winter at Macon, Ga.

James D. Watts, who has a store and gas station at Dover, Tenn., visited Kelly-Miller and earlier he booked Charlie Campbell's Marie O'Day Palace Car into Dover. On K-M, Watts, who was with M. L. Clark Circus and others in the 1920's, visited Tom King, Frank Ellis, Ione Stevens and others. He and his family, along with the John Kent family of Madison, Ill., recalled old shows with Campbell.

Hardy O'Neal, Hank Fraser and Jack Painter caught Clyde Bros. at Shreveport. O'Neal and Fraser caught the F. S. Wolcott Rabbit Foot Minstrel earlier. They also visited Ralph Miller in Memphis. They planned to see Cristiani Bros. in Mississippi.

The Don Smiths and Paul Van Pools visited Neal Walters and his show print plant at Eureka Springs, Ark. . . . Hazel King writes that Dolly and Jimmy Conners are back in Gainesville after fair dates. She also reports the George Keller act stopped off in Gainesville while en route from Disneyland to the fair at Caruthersville, Mo. . . . Don Marcks has been promoting a vaude unit in Northern California. The truck carrying his miniature circus was in a collision and some of the show was damaged.

Jim Stuts reports that he and wife, Mary, along with Lee and Hazel Bradley, Leo and George Hunt, Bill Hunt, Henry Hickman, Bill Grundy and Hazel Williams visited the TexOma Reptile Gardens at Colbert, Okla. He has a Hitler Car.

CFA Tom Lawless has been on a calliope spree. He played the Hagen Bros.' pneumatic model recently. Then at the ste'am traction convention at Luxemburg, Wis., he played the old America steam calliope, now owned and exhibited by the Cleaver-Brooks Company, of Milwaukee.

Frederick H. Fink caught the Beatty show at Austin, Tex., where it gave three shows.

Al Porter reports he is feeling well again and will head for Florida. He tells that Slim Wolfe is playing New Jersey with donkey baseball. Porter and Dub Duggan had the Wonderful Shows, a carnival, earlier this season.

N. J. Schiavone is comptroller of the Ringling show.

From Polack Eastern, Kitty Rostrom writes that Les and Ninette Parker and children vacationed at Folkstown, Ga. Andre and Norma Fox visited the Coleman Antaleks

at Gibsonton, Fla. . . . The George Hannefords and Kay Frances spent a few days at Sarasota and Osprey. Harold and Aileen Voise, Norbert and Arden Kreisch, Dick Slayton, Ralph Oyseth, Paul Kaye, Ernst and Lola Rhodin, Audrey Ching, Billy Porter, Leo Krezmer, Pinky and June Madison visited in Sarasota. . . . Duane Thorpe and Chuck Burnes visited the show. . . . George and Elsie Lynn and daughter, along with Ann and Jack and Tillie Simpson, visited Larry Benner. . . . Monte Del Moral had an old home week at Jacksonville, Fla., where her parents visited and the newspaper did a feature about the act.

Clarence Woods, former organist with Ringling-Barnum, is confined to St. Luke's Hospital, Davenport, Ia., after surgery and would enjoy mail, writes his son, Duke Woods, of the Moline (Ill.) Dispatch.

Clyde Beatty Circus will be two weeks behind Cristiani Bros. at Greenville, Miss., where it plays October 12. Clarence Swanger is Beatty mail agent.

Tom Parker, Clyde Bros.' Circus agent, is working out of Oak Park, Ill., and Chicago.

Sam Stratton, ahead of a legit show, "Damn Yankee," arrived in Chicago last week. . . . Harry Shell had his steam calliope at the River Boat Follies at Memphis last week, and was visited by Clown Bill Bailey and trainer Tommy O'Brien, of the Memphis Zoo.

Emmett Kelly said in Indianapolis recently he hoped to quit clowning in a year or two and return to cartooning. . . . Benny Fox has been in Dallas, lining up talent for his winter army camp shows. . . . CFAs Don Sexton and Harold Davis, Elgin, Ill., clowned the Mills show at several stands.

The Sensational Eriksons closed nine weeks of fairs, made a Michigan club date and then opened at the Belleview Casino, Montreal, first stand of a stay of six weeks or more in Canada. Coming up is an appearance on Big Top, return home to Tampa and then opening December 21 in Mexico City with Circo Atayde, reports Karl Erikson.

Bryan Woods, long-time dog and pony show operator, was featured in an article in the Orange, Tex., paper. He'll see the Beatty show there October 3 and he caught Paeks' Western earlier.

CFAs Pettus Brown and Jess Beadels vacationed five days with Kelly-Miller. . . . Joe Hodges Hodgini, Don Edwards, Diane Lindsey, Gregg Peterson and Sam Elterman, all of the Ringling show, caught Polack Eastern at Orlando, Fla., visiting Paul Kaye, Ray Sinclair, the Voises, Arden and Nor-

(Continued on page 106)

2—EXPERIENCED Phonemen—2
This is NOT a circus beg deal. Every sale you make is YOUR TAP for future sales as long as you are in our employ. YOU build up a nice REPEAT business selling ADVERTISING SPACE in the mouthpiece for all AIRCRAFT in county. Town LOCALS is carded, including out-of-towns. This paper goes into the shops and distributed through the UNION LOCALS to their members. The ONLY AIRCRAFT paper covering the county. PERMANENT YEAR-ROUND position for the better type salesman. Those that know me or worked for me and want permanency CONTACT. Will accept no collect calls. If in the area stop by personally. Live like a KING in SUNNY SOUTHERN CALIF. AIRCRAFT BOOM-TOWN. If a floater, we can't use you. If you abuse the privilege of drinking, we DON'T want you. If you want a better-than-ordinary living for you and your family, we want you. Firms contracting for space by the year. Apply: SAN DIEGO AIRCRAFT NEWS, SUITE 302, SOMMERS BLDG., 432 "P" ST., SAN DIEGO 1, CALIFORNIA. Phone: BEImont 4-2667.

WANT FOR CIRCUS
ORIENTAL AND OTHER ACTS
FOR FEBRUARY AND MARCH
Write to **STANLEY W. WATHON**
NEW YORK 36, N. Y.
1564 BROADWAY

WANT ACTS
ALL KIND WHO CAN AND WILL DO 2 or More Numbers
Clowns only who can do a Specialty Act. 12 weeks' Indoor Dates starting middle of January, 1957, closing April 5. Salaries must be low as this is a School Circus. One school per day—five days a week. Pleasant work and accommodations. You can troupe with your trailer. Small Chimp Act, Family Act, Trampoline, Acrobatic and Novelty Acts. Write
JIMMIE COLE'S ALL-STAR CIRCUS, Penn Yan, New York

WANT ACTS OF ALL DESCRIPTIONS
Acts who have worked for me, get in touch with me. State lowest. Can also place Phonemen, all winter's work. (Drunks, save your postage. No collect calls.) Have five towns open. Nov. 7-11.
J. C. PATTERSON, PATTERSON BROS.' CIRCUS
EARLE HOTEL, BENTON HARBOR, MICH.

ELEPHANT FOR RENT
Will have available after October 13, one very gentle female trained Elephant, approximately 6½ feet, complete with progs, head-piece, etc.
Contact: DUB DUGGAN
Care Cumberland Valley Shows
Summerville, Ga., Oct. 1-6 (Fair); Fort Payne, Ala., Oct. 8-13 (Fair)

INDIANS
RODEO ACTS
CIRCUS ACTS
PERSONNEL
Opening Oct. 13 & 14.
Six weeks set.
Want One Motorcycle Stunt Man and One Automobile Stunt Man.
INTERNATIONAL PRODUCTIONS
18130 Fankell Ave., Detroit 23, Mich.

PHONEMEN
ATTENTION
PROMOTER WITH CREW
I Pay 40 Per Cent
Have terrific deal here, need four Phonemen. Best sponsor, office open, phones in. Buick and Chevrolet going full blast on 1957 models. Town booming. Tickets, UPC's, Program and Banners. Have 6 months' work, all booked solid other cities. Phone me:
Cedar 5-1311, Flint, Mich.
JAY RICHARDS
P.S.: Joe and Bill, please phone me collect.

WANTED
2 TELEPHONE MEN
TICKETS AND BOOKS. HILLBILLY SHOW. Phone but pay your own.
JIMMY BROOKS
Phone 2-0658 Greenville, Miss.

PHONEMEN
Have plenty of work up to Christmas, opening Spring Unit January 1. Auspices, Fire, Veterans, Shrine, Police. Book, Banners, Tickets; pay daily. Towns ready to go. Need good men right away if you are interested in continuous work and don't drink. Want to make good money, this is it. No collect, please.
PAUL DAVIS
418 West Washington, Council Bluffs, Ia. Phone: 2-3768
Coney Farrell, Bill Hampe, call in.

PHONEMEN
Christmas Basket Deal. Top Sponsor. Tickets only. Phones in, just opened.
Phone: BOB, 9 A.M. to 4 P.M. at once, Riverside 7-9490, Youngstown, Ohio.

WANTED
Man for Lemery's Bear Act, formerly Hawthorn Bears. Experienced and sober. State all, first letter. Joe (Red) Hartman, let me hear from you. Contact
PAUL LEMERY
P. O. Box 445 Libertyville, Ill.

2—PHONEMEN—2
MOOSE DEAL
Honoring a National Sports Celebrity 4 weeks' work, 30%, Book & Tickets. SALESMEN ONLY—NO ORDER TAKERS. Come in under your own power. No collect calls.
R. A. (Bob) Mallory
NASHVILLE, TENN.
AL 4-0723, AL 6-4318, AL 5-6203
AL 5-1079
P.S.: Edwards, why don't you write!

—FOR SALE—
Television & Radio Producing Rights & Title for "TOP OF THE WORLD" Musical Revue—or—for Carnival Production.
Address:
CHARLES KYLE
112 Plant Avenue, Tampa, Florida
Best offer gets it
Want (Circus) or other (Tent) Show with Insurance, Organized

2 PHONEMEN
FOR BRAND NEW TYPE OF PITCH NOTHING BUT MONEY IF YOU DRINK, DON'T BOTHER US NO COLLECT CALLS OR WIRES
EARL GRAHAM
Lincoln 8555 (Daytime Only)
TERRE HAUTE, IND.

2 PHONEMEN
VETERAN DEALS—LONG CONTRACT YEAR-ROUND. NO DRUNKS
JAMES STIMMELL
Phone: CA 4-2407 Columbus, Ohio
P.S.: Don Vanard and Robinson, call or come in.

PHONEMEN
UPC—Book, Fire Dept. Sponsor.
MANAGER
Phone: Market 2-8846
Pottsville, Pa.

TELEPHONE SALESMAN
West Virginia Sheriff's Deal. Steady work on law enforcement deals. Phones ready. No collect. Phone
W. Va. Sheriff's Assoc.
Huntington 34451 — Charleston 61021

PHONEMEN
Radio-TV Programs
A. H. FISH
Six phones open in Detroit, also Rm. 213, 117 E. 3d, Charlotte, N. C. Florida radio & TV spots to follow for winter.

RODEO PERFORMERS
For Winter Tour.
Trick Roping, Whip Act, Knife Throwing, Comedians, Sharpshooting, Trick Riding, Indian Acts, Cowgirls. Must be sober, reliable and have sharp wardrobe. No phone calls. Write or wire immediately. **WESTERN SWING ENTERTAINERS**, 11245 Ventura Blvd., North Hollywood, Calif.

PHONEMEN
Established trade newspaper. Now on our special issue of the year. Over 18,000 cards to call from, all with cut-off of sales made last year. 35% paid, pay daily, pick up the same day. This is just outside of Philadelphia.
MACK WITZER
376 Avon Road Upper Darby, Pa. Flinders 2-1909
P.S.: T.O., call.

FOR SALE
Original folding Duralumin Trampoline. For information write
BOX D-247
Care Billboard Cincinnati 22 Ohio

Attention
BOOKING AGENTS
Note change of name. Lemery's Performing Bears, available after Nov. 1. Formerly known as Hawthorn Bears. Contact **PAUL LEMERY**, P. O. Box 445, Libertyville, Ill.

4—PHONEMEN—4
Program—Tickets. Sheriff's Deal.
AL LA DIEU
220 S.W. Oak Capital 8-5998
Portland, Ore.

2—PHONEMEN—2
Junior Chamber of Commerce Sponsor. Program and Tickets. Shelley "Bud" Snyder. Phone 62239, Bloomington, Ill. P.S.: Jim Qualey, Casey Farrell, Ed Ihlandfeldt, please contact.



CHRISTMAS SHOPPING MADE EASY!
Be Sure to Watch for the Big
Christmas Merchandise Section
in the October 13 issue
Where you will find a large array of attractive premium products and Gift Items economically priced for your Christmas needs.

Washouts Mar Gate Effort at N. J. State

Rain, Wind Nix Excellent Start, Cause First Night Show Cancellation

TRENTON, N. J.—Rain and wind virtually halted all activities at the New Jersey State Fair on Thursday and Friday (27-28). Prior to being hit by what was described as the tail of Hurricane Flossie, the event was riding along in high gear with more than 60,000 reported in attendance on opening Sunday (23).

While the weather prospects are fair for the closing Saturday and Sunday (29-30), George A. Hamid Sr., president, expressed doubt that the losses occasioned by the weather could be made up, especially since Thursday, always big, was a total loss.

On Thursday night winds estimated at 30 to 40 miles per hour caused the cancellation of the night show for the first time. The fair has a covered stage and sufficient covered seats to allow for the presentation of shows in any kind of weather except that involving high winds. Afternoon pro-

grams requiring the use of the track, including automobile races on Friday (28) were canceled because of the muddy condition.

The fair was loaded with attractions, many of them names, and business early in the week was reported well ahead of last year. Pat Boone, and Bill Haley and His Comets drew big. Denise Lor and Steve Lawrence are featured for Friday and Saturday with big car auto races on closing Sunday.

The World of Mirth Shows reported good business on the midway until the weather turned bad. Numerous concessions were absent this year because of the State ruling barring the operation of group games and games of chance.

Additions Set For Topsfield

TOPSFIELD, Mass.—Record-breaking success of the Essex Agricultural Society's 132d Topsfield Fair has prompted directors to go ahead with a number of improvements.

Paul Corson, general manager, says additions will be started immediately to the home arts and 4-H Club exhibit halls, both of which have been over-crowded for years. These will be the first of a number of face-lifting projects to be completed before next year's fair.

Topsfield has instituted an annual sportsman's show and Corson said there are plans to use the grounds for other off-season events. The highly successful lecture program, using colored slides of the fair, will be continued this year. Last season lectures were given to more than 45 groups, which sparked interest in the fair.

ESE Nudges Mark With 455,877 Gate

Figure, Only 493 Short of All-Time Record, Surpasses 1955 by 42,325

SPRINGFIELD, Mass.—The Eastern States Exposition drew 455,877 persons to its 35th annual showing which ended here Sunday (23). The mark was just 493 short of the all-time record established in 1953 and was achieved despite rain on three of the nine days.

General Manager Jack Reynolds reported success for every phase of the giant operation. The indoor and outdoor show activities did very well except that rain hurt some grandstand activity.

Increased attendance was registered on seven days. Comparative attendance figures follow:

	1955	1956
Saturday (15)...	37,716	46,826
Sunday	78,386	47,407
Monday	57,980	59,242
Tuesday	22,585	34,128
Wednesday	51,074	54,237
Thursday	45,135	39,166
Friday	35,488	45,951
Saturday	31,714	74,097
Sunday	53,474	54,833
	413,542	455,877

The increase of 42,325 over last year boomed virtually all facets of the exposition. The attendance on Friday and on closing Sunday set an all-time high for those days.

The Musical Ride of the Royal Canadian Mounted Police proved a standout attraction, officials said. Other Coliseum features included Dorothy Lamour, Dorothy Collins, Russell Arms, Pat Boone and Denise Lor, all GAC-Hamid talent. Sellouts marked the final Coliseum shows.

Track features included Jack Kochman's Hell Drivers, who were rained out on one of two days; Gene Holter's Animal Show, which was saved when it was moved into the Coliseum on a wet afternoon where it played to 3,000. B. Ward Bean's thrill show and three days

of auto races promoted by Sam Lewis.

Storyville, a new children's venture created permanently and operated by Jack Fitzgerald, was reported successful. Altho constructed elaborately and including many novel fairy tale and frontier-type attractions, plans call for the addition of new features each year.

Other major permanent improvements include new food stands and the operation for the first time of games concessions.

The fair also had one of its best years in terms of publicity. Under the direction of Amica Barone, coverage was heavy in all media over a wide territory.

MUSKOGEE WINS DESPITE DROUGHT

200,000 Come Thru Free Outside Gates; Collins' Rides, Shows Up 21 Per Cent

MUSKOGEE, Okla.—The Oklahoma Free State Fair overcame the obstacles brought about by five years of drought and closed its eight-day run here Sunday (23) on a winning note. Attendance thru the front gate was estimated at 200,000, a 15 per cent hike over '55, and receipts in general gave the fair an increase in the money department.

Tom Conrady, president and general manager, reported that receipts, with the exception of the grandstand, were ahead of a year ago.

Frank Winkley's stock car races on the final afternoon were one of the high spots of the run. The program was up 25 per cent. Winkley also operated races on two other days, the opener and Saturday (22). Other attractions in front of the stand include the Joie Chitwood thrill show; a free Oklahoma talent revue, one evening; fair-produced rodeo, three afternoons, and a Music Corporation of America variety show, three nights. Bill Atterbury's Sky Kings were a daily free attraction.

Brightest spot in the receipts picture was on the midway of the

William T. Collins Shows. Increased earning power boosted ride and show takes a whopping 21 per cent, Conrady disclosed.

Exhibit space in all departments was a complete sellout. All independent concession space was taken and with few exceptions the concessionaires signed to be back next year.

As soon as the big gates swung closed on this year's run, officials turned their attention to next year when the fair will tie in with Oklahoma's 50th birthday. Many plant improvements are on the schedule, including roofing of the grandstand and a broad program of painting and decorating.

Area Rainfall Cuts Bloomsburg's Gate

BLOOMSBURG, Pa.—Hampered at the gate by week-long rains which fell all around it, the Bloomsburg Fair is counting on good weather on closing Saturday (29) to pull it even with last year's paid attendance of 140,000.

Dismal weather blanketed the entire area thru the week and discouraged fair attendance, even tho Bloomsburg was spared. Rain finally fell late Thursday and Friday (28) to force cancellation of the harness race program. Scheduled afternoon events like the stock parade, however, went as scheduled, with the Mariners being pulled from the night grandstand show to stimulate interest.

On the amusement side, Reithoffer Shows made a creditable showing in its first appearance

here, GAC-Hamid's International Follies was doing passably well at night with the Mariners. Will Mahoney, a 20-girl line and other acts included, and Saturday's midget race card, under George Marshman, had been sold out a week in advance.

The sizable independent midway was presided over by Frank McTeague and King Reid, and there were four bingo operations in evidence.

A feature of the week was Tues-

(Continued on page 98)

Al Anderson Named Manager At Edmonton

EDMONTON, Alta.—New general manager of the Edmonton Exhibition Association, Ltd., effective October 1, is Albert (Al) Anderson, 42. He succeeds James Paul, manager for several years, who submitted his resignation last spring because of ill health.

Fred N. Miller, who was an aid to Paul, has been appointed assistant manager of the fair and supervisor of livestock. He will have full charge, under the general manager, of the spring and fall cattle shows and sales, the horse show and all livestock activities at the summer fair, including 4-H work.

Anderson has been serving as secretary-manager of the Edmonton Eskimo Football Club.

There were 60 applications for the exhibition manager's post, 15 of them from the United States.

A native of Calgary, Anderson has lived in Edmonton since 1935.

WEEK'S RAIN SLASHES ROCKY MT. TURNOUTS

ROCKY MOUNT, N. C.—The fair here was among several sea-board agricultural events in the path of last week's rainstorms, and while no physical damage was done, there was a sharp loss in gate attendance.

On Friday (28) Manager Norman Y. Chambliss readied for the first full day of operation, with only that day and Saturday remaining. Except for the Sunday (23) showing of the Joie Chitwood thrill show, which drew a full grandstand in clear weather, the fair has been hard hit.

Chambliss was lavish in praise of hypnotist Joan Brandon, grandstand feature whose early-week shows were washouts due to the storm. Quick maneuvering proved profitable and she was presented on two days in the Carolina Thea-

ter to very good business. With the fair sharing in the gross, the film house advertised the event and Chambliss lined up two TV appearances for Miss Brandon which had the desired effect at the box office. A school talk was also included.

Miss Brandon's schedule calls for two grandstand shows on Friday and two on Saturday.

Feeling the brunt of the storm was the O. C. Buck Shows on the midway, which had precious few operating hours until the weather cleared on Friday. Tentative plan was for the fair to retain its exhibits and bring the carnival back in late October for another week, but this depended on weather on the closing days.

The Wednesday (26) Negro children's day was postponed until Saturday from 9 a.m. to 2 p.m.

Oregon Assn. Meets Nov. 7

EUGENE, Ore.—The Oregon Fairs Association holds its annual meeting November 7-8 in Portland, Ore., Hallie Huntington, secretary, announced last week. The conclave will be held at the Multnomah Hotel.

Flossie Not Fussy; Sees Richmond, Too

RICHMOND, Va.—Hurricane Flossie, not too choosy about where to go last week, included the State Fair here among her unscheduled visits. The storm's effects varied from day to day, cutting into attendances and creating uncertainty in the minds of residents about whether to make the fair.

It rained on Monday (24),

Wednesday and Thursday (26-27), and created dismal, overcast conditions on Tuesday and Friday.

One result was that Harry Cooke's grandstand circus show was washed out on all three rainy days. He got both shows in on Tuesday and appeared likely to repeat on Friday. An 11 a.m. show was scheduled for Saturday.

(Continued on page 98)

Hillsdale, Mich., Races Ahead Of Record Run

HILLSDALE, Mich.—The Hillsdale County Fair—hit by rain the past two years—received ideal weather during its '56 run here last week and on Friday (28), next to the final day, was racing for new attendance and income records.

Harry Kelley, veteran manager, reported that thru Thursday night (27), total receipts from all sources were \$4,500 ahead of the same period a year ago and the big Saturday was yet to come.

The night Barnes-Carruthers' grandstand show, hurt by weather in recent years, was charging along at a good pace. The program was strengthened this year by the addition of the Harmonicats and also by some shifting of acts during the run. The Avery revue, "Canadian Capers," received good comments along with Paramount Bears, Bruce Seidlinger, Christianson's animals, Great Beckett, Fontana's Log Rollers and Happy Kellens.

Harness races, ever popular here, drew strong turnouts all week to see the close to 200 head of horses vie for \$22,000 in purses.

Gooding Amusement Company, managed by Gerald Franz, was scoring big business. "Dancing Waters," managed by Bob Purvis, did well but mechanical difficulties Tuesday (25), Kids' Day, cut into earnings.

Commercial exhibits this year set an all-time high and the overflow was housed in some 30 tents. The farm machinery exhibit was strung along three-quarters of a mile.

Pomona Shows Gain But Still Trails '55

POMONA, Calif. — The 28th Los Angeles County Fair, as it neared the end of its annual 17-day run Sunday (30), picked up in attendance but was still behind the non-record '55. Thru Wednesday (26), 13th day of the event, total attendance was 753,789, off last year's pace by 22,437 patrons. During the full run in 1955 the attendance was 1,021,909. The all-time record of 1,254,503 was set in 1948 when the fair resumed operations following World War II.

Two factors were blamed for holding down the patronage. In addition to hot weather with the thermometer in the 90's, a 13-mile stretch of the approximately 30 miles between the fairgrounds and

Los Angeles, from which the fair draws its major patronage, is under construction. At one spot, about four miles from the grounds, traffic was slowed by flagmen to permit the frequent crossing of heavy equipment. The spot was reported to have bottled up for several miles on the first Saturday (15) with radio and television giving out the news.

On the opening Friday (14) and the first Saturday, attendances exceeded those of last year. With hot weather and the road reports hitting, attendance dropped below those of 1955 for the next four days. The seventh and eighth days showed gains with the middle Saturday and Sunday (22-23), traditionally the big days of the run, stacking up well with last year. The attendance on that Saturday was 127,836 compared with 128,005 in 1955. Sunday, however, dropped to 104,436 as against 120,760 a year ago.

Monday (25) was below last year's comparative day. Tuesday (26) brought 41,322 patrons to beat last year's 41,106 and Wednesday pulled 45,798 to give the fair its largest daily gain of 5,092. This helped cut the loss of 25,291 that existed as of Sunday (23), 10th day of the fair, when the total mark to that time was 630,206.

Stampede Featured

For the closing stanza, the grandstand attraction was "The Stampede," which followed eight days of horse shows. The first two days featured Louis Armstrong and the Dave Brubeck outfit in "Jazz at the Fair." The attractions were booked by H. Werner Buck.

Horse racing with pari-mutuels was held for 14 days, each weekday. The acts used between the races were booked by Barnes-Carruthers, Chicago, with Fred H. Kressmann personally directing.

Concessionaires on the independent midway reported business held up well despite lagging attendance. Among these were Pat Treanor, who with his son, Raymond, has had the novelties for over 20 years, and Edwin Lang, who had the Mom's Aid strollers and wheel chairs. William Carter, operator of the roasted peanuts concession, said business was "fair," blaming the loss of an increase on the hot weather. David Barham, with hot dogs on a stick and lemonade, had strong sales but was unable to explain why both a "hot" and a "cold" item should be in demand.

Business at the World's Fair Midway, operated by Harry A. Illions, was reported to have held up well during the run.

Space Sales Up 25 Per Cent At Mich. State

DETROIT — Concession revenue at the Michigan State Fair showed an increase of over 25 per cent this year, according to totals compiled by Gerard C. Lacey, director of space sales and allocations.

Six basic standard concessions are sold strictly on a percentage basis each year in order to provide a reliable index to concession revenue, spread over various types. These stands grossed \$6,365 this year, compared to \$5,085 last year.

Total fair revenue from concessions reached \$92,561 this year against \$87,946 in 1955. This figure covers both flat and percentage concessions, but does not cover ding shows or similar attractions. The increase in concession sales was almost double the drop—from \$103,947 last year to \$105,260 this year—suffered in commercial exhibit revenue chiefly because of the loss of Packard and Lincoln exhibits.

Warrenton, N. C., Set for October

WARRENTON, N. C. — The Warren County Fair has switched its dates to October, William K. Lanier, president-manager, announced last week. Originally scheduled for September 24-29, the run has been changed to October 22-27.

George Clyde Smith Shows have been booked for the midway attraction.

'LOOT DEAL' PULLS PATRONS TO COIN BOX

ROCKY MOUNT, N. C. — In the past, Norman Y. Chambliss has had patrons guess the weight of a hog for money prizes, and dig for buried treasure, to stimulate interest in the Rocky Mount Agricultural Fair. This year his "Loot Deal" consists of a box filled with \$500 in nickels, dimes, quarters and halves. Winning ticket holders, 25 of them, get to dig into the "Loot Box" with their hands and take away all the coins they can hold.

Gate, Midway Records Tumble At Nashville

Six-Day Event Pulls 257,000; Gooding Gross Hits \$147,000

NASHVILLE — The Tennessee State Fair, which closed its six-day run here Saturday (22), was a record-breaker.

Attendance totaled 257,000, all-time high, which surpassed the old mark set in 1946 by about 11,000 persons.

A one-day peak gate of 63,180 was set on closing day to shatter the previous one-day peak, also set in '46.

Rides and shows of the Gooding Amusement Company aggregated \$147,000, another new record. The gross surpassed last year's take by \$40,000. A one-day midway gross record of \$43,471 was set on the closing day.

Big car auto races, staged by Al Sweeney the closing two afternoons, packed and jammed them to provide two new auto race crowd records.

Baker Named Ukiah Mgr.

UKIAH, Calif. — Robert M. Baker, former secretary-manager of the Sacramento County Fair, Sacramento, Calif., assumed his duties as manager of the 12th District Agricultural Association Fair here Monday (1). He succeeds F. P. Stipp, who resigned.

Prior to being manager of the Sacramento County Fair, Baker for three years was assistant manager of the 37th district fair at Santa Maria.

There were five other candidates for the local vacancy.

UTAH STATE HITS RECORD 242,000

Surpass Previous Mark by 22,000; 'Holiday' Grosses 267G for New High

SALT LAKE CITY — The Utah State Fair, which closed its 10-day run here Sunday (23) chalked up two new major all-time records.

Don Wyatt, new manager, announced that attendance was 242,000, surpassing the previous record of 220,000 set in 1954. And "Holiday on Ice" featured for 20 performances in the Coliseum, raked up an all-time gross of \$267,000.

The grandstand attractions, featuring horse shows on eight nights and harness races on four afternoons, ran ahead of last year. Orval's Thrill Show, a locally produced organization, did strong business in its four performances.

Weather was generally good and coupled with the record attendance, produced big grosses for the Monte

Young Shows, which reported the biggest revenue since it has played the fair.

Wyatt, serving his first year as manager here, instituted a new color scheme on the grounds. Featured in the paint-up program this year were bright blues, oranges and greens.

Mulberry, Fla., Adds Building

MULBERRY, Fla. — W. O. (Pete) Fortsen, commander of Post 72, American Legion, has announced the near completion of a new 60 by 52-foot building on the Legion fairgrounds north of this city. Contract for this addition to the so-called Phosphate Fair's facilities was let last June with a 90-day completion clause. With 3,000 square feet of floor space, it will include an auditorium, dining area, kitchen, lounge and two rest rooms, and is constructed of concrete block with terrazzo floors.

Phoenix Plans Big Radio-TV Promotion Sked

POMONA, Calif. — The Arizona State Fair, which opens November 3 in Phoenix, will be heavily promoted by radio and television broadcasts from the grounds this year, Ralph A. Watkins Jr., assistant executive secretary, announced. Watkins was here during the Los Angeles County Fair.

Watkins, an aide to Executive Secretary George Goodman, also said the fair will open on Saturday (3) instead of on Friday and Kids' Day will be held Friday (9). Gene Holter's animal show will be in on the final Saturday and Sunday with a program of big car races on Monday (12).

P. W. Siebrand, manager of the circus and carnival bearing his name, was also a Pomona visitor.

BRUNO'S BREAKAWAY SWAYPOLES

ATTENTION FAIR COMMITTEES!

See us at the Chicago Convention in December. Two units now available. Booking 1957 dates at present time. These poles actually break in half, plunging a performer 100 ft. to the ground below. Contact

George D. Bronaugh
Box 813, Packers Station
Kansas City, Kans.
Phone: Mayfair 1-1991
Barnes-Carruthers Agency, Chicago;
Cus Sun Agency, Springfield, Ohio.

For Your Fair... Park... Celebration Book

THE MALKO TROUPE

Flying Trapeze Artists
P. O. Box 322
MIKE MALKO Bloomington, Ill.

WANT TO BUY OR LEASE
3 Ft. — 5 1/2 Ft.

ELEPHANTS

Wire, Write or Phone
AUT SWENSON
Swenson Thrillcade
P. O. Box 1553, Southside Sta.
Springfield, Mo. (Phone: 4-8744)

WANT

Good clean Carnival for second week in September of 1957. Growing county fair, 3-day run, with attendance of over 6,000 this year. Two nights of Rodeo only entertainment. No restrictions on Concessions if operated legally. Ferris Wheel and 4 Kiddie Rides necessary.

JACKSON CO. FAIR ASSN.
C. Branch, Chairman
115 West Main St. Edna, Tex.

Miss BeBe Says . . .

FAIR OPERATORS SECRETARIES CONCESSIONERS

AND ANYONE INTERESTED IN THE FAIR BUSINESS—

NEEDS THE BILLBOARD EVERY WEEK!

Make Money—Save Money. Subscribe NOW—This Easy Way.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$12.
(Foreign rate, one year, \$24)

967

Name

Address

City

Occupation

CHRISTMAS SHOPPING MADE EASY!

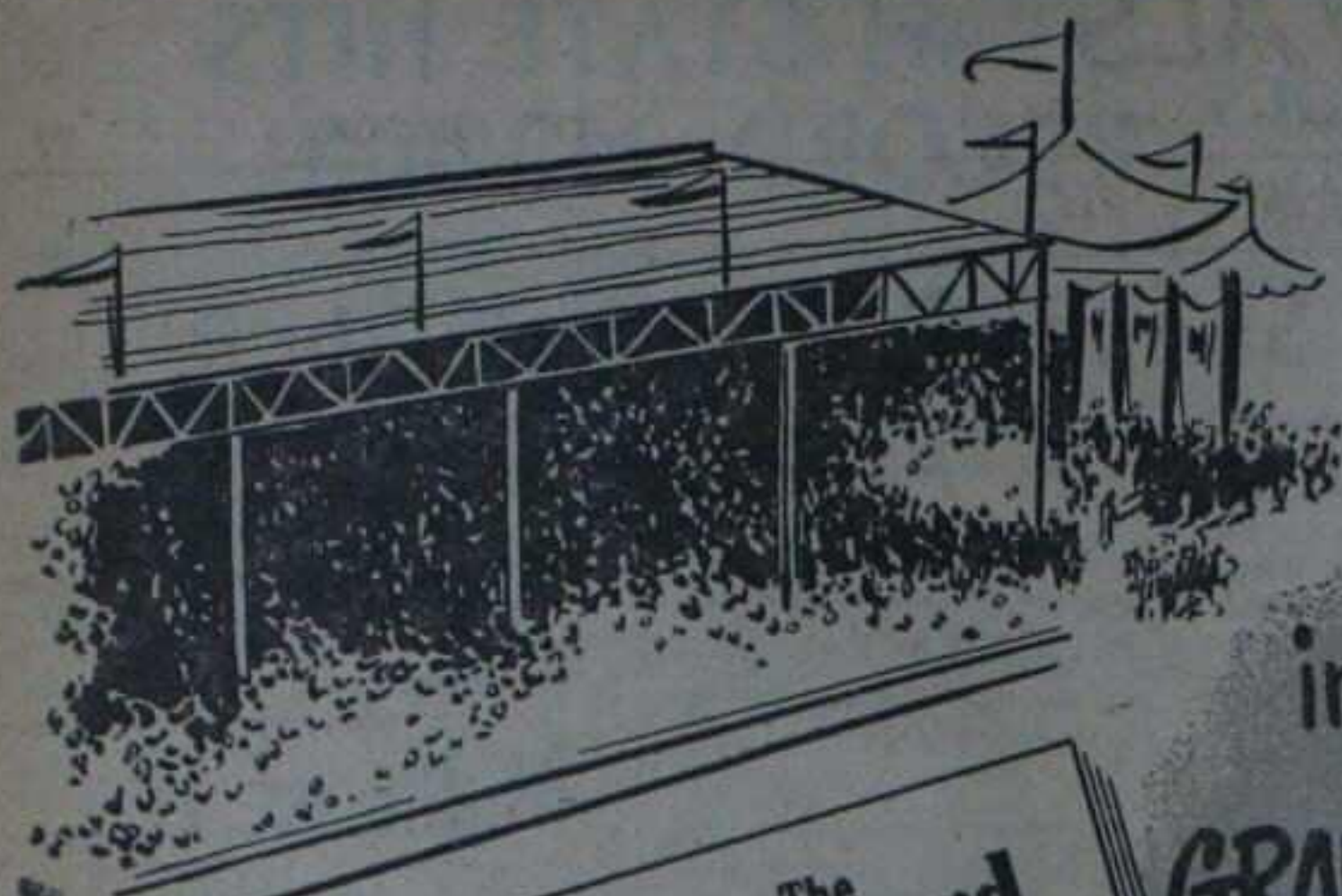
Be Sure to Watch for the Big

Christmas Merchandise Section

in the October 13 Issue

Where you will find a large array of attractive premium products and Gift Items economically priced for your Christmas needs.





your best
"CONTACT"
with
ALL OUTDOOR
SHOWBUSINESS...

in the
GRANDSTAND
or on the
MIDWAY...



The Billboard's CALVACADE OF FAIRS

The ONE SURE WAY for You to Promote,
Publicize and Sell Your Act or Attraction to so
Many Important People

Guaranteed Distribution to:

—1—

As part of the Outdoor Convention Special, the Cavalcade will reach every regular reader.

—2—

FREE DISTRIBUTION to ALL Fairmen, Carnival Owners, Parkmen, Promoters and others at the Convention in Chicago.

—3—

FREE DISTRIBUTION to ALL Fairmen at the State Fair Meetings during the winter.

Write TODAY for Rates, Layout Service and More
Information About This Important Issue!

CINCINNATI 22, OHIO
2160 Patterson St.
Dinner 1-6450

CHICAGO 1, ILLINOIS
188 W. Randolph St.
Central 6-8761

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
HOLlywood 9-5931

Puyallup's 361,737 Tops '55 by 1,066

PUYALLUP, Wash.—The 53d annual Western Washington Fair, closed its nine-day run here Sunday (23) with a total attendance of 361,737 to beat 1955 by 1,066 and endanger the 1946 record of 404,244. Foggy days and cool afternoons and evenings with rain on the final night were blamed for holding down the turnstile mark.

John H. McMurray, manager of the non-profit, non-subsidized event, said the weather was extremely foggy the first day, Saturday (15), clearing on Sunday. The fog came back thru Wednesday with high winds taking its place on Thursday, Friday and Saturday (21-22) had fog in the mornings but clearing the afternoon. The closing Sunday had weather built into a rain that started during the evening grandstand show and drove fairgoers home earlier than usual.

The shows in front of the grandstand, which seats 12,000 under cover, featured the Four Amandis, trampoline; the Antoinettes, trampoline; Master Ralph, boy xylophonist; Three Merkys, comedy tumblers; Six Frielanis, bicycle turn; Cycling Therons; Flying Roberts, trapeze; Flying Deislars; Klausner's Bears, and three high acts, Tell Teigen, Wireguards and Gretha Frisk. Cy Tailon emceed the show for the 18th year, with George Prescott announcing the World's Championship Rodeo held both afternoon and evening. The shows were interspersed with non-parimutuel racing directed by Harry Henson.

The performances were under the direction of James M. Blair, one of the 12-man board, and McMurray.

Douglas on Midway

Earl O. Douglas, owner-manager of Douglas Greater Shows, again was the concessionaire for the "fairway," much of which is permanently installed.

A new building, one of a series, was opened for this fair. Known as the Sports and Wildlife Building, it is 230 by 54 feet and features a

Flossie Not Fussy

• Continued from page 96

closing day, in an effort to recoup some of the lost time. Following the Sam Nunis-promoted auto racing on Saturday, the grandstand show was to make its last appearance.

Other entertainment efforts, in addition to the Cetlin & Wilson Shows on the midway, were the Ward Beam thrill show on opening Friday (21), which reportedly played to a weak house, and a two-day showing on opening week-end of the Gene Holter animal show.

Display Tent Downed

No physical damage was done by the storm, other than blowing down a 60-by-140 top of the Allis Chalmers exhibit. The fair's 14 tents were not bothered.

Secretary J. A. Mitchell estimated that attendance thru Wednesday was some 8,440 behind last year, but that two solid days of rain increased the deficit to 60,000. Friday and Saturday are traditionally strong days at the fair, he noted, with the prediction that a good finish could bring the gate total practically level with 1955, when the deciding week-end was rained out.

Tuesday's respite from Flossie enabled Governor Stanley's party to make its visit to the fair, where it was hauled around the grounds by trackless train. Stanley awarded a plaque to the winning tractor contest operator, and viewed a Marine helicopter demonstration.

15-foot fountain and animal cages for displays of the Washington State Game Commission. It also has a 60-seat theater, where special documentary films were shown.

Ann Taylor Faber, who handled publicity for the first time as the supervisor of the department, said that 103,501 free tickets for school children were sent out. The gate admission for adults was \$1 as in the past years.

A trend of the attendance increasing toward the end of the run was noted.

The fair, located within the corporate limits of the city, receives no money from the State, county or city. At its peak the fair employs 710 people, excluding those working on the Douglas-directed midway. The 12-man board of directors of which Dr. J. M. Corliss is president serves without pay.

Policy Revisions Click Solidly At Staunton, Va.

STAUNTON, Va.—The Staunton-Augusta County Fair, aided by a new paid gate and free grandstand policy, chalked up a record all-time attendance, Rex Spiece, secretary-treasurer, announced.

Altho receipts on two of the six days were off due to weather, corresponding higher figures on other days leveled off the total. The new armory building was used for the first time this year.

Nightly fireworks were presented by the Fireworks Corporation of America and Penn Premier Shows did well on the midway.

Auburn, Calif., Gets Record 13,692

AUBURN, Calif. — A record crowd of 13,692 attended the 20th Agricultural District Fair, which closed its four-day run here Sunday (23). Fair officials said attendance was up more than 10 per cent over 1955.

John A. Strong's Circus appeared thruout the four-day run. Opening Friday (21) for three days were Wayne Roland, ventriloquist; Ken Card, banjo comic, and Duke Art, clay modeling. Featured on Saturday was the Hilo Hattie Show. All attractions were booked by Isabelle Whall thru her Fun Unlimited Productions in San Francisco.

Area Rainfall

• Continued from page 96

day's (25) two-year-old harness purse, a record for this fair of \$14,593.

Building Revamped

Considerable interest was evoked by the revamping job done on the old exhibit building, one of the fair's original structures. Used now for 4-H and school exhibits, it has undergone a complete interior remodeling.

Best paid attendance here was 167,000 in 1943. Last year there was rain on Thursday and Friday which cut turnouts sharply. Wednesday (26) of this year saw a reported 28,000 paid admissions, and Thursday, in cold and wind, drew 19,000 nonetheless. President Maynard Mordan reported. Tuesday, Thursday and Friday are proclaimed as free days for school children, but there is no gate charge for the youngsters thruout the week.

TWO MEN HELD

\$18,000 Fair Money Stolen From Operator

SALISBURY, Mass. — Eugene Dean was robbed last week of \$18,000, reportedly representing receipts from the midway of the Rochester, N. H., Fair. Police picked up two men two days later and they confessed the hold-up, but there was no mention of the \$18,000.

Dean operates Dean's Amusement Center and other concessions at Salisbury Beach, besides his units at the fair. The masked gunmen entered his home while he and his son, Eugene Jr., were watching TV. One man compelled Dean to drive him to his beach office where the money was kept.

When Dean's wife and housekeeper came home the second man, who had been guarding the boy, took them captive until his partner returned with Dean and the money. Then they took off in their victim's station wagon.

The men told police, who did not identify them, that they had been watching Dean for a month, waiting for "a big collection" to come in. Police said Eugene Jr. got important information by questioning his guard while they waited for his partner's return from the beach.

Fair Grosses Slightly Off For Ken-Penn

PAGELAND, S. C. — The Ken-Penn Shows, well into their route of North and South Carolina fairs, have experienced business slightly below 1955 to date, according to Mrs. O. Sanders, co-owner with Ralph D. Sanders. F. E. Spain is business manager. Show's rides are all office-owned. A 1955 Dodgem was recently delivered.

Curly Shremoher manages the Monkey Speedway and the Crazy Kasel. Other show units are expected to join for balance of fair dates. A free act is carried. Among the 30 concessions on the front end are groupings owned by Blackie Comeratto, Ned Morgan, Stan Kinder, Ray Leisowski and Pete Larin.

With annuals at Mullens and Dillon, S. C., already played, fairs to follow the one here include the Pender County Fair at Burgaw, N. C.; the Williamsburg County Colored Fair, Kingstree, S. C.; Chester County Colored Fair, Chester S. C., and the colored fair at Manning, S. C. Date is yet to be announced for the week of October 22-27.

Lagasse Man Dies In R. R. Collision

WEST ANDOVER, N. H. — A driver working for the Lagasse Amusement Company, of Haverhill, Mass., was killed and a trailer truck loaded with carnival equipment was demolished when it was struck by a Boston-bound freight train near here this week. Peter Catal, 26, driving the vehicle, was killed instantly at a grade crossing on Route 4 A.

Weather Nips Marks Takes In No. Car.

HICKORY, N. C. — Poor weather nipped at the earnings of the John H. Marks Shows at the Catawba County Fair after taking its toll previously at the Stanley County Fair, Albemarle, N. C.

Albemarle opened strong with more than 18,000 reported in attendance on Monday (17). School children turned out in sizable numbers on Tuesday but cold weather held down attendance thereafter.

Marks was showing Albemarle for the 14th time. Up next is the 24th consecutive showing at the Fayetteville (N. C.) Fair.

MEMPHIS FAIR IS BIG

Rides, Shows, Concessions Share Record Biz as Attendance Soars

MEMPHIS — Smiles wreathed the faces of those who worked the midway at the Mid-South Centennial Fair as the nine-day event drew to a close Saturday night (29).

Business here was never better, and everyone, it seemed, shared in the record business.

Clif Wilson, supplier of portable rides and shows, smiled broadly. His gross was up roughly 30 per cent over last year.

Chuck Moss, holder of the games concession contract, beamed as broadly. Concession receipts, which had shown increases in each

of the previous years under his operation, were up sharply.

Sparked By Upped Gate

The fair's record-breaking attendance sparked the record midway business, and veteran showmen, ride operators and concessionaires who have been making the fair for years were loud in their praise of the fair's management for the continued development of the event.

Notable in this respect was new fluorescent street lighting, installed thruout the fun zone and thru other portions of the grounds at a cost of \$22,000. The midway, as

a result, was never brighter. Adding, too, were searchlights, two provided by Chuck Moss at an entrance leading to the games, and two provided jointly by Wilson and the fair.

Strong Line-Up

Wilson's part of the total operation embraced 7 major rides, 15 shows and a battery of kiddie rides which supplemented the permanently installed rides. Rides bought in by Wilson were a Spitfire and Scrambler, both owned by Buster Wilson; a Roto Jet, owned by Bill Schmidt, of Chicago's Riverview Park; Cooper and McMurry's Round-Up; the Velare brothers Rotor, managed by Jimmie Deal; Floyd and Baxter's Dodgem, and Harry Mamsche's Twister. Russell Phipps had seven kiddie rides and Del Warner operated his pony track.

The show line-up, a power-packed one, included Charlie Taylor's "Club Ebony," "Striporama" and "Pigalle"; Arch McAskill's Palace of Wonders, Lash LaRue's western show, "Miracle Fountains," managed by Kenny Reving, and Rivero's Globe of Death. Other back-end units were the "Golden Sahara," Lobster Family, McLaughlin's penguin show, the Jones Siamese twins, a two-headed baby show, Charlie Fogle's snake show, and Slaz's alligator-kangaroo show.

Merchandise Goes

In the games concession sector, Moss had 42 concessions, eight fewer than last year. New were five merchandise wheels. The operation was marked by a liberal doling out of merchandise.

Visitors included Dan Baldwin, manager of Kentucky State Fair, Louisville.

A. Campfield Dies in N. Y. At Age of 69

NEW YORK — Arthur E. Campfield, 69, well-known Eastern canvasman and active member of the National Showmen's Association, died Tuesday (25) in New York after a long illness that resulted from a hip injury.

A native of a Cleveland suburb, he had been in many phases of the business before he organized the canvas firm of Arthur E. Campfield Company eight years ago.

He started in the business in 1903 with a Mutoscope unit, one of the forerunners of today's Arcades. Campfield was later with such shows as Nat Reiss' Southern Carnival Company, Lewis & Clark Exposition, Talbot & Whitney, Sells-Floto Circus, Bennie Krause, Keen & Shippy, Jimmy Sullivan, Bowery Burlesque and London Belles.

Services were held Friday morning (28) at Riverside Memorial Chapel and burial was in the NSA plot at Ferncliff Cemetery, Hartsdale. His wife, Myrtle, survives.

Campfield in recent years bought his partners' interests in the business and operated it alone. When his illness grew worse, the business was dissolved.

she died, and the American Guild of Variety Artists arranged funeral services and burial.

UPPED ATTRACTIONS PAY OFF

Tupelo, Miss., Fair, With Elvis, Sets Gate, Grandstand Records

TUPELO, Miss. — Elvis Presley and the Mississippi-Alabama Fair & Dairy Show rocked and rolled to smashing success.

The six-day fair, which closed Saturday (29), piled up an all-time record attendance of 180,000. Grandstand receipts were 40 per cent higher than last year, and the midway gross (by the Olson Shows) topped that for 1955 by 12 per cent.

Presley, in for his home-coming (he was born in East Tupelo), wowed 'em on his day, Wednesday (26). No fewer than 100 special police, including 50 State highway patrolmen, were called in to control the crowd that stormed the grandstand to see the Tupelo boy made good.

His End \$11,000

Mississippi's Gov. J. P. Coleman was on hand to present a scroll to

Presley and say the State was proud of Tupelo's native son. Mayor James Vallard joined in like expressions.

Presley received \$11,800 for his appearance, with his end based on 60 per cent of grandstand receipts. He was in on a guarantee of \$5,000 against the percentage. For his appearance the usual grandstand price was upped from 75 cents to \$1.50. The capacity, moreover, had been increased by the addition of 3,000 seats in front of the stage.

Bill Changed Daily

The rock and roll headliner provided the highlight of the fair, but actually was part of the sweeping changes effected by the fair's manager, J. M. Savery. Each day, for the first time, the fair offered name or semi-name talent in front of the grandstand at 75 cents admission. Ernest Tubbs and His Texas

Troubadors, the Wilburn Brothers, Hank Locklin and Bobb Helms were in opening day. The Blackwood Brothers and the Statesmen were offered Thursday (27). Wally Fowler and His Chuck Wagon Gang, the Bond Sisters, Oak Ridge Quartet and Sister Kate Freeman were in Friday (28), and Carl Perkins, Johnny Mae Brown, Smiley Burnette, Warren (rock and roll Ruby) Smith and Eddy Bond and the Stompers the final day, all on a two-a-day basis.

In prior years the fair offered the same show for the duration of its run. Savery, commenting on the success this year, said that the fair will continue to offer different attractions each day next year.

22C for Attractions

The grandstand attraction outlay was \$22,000, an all-time high here but more than warranted, Savery said. The fair's attendance surpassed the old mark by 24,000, but receipts from all sources were proportionately higher than the jump in attendance.

Besides the shift in attractions, the fair made many other changes. A new stage was built, new cattle and swine barns were erected, premiums were hiked to \$20,000, and there were more industrial exhibits because space was freed by reducing the independent midway. An automobile was given away nightly. All available exhibit space was sold out, and livestock entries hit a new high.

Faith Bacon Dies in Fall

CHICAGO — Faith Bacon, 45, fan and bubble dancer at the Chicago and New York world's fairs in the 1930's and later a carnival performer, died here Wednesday (26). Death came from injuries suffered when she plunged from a third floor window in the hotel in which she resided.

A former Earl Carroll's Vanities star, she claimed to have originated fan dancing and was a featured performer at the world's fair here and in New York. Following the big expos, she played night clubs and in 1948 headed up a back-end girl show on the John R. Ward Shows.

Miss Bacon was destitute when

Rain Dilutes WOM Grosses at Trenton

TRENTON, N. J. — Rain and wind battered the World of Mirth Shows on Wednesday and Thursday (26-27) at the New Jersey State Fair and interrupted what was adding up as an all right date otherwise. The weather, labeled the tailend of the Hurricane Flossie, improved slightly on Friday (28).

Owner Frank Bergen accepted the loss of working hours happy in the knowledge that the predicted high winds failed to materialize. Gusts up to 40 miles an hour were reported in the area but there was ample warning and all of the vulnerable units were tied off to wagons.

The show has been hit hard by rain at virtually all of its fairs. Last week, at the Allentown (Pa.) Fair, was an exception. Attendance there was big and the grosses were reported comfortably ahead of last year.

An added feature, the Dowis Sky Wheels, which will rejoin for the South Carolina State Fair, also reportedly did well.

Overland Move

Some 17 trucks, including 7 lowboys, were used to haul equipment overland in order to make the Sunday (23) opening here. With good weather prevailing and a crowd in

excess of 60,000 reported for the day, the costly move paid off.

The concession area had a different appearance than in the past as a result of the strictly enforced State ban against group games and games of chance. An estimated 200 feet of space was unclaimed altho the area generally supervised by Bernard (Bucky) Allen, of the World of Mirth, was solidly populated with ball games, bear and glass pitches and the like. The activity was considerably more than anticipated but the loss of bingo for the first time in years hurt.

Wade Shows Move to WQ

DETROIT — The W. G. Wade Shows and Wade Greater Shows have moved into winter quarters at the Michigan State Fair, while Wade Exposition Shows, under management of W. G. Wade Jr., continues to play dates in the Michigan-Ohio territory.

The Wade shows are wintering here for the first time, occupying space in the fairground's Blue Pavilion.

SHAN WILCOX BROS. SHOWS

WORLD'S CLEANEST MIDWAY

WANT FOR 30th ANNUAL HOUSTON COUNTY FAIR,
DOTHAN, ALA., OCT. 8 TO 13

Cotton and Peanuts gathered. Biggest crop ever.

MONEY PLENTIFUL.

Featuring Free Acts and Attractions.

Promoted on TV

SHOWS

Good proposition for Colored Revues, A-1 Girl Show. Also Side Show, Fat Show, Monkey Drome or Speedway, or any Show of merit.

RIDES

Will book Scrambler, Spin-a-roo or Round-up, and Twister.

CONCESSIONS

Legitimate Concessions of all kinds. Cookhouse, Grab, Popcorn, Photos, Novelties, Long Range, High Striker, Hats, Gadgets, Basketball, Glass and Bird Pitches, Jewelry, Floss, Candy Apples, etc.

All replies to **SHAN WILCOX**

Sandersville, Ga., this week; Phone 2603
Dothan, Ala., next week.

J. GEORGE LOOS — GREATER UNITED SHOWS

WANT SHOWS — RIDES — CONCESSIONS

LAREDO, TEXAS WASHINGTON BIRTHDAY

CELEBRATION
FEBRUARY 18-MARCH 3— 14 DAYS
2 SUNDAYS

SHOWS

Monkey Drome or Speedway, Illusion Shows, Grind Shows, Fun or Glass House, Big Snake, refined Girl Show, large Motardrome, Mechanical, Circus Side Show (no Half-and-Halves) or worth-while Attractions. Write.

RIDES

Opening for Scrambler, Caterpillar, Rocket, Bumper, Rock-a-Plane, Round-Up, Coaster, Dark Ride.

CONCESSIONS

Hanky Panks, Nickel Pitch China, Bears, Glass, Parakeets, Lamps, Bingo, Custard, Long and Short Range Galleries, Photos, Novelties, High Striker. POSITIVELY NO "EDUCATED WHEELS OR SKILLOS" THAT STOP WHEN THE OPERATOR SAYS "WHOA." No Add-'Em-Up Charts or "Sneak-um" Stores. Pleased be governed accordingly. "TOOTEM" Stores will not be tolerated.

DON'T FORGET TO REMEMBER—"YOU CAN'T LOSE WITH LOOS"

WRITE
OR WIRE

J. GEORGE LOOS, Box 455, Laredo, Texas

Phone:
3-4944

GRIGGS BROS.' SHOWS

MONROE CO. LIVE STOCK SHOW AND FAIR

October 8 to 13, Brinkley, Ark., followed by outstanding spots in Arkansas and Louisiana. Show will positively stay out until Christmas.

RIDES: Want one Flat Ride, set of Kiddie Rides, Pony Ride. SHOWS: Will place Snake, Geek, Colored Girl Show, Fun House, small Side Show. Any Novelty Show with or without own equipment. CONCESSIONS: Novelties, French Fries, Short or Long Range. All Hanky Panks open. HELP: Can use good Ride Help.

CHARLES GRIGGS, c/o Western Union, Lexington, Tenn., this week; then as per route.

P.S.: Fair committees and organizations in Arkansas and Louisiana, contact for open dates.

JACK ROYAL AMUSEMENTS

ORANGE, S. C., COLORED FAIR, OCTOBER 8-13

WANT CONCESSIONS—Open midway except Popcorn and Candy Apple. Want Cotton Candy, Bingo, Custard, Glass Pitch, Bear Pitch, Fish Bowl, Bumper, Cookhouse, Long Range and Short Range Gallery, Novelties, Six Cats, Buckets. Want Agents for P.C., Buckets and Six Cats. Want any Grind Show such as Snake, Animal, Illusion or Ten-in-One.

Lincolnton, Ga., this week; Orangeburg, S. C., next.

WANT FOR

C. A. STEPHENS SHOWS

FOR MACON COUNTY FAIR, MONTEZUMA, GA., FOLLOWED BY BEN HILL FAIR, FITZGERALD, GA.; THEN STARK, FLA.

CONCESSIONS—Photos (Kenny Lambert, answer), Slum Concessions of all kinds, especially Long Range, Novelties and Custard. SHOWS—Minstrel, Side Show and Girl Show. Can use Colored Girl Show at Montezuma. Any worth-while Grind Shows. HELP—Can place sober Wheel Men.
LOUISVILLE, GA., THIS WEEK.

AMERICAN BEAUTY SHOWS

WANT FOR LOUISIANA FAIRS STARTING AT COLFAX, LA.; NORTH LOUISIANA STATE FAIR, RUSTON, LA., TO FOLLOW

Can place Concessions of all kinds. No "EX." Especially want Bingo. Can place Griddle Man and Cookhouse Help. Want Merry-Go-Round Foreman and Second Man on all Rides. All replies:

H. W. BARTHOLOMEW, Colfax, La., this week

CANDLER COUNTY FAIR

METTER, GA., OCT. 8-13

Bingo at once. All Hanky Panks, any worth-while Concession or Show except Girl or Snake. Will book Octopus, Chairplane or Tilt. Want Free Act, Metter, Ga., Oct. 8-13. Must be reasonable. Want Agents and Ride Help, must drive.

ROY TIBBS

c/o WESTERN UNION OR GENERAL DELIVERY, MILLEN, GA.

PEPPERS AMUSEMENTS WANT

Photos, Short Range, Cigarette Gallery, Scales and Weight, neat Grab, Slum, Jewelry, Slum Blower, Fish or Duck Pond. One of a kind. Want Agents for Bear Pitch, Glass Pitch and Milk Can. Milton, Fla., this week. All wires or phone calls after 8 p.m.—9804 Milton, Fla.

Frank Peppers, 2215 Halls Mill Rd., Milton, Fla.

A
FAMILY
TRADITION



JOHNNY'S
* UNITED SHOWS *

PLAYING DOTHAN, ALA., PEANUT FESTIVAL AND FAIR COMBINED

(This is not the Houston Co. Fair, but THE ONLY FAIR IN THE COUNTY THAT RECEIVES STATE AID)
150,000 Attendance. Top Entertainment. Parades Daily. Free Gate.

CONCESSIONS WANTED—Cook Houses; Grab, Sno Cone, Floss, Novelties, Hats, Photos, French Fries, Hanky Panks, Ball Games or What Have You?

SHOWS—Side Show, Minstrel, Girl Revue, Illusion, Monkey, Snake, Grind Shows of Merit.
RIDES—Rock-a-Plane, Round-Up, Scrambler and Ferris Wheel to form dual wheels.

All replies JOHN PORTEMONT, Scottsboro, Ala., this week

RALEY BROS.' EXPO.

CLEANEST SHOW ON EARTH

MARION, S. C., WEEK OF OCTOBER 8

THIS IS THE BEST COUNTY FAIR IN THE CAROLINAS. CHESTERFIELD, MONCK'S CORNERS AND WALTERBORO TO FOLLOW

Place any Stock Concessions. All types of Shows. Can use two Thrill Rides not conflicting. Good opening for Novelties, Custard and Long Range.

HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, Gen. Agt.
Scotland Neck, N. C., this week.

RAS Hits New Oklahoma City Gross Mark

Chalks Up Record For Full Run; 38G Single Day Mark

OKLAHOMA CITY — Given good weather for the first time since the Oklahoma State Fair moved to its present site, the Royal American Shows came thru with a new all-time record midway gross. The eight-day event, which wound up Saturday night (29), had the biggest attendance in its long history. The Royal's gross, however, when compared to last year, was higher percentage-wise than the fair's upped attendance.

Thru the first four days the Royal raced at a pace which had its ride and show receipts 50 per cent above those for the comparable period last year. This increase did not hold to the same high level thru the last half of the fair when the fair's attendance dipped. But, pending final computation, the Royal's receipts for the full run were acknowledged to be well over the previous record.

In setting up a new high take for the full run, the Royal also established a new one-day high, grossing \$38,000 on Monday (24). This topped the previous peak of \$32,000 set in 1954.

Fair officials took time out to honor Carl Sedlmayr, RAS owner. They presented him with a plaque in observance of his 50th year in show business and presented him with a distinguished service award.

In the scramble for top money among the shows, Dick Best's Side Show was first, trailed in order by Leon Claxton's "Harlem in Havana," the office-owned "Watercade" and Johnny Branson's "Goliath."

Heth's Fair Biz Ahead of Previous Years

CARTERSVILLE, Ga.—Owner Floyd Heth and Business Manager Al Kunz, of the Heth Shows, reported here last week that business at the fairs played by the organization so far this season is running far ahead of that of previous years.

At the Cobb County Fair, Marietta, Ga., which the show played before moving here, the Heth organization experienced an increase in business of 23 per cent over 1955. Heth and Kunz announced. Top show at Marietta was "Scan-Dolls of 1956." The Scrambler drew top money for the rides.

At Carroll County Fair, Carrollton, Ga., recently, the show's gross ran 25 per cent ahead of 1955. Heth and Kunz report. Both Marietta and Carrollton have been reported for 1957.

According to Heth and Kunz, show is toting 12 shows, 12 major rides, 4 kiddie rides and 72 concessions on the fair trek. Fair dates still to be played are Cuyington, Ga.; Monroe, Ga.; Opalika, Ala.; Cordele, Ga.; and Tifton, Ga.

GIRLS

For Dancing and Posing Show, with or without experience and wardrobe. Must be young and attractive. Top salaries, nice dressing rooms and working conditions. Out ten more weeks and out again in January. Call or wire (no collect).

MIKE MILLER

Care Bill Hames Shows, Palestine, Texas, Oct. 1-6; Care Shan Bros. Shows, Bethan, Ala., Oct. 8-13.

NEW WORLD OF PLEASURE SHOWS

WANT FOR BOAZ, ALA., FAIR—OCTOBER 8-13

and MISSISSIPPI FAIR AND DAIRY SHOWS, MERIDIAN, MISS., OCT. 15-20—ONLY FAIR TO BE HELD HERE THIS YEAR

CONCESSIONS

CUSTARD, SNOW, FRENCH FRIES, GRAB, HANKY PANKS OF ALL KINDS, BEAR PITCH, POTTERY PITCH, GLASS PITCH, BOZO, NOVELTIES, P.C. WITH HANKIES, SEMI FLATS WELCOME ALSO. DERBY RACER, PENNY ARCADE.

SHOWS

WANT MONKEY, WILDLIFE, MOTORDROME OR ANY GOOD GRIND SHOW OF MERIT.

WANT GIRLS FOR GIRL SHOW. TOP SALARIES.

AGENTS

GRIND STORE PLAYERS AND CIGARETTE BLOCK CREW.

ALL REPLIES TO EP. GLOSSER (FAIRGROUNDS), PULASKI, TENN., THIS WEEK

PARAKEETS CAGES

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

24-HOUR SERVICE
Phone Elliott 9-4591

WELLS BIRD FARM

2143 South Myrtle Avenue
Monrovia, California

WANT TO BUY

OCTOPUS AND ROCK-O-PLANE.
FOR SALE OR TRADE—FLY-O-PLANE.

E. L. WINROD

P. O. Box 177 Pacific, Mo.

BINGO FOR SALE

with truck. Same can be booked on show balance this season and next. If interested, replies to

JAMES H. DREW SHOWS
McCormick, S. C., this week.

AGENTS

E. J. McDANIEL

Will place Agents for Pitches and Stum Stores of all kinds for following Fairs: Center, Tex., this week; Bryan and Pasadena, Tex., Fairs to follow. Contact c/o BILL HAMES SHOWS Center, Tex., this week

SEARCHLIGHTS

Brand-new Sperry and G.E. 60-inch Searchlights, still crated, located Albany, Chicago or St. Louis, with tires and complete spare parts box, \$400. Brand-new Generalox, still crated, 14.5 kw. \$600. Complete Burner Heads, \$100 a set. Also very good buses in slightly used equipment.

J. PILE
825 Becker Road Glenview, Ill.
Glenview 4-7240 or Mulberry 5-2310

ELWOOD FALL FESTIVAL

October 9-13, on the streets. This is the big one. Backed by business men. Free Acts, Parades, Bands, Drag Races, Want Hanky Panks, Grab, EX on Novelties, any good Concessions. Contact

DON LANE

Barham Hotel, Elwood, Ind.

PIEDMONT INTERSTATE FAIR

Oct. 8 thru 13, Spartanburg, S. C.

GEORGIA STATE FAIR

Oct. 15 thru 20, Macon, Ga.

GREATER JACKSONVILLE FAIR

(Gator Bowl) Oct. 24 thru Nov. 3, Jacksonville, Fla.

CAN PLACE one large Show of merit to feature. Have opening for Glass House. Harvey Wilson, answer.

WILL PLACE all Eating and Drinking Stands located on midway. Will place all legitimate Merchandise Concessions.

WANT: Want a few Workingmen in all departments. We pay Union Welfare for sickness and death.

ALL ADDRESS

CETLIN & WILSON SHOWS

This week, Greenwood, S. C., Fair



WANT FOR EASTERN NEW MEXICO STATE FAIR, ROSWELL, OCTOBER 9-13.

ATTENDANCE LAST YEAR OVER 150,000.

CONCESSIONS

Will book Pitches of all kinds except Glass. Want Cigarette Block, Hanky Panks of all kinds (no "EX"), Footage going fast, \$10.00 per front foot. Center Stands measured Long and Short Way. Can place several Grind Stores and Wheels that have Hanky Panks and can take orders; will work Roswell for \$2.00. Want Penny Arcade. Will book two Cookhouses, have no Ents on Show. Want Foot Longs, Pronto Pups, Carn Dogs and Grab Stands. Will sell "EX" on Age and Scales.

SHOWS

Want two high-class Girl Shows with own equipment. 30,000 men stationed at Air Base here and Girl Shows work. Also want any Shows not conflicting with Side Show.

RIDES

Can place small or large Coaster and Round-Up.

All wire or call: Mrs. H. P. Hill (Fairgrounds), Pecos, Tex., Oct. 1-6, or H. P. Hill (Fairgrounds), Roswell, N. M., Oct. 2-6.

(Will be in Albuquerque, Wednesday, Oct. 3)

P.S.: Will sell Front End for 1957—6 Concessions, 3 on each side. Must have some Hanky Panks and at least \$5,000.00 front money. See me in Roswell and see my show.

GEM CITY SHOWS

WANT FOR COOSA VALLEY FAIR, ROME, GA., OCT. 8-13

FOLLOWED BY ALBANY, GA., FAIR; MOBILE, ALA., FAIR, AND SELMA, ALA., FAIR. THEN OUR FLORIDA DATES.

THESE FOUR FAIRS ARE AMONG THE TOP FAIRS OF THE SOUTH. CONTACT IMMEDIATELY FOR SPACE ROME, ALBANY AND MOBILE EACH DRAW OVER 100,000 ATTENDANCE

CONCESSIONS

Will book Hanky Panks and Pitches of all types that work for stock. Also want Eating Stands. Will sell "EX" on Frozen Custard.

RIDES

Will book Pony Ride for Rome, Ga.

SHOWS

Want any well-framed Grind Shows of merit.

SIDE SHOWS: WILL BOOK SIDE SHOW WITH OWN EQUIPMENT OR OPERATOR WITH ACTS FOR OUR OWN EQUIPMENT. BILL CHALKIAS OR OTHER INTERESTED PARTIES, GET IN TOUCH.

Wire **THOMAS D. HICKEY**
FAIRGROUNDS, ATTALLA, ALA.

Wire or phone **SAM or DON GRECO**
REICH HOTEL, GADSDEN, ALA.

Your American Red Cross Is Always There After Disaster Strikes

★ ★ ★ ★ ★ CONEY ISLAND ROAD SHOWS ★ ★ ★ ★ ★

★ ★ ★ ★ ★ LAST CALL! LAST CALL! ★ ★ ★ ★ ★

★ ★ ★ ★ ★ 25 WEEKS WINTER BOOKING ★ ★ ★ ★ ★

★ ★ ★ ★ ★ IN CUBA, NOVEMBER 23, 1956 ★ ★ ★ ★ ★

★ ★ ★ ★ ★ THRU APRIL 15, 1957 ★ ★ ★ ★ ★

We pay transportation on equipment to Cuba and back. Camaguey Feria (last year's attendance, 200,000), Commercial Feria Santa Clara, Holguin Fair, Feria Sancti Spiritus, Havana Police Benefit.

★ ★ ★ WANT WANT WANT ★ ★ ★

- | | | |
|---|--|---|
| SHOWS
Outstanding Glass House, Illusion Show, Motordrome, Monkey Speedway or any Grind Shows. Liberal percentage. | CONCESSIONS
African Dip, Custard and Photos. Liberal percentage. | RIDES
Rockplane, Caterpillar, Roundup, Twister or any non-conflicting Major Ride. Liberal percentage. |
|---|--|---|

All contact: **GENE BEECHER** General Manager
Box #1123 South Miami 43, Florida

★ ★ ★ ★ ★ WALLACE BROS. SHOWS INC. ★ ★ ★ ★ ★

- | | | |
|--|---|---|
| SHOWS
Can place Geek, Fun House, Monkey, 10-in-1, Motordrome, Athletic, Mechanical Show. | RIDES
Want Dark Ride, Rock-o-Plane, and Round-Up. | CONCESSIONS
Cookhouse, Custard, Bingo, Six Cats, Buckets, Grab, Snow and Flow, Scales, any Stock Concessions. |
|--|---|---|

All replies E. E. FARROW JR.

KOSCIUSKO, MISS., this week; CLEVELAND, MISS. (FAIR), next week; followed by MISSISSIPPI STATE NEGRO FAIR, Jackson, Miss.

JAMES H. DREW SHOWS

EMANUEL COUNTY FAIR, SWAINSBORO, GA., Oct. 8 to 13 Inclusive; BROOKS COUNTY FAIR, QUITMAN, GA., Oct. 15 to 20 Inclusive. With Dublin, Panama City and Folkston Fairs to follow.

WANT—Experienced Ride Men who are tractor trailer drivers. WANT Cookhouse and Grab for balance of fair circuit. WILL PLACE all kinds of merchandise and outright sale Concessions. Good opening for Long Range, African Dip, Novelties and others. WANT Monkey Show or any other Grind Show that does not conflict.

All replies via Western Union
JAMES H. DREW SHOWS
McCormick, S. C., all this week.

MIGHTY INTERSTATE SHOWS

Want for Coffee County Fair, Douglas, Ga., Oct. 8-13; biggest tobacco crop in years. Pike County Fair, Troy, Ala., October 15-20; bumper cotton crop. Now booking for De Puniak Springs, Fla. Fair; get your reservations now as space is limited. SHOWS: Any worth-while Grind Shows. Good opening for Penny Arcade, Fun House. RIDES: Will book any Flat Rides or Kiddie Rides with own equipment. BIDES: Will book any Flat Rides or Kiddie Rides and not conflicting. Good opening for Live Pony Rides. NIDE HELP! Foremen and Second Men on all Rides. Top wages. Tractor-trailer drivers preferred. CONCESSIONS: All legitimate Merchandise Concessions open. Good opening for Ball Games, Pitches of all kinds, Short Range Galleries, Long Range Galleries, Photos, Novelties, Age and Weight, High Striker, Monogrammed Hats, Frozen Custard, Ice Cream. Want to book Cook House that caters to show people. Also want to book Bingo for balance of season. Replies to

H. B. ROSEN
LAURENS COUNTY FAIRGROUNDS, DUBLIN, GA.

WANTED ★ WANTED ★ WANTED

Now that the carnival season is over—experienced Show and Chorus Girls. All-year-round work. Good pay—easy hours from 9 p.m. to 2 a.m. You don't have to move around like a gypsy—live the life of a human being. Send photos with your inquiry.

MIKE GOLDSTEIN
408 CLUB
408 E. Baltimore St.
Baltimore 2, Md.

FOR SALE

32 foot Allan Herschell Merry-Go-Round, 1953 Allan Herschell Sky-fighter and Kiddie Auto Ride, 1953 Pretzel Whirl, Kiddie Ride, 1950 Allan Herschell Roller Coaster.

Transportation for above.
THOMAS THORNER
Highway 43 North Kirksville, Mo.
Phone: Mahawk 3-3940

Concessions for Sale

Jewelry, Scales, Six Cats, Buckets, Balloon Darts, Colored Pan Game and many other Concessions; also a 38-ft. Fruehauf Van, good condition, and plenty of Plaster and Stock on hand.
SAM CARSON
P. O. Box 946 Winnfield, La.
Phone: 4494

MIDWAY CONFAB

Elmer Reid, owner of Reid's Golden Star Shows, is back at his Alton, Tenn., home following throat surgery and reports he's well on the mend. Would like to get letters.

A kind of reunion was in order at the Fayetteville (N. C.) Fair, with the John H. Marks Shows in for its 14th showing. Owner John H. Marks and show personnel had lots to talk about with Clyde Skidmore, president, and his associates, Bailey Gullede, Frank L. Pater-son and S. L. Gullede.

Diana Butts, a member of the Harry Weiss bingo unit with the Marks Show, has given 72 pints of a rare type of blood—AB-4H negative—to various blood banks thruout the country. Her most recent contribution was made at the University of Virginia Medical School during an engagement at Charlottesville to the blood bank of the Miami Showmen's Club.

Ralph Endy has rejoined the Marks Shows with his Scooter. Other additions to the ride line-up are a Scrambler, owned by Harold Lucas, and a Roundup owned by Ed C. Sweet, of Kannapolis, N. C. Harry Mamas has had his Octopus and Rock-n-Plane units with the show thruout the season.

Jack Gallupo has had a nice season with his cafeteria on the Marks Shows. He has been in the business for 25 years as cookhouse and girl show operator. Peggy Gallupo is cashier and purchasing agent. . . Al Palmer is the oldest in point of service, with the Marks Shows having been with the organization for 32 years. He is also winter-quarters custodian. Paul Lane, concession manager, has been with the show since 1932 and Harry Schreiber has been business manager for 12 seasons. Walter D. Nealand has been publicity director off and on since 1935.

Phil Cook took off for his Miami home after winding up his work as a concessionaire with the World of Mirth Shows at the Allentown (Pa.) Fair. . . Cookhouse operator Lou Kane was named a deputy sheriff while playing the York (Pa.) Fair. Impressive credentials, including one suitable for framing, accompanied the honor.

Fat girl Baby Thelma and hubby Frank Amand have inked a five-year contract with Fred Sindell, of Coney Island. She finished the season at Coney and will single-O with the World of Mirth for the balance of the fair route.

Steve and Bob Vaughn operated four stands at the Pomona, Calif., Fair without the help of Steve's wife, Helen, and his partner, Joe (Red) Dauer. Mrs. Vaughn with Mr. and Mrs. Dauer stopped off to play the Albuquerque, N. M., Fair after winning stands in Chicago, London, Ontario and Toronto. . . Leo Zaechini reports good grosses with his Dark Ride at the Tennessee State Fair, Nashville. Closing day the ride racked up \$2,200. Aiding Zaechini were his wife, Lily; brother, Victor, and D. D. (Tex) Blake.

Siebrand Bros.' Carnival & Circus took delivery of a new 35-foot three-abreast Allan Herschell Merry-Go-Round at the New Mexico State Fair, Albuquerque. . . Sally Hickey, daughter of Mr. and Mrs. Thomas Hickey, owners of Gem City Shows, was recently honored by the Navy Club Auxiliary of Quincy, Ill. Miss Hickey, who this year graduated from Quincy High School, received a \$100 prize for an essay, "What Nursing Means to Me." She plans to enter a school of nursing this fall.

Mary Shaw has given up her telephone service office to help her husband, George P. Shaw, with his I.D. bracelet stand at fair dates.

J. A. (Timmie) Waters, former concessionaire, is confined in Ward 2 of the Sanitorium (Miss.) Hospital. Mrs. Waters is with the Gentsch Shows playing fairs in Mississippi. . . Carnival Joe Markase posts from Hope, Ark., that his guess-your-name is doing well at fairs in that State. . . Elaine (Golden Goddess) Cameron, who worked the annex for Burns' Torture unit at the Detroit Fair, is prepping a night club act and is scheduled to open in New Orleans.

Anna Dumas, former partner in Happyland Shows, is confined in Memorial Hospital, Bradenton, Fla., with a heart condition.

Joseph Lehr, spot worker head-quartering in Philadelphia, made the opening day of the recent Bloomsburg (Pa.) Fair to visit Jackie Weiss, who is handling-bingo for his father, Benny.

LISA DEL MAR

WANTS

For Eastern New Mexico State Fair in Roswell.

Dancing Girls for big Girl Show built on 29-ft. semi. Also Tattoo Artist, Pin Cushion, Fire Eater, etc. for big Side Show. Work all winter. Contact

LISA DEL MAR

Care of Hill's Greater Shows
Pecos, Tex.

WANTED

GIRLS

- Dancers • Show Girls
- Waitresses • Novelty
- Exotics • Musicians

Good pay—winter's work

TOMMY THOMAS

Club Mardi Gras, 92 Duval St.
Key West, Florida
Phone 4-9147 after 9 P.M.

Valley Exposition Shows

Burleson County Fair, Caldwell, Tex., this week. 6 Texas Fairs to follow

CAN PLACE CONCESSIONS AND SHOWS OF ALL KINDS (Bill Kennedy, Cliff Knox, Charney, Bertly, wire.) Buddy Lamb wants sober Ride Help. Hermyth Miller, wire.

FOR SALE

Thanks for the many letters, calls and wires, but the Parker Baby-Q is sold. My thanks to each of you. I now have one 40 ft. Parker Special, 2 abreast, 28 horses, 2 chariots for sale; all new wood, good top, and motor gas, air cooled, New Parker Style Metal Horses for sale, Kiddie Car Ride, 8 1/2 Wheel (adult size). WILL PAY CASH FOR RIDES.

C. A. GOREE
Aste (Phone: 147), Texas

J. ALLEN PARK or J. D. PEG BURKE

I will pay liberally for information as to the whereabouts of either above party living or dead. All replies confidential.

WM. E. DYER, Dyer's Greater Shows, Tunica, Miss., now; Brownsville, Tenn., next; Marianna, Ark., follows.

JENNY WANTED

At once. Must look and be in good shape. Will hood for liberal percentage for good Cotton Sports and our Louisiana and Florida Fairs. Wire and give phone number if possible.

Jack's United Shows

Manetta, Ark., this week.

Elephant Man Wanted

For single Elephant. Year-round work. Good home for single man. Apply:

AUT SWENSON THRILLCADE

P. O. Box 1532, Southside Ste., Springfield, Missouri.
Osburg, Little Junior, contact me.

100,000 . . . \$32.00
10,000 . . . \$10.00
20,000 . . . 12.50
50,000 . . . 20.00
200,000 . . . 55.00
Price Chg. . . \$3.00
Color Chg. . . \$1.00

ROLL TICKETS

Printed to Order
DALY TICKET CO.
Collinsville, Ill.
Union Made

PRICES F.O.B.
COLLINSVILLE, ILL.
Coupons Double Price
Stock Tickets, 1x2 Inches
1 Roll . . . \$.90
5 Rolls . . . 4.25
10 Rolls . . . 8.00
50 Rolls . . . 23.00

Concessions for Sale

Jewelry, Scales, Six Cats, Buckets, Balloon Darts, Colored Pan Game and many other Concessions; also a 38-ft. Fruehauf Van, good condition, and plenty of Plaster and Stock on hand.
SAM CARSON
P. O. Box 946 Winnfield, La.
Phone: 4494

There's Good Reason Why *MORE and MORE*

CARNIVALS Large and Small

Advertise in The Billboard's Big Annual

CAVALCADE of FAIRS

NO OTHER ISSUE . . . NO OTHER FORM OF ADVERTISING OR PROMOTION

offers you these **IMPORTANT ADVANTAGES**
AT SUCH LOW COST . . .

Far-Reaching Readership

Distributed as Section II of the Big, Annual Outdoor Convention Special to the entire weekly Circulation . . . and many additional copies sent to Newsstands thruout the country.

Special FREE Distribution

to every Fairman, Parkman and Outdoor Showman attending the Outdoor Meetings in Chicago.

Special FREE Distribution

to individual Fair Secretaries and at State and Regional Fair Meetings thruout the country during December, January and February.

CONTAINING:

Page after page of Special Feature Stories, with appropriate illustration of great interest to every Fair Secretary and Board Member.

Statistical Directory of Fairs giving Dates, Attendance and other important Facts and Figures.

Directory of Still Date Facilities showing Grandstand Capacity, Plant Availabilities and other pertinent information.

Combined with the Outdoor Convention Special, the Cavalcade of Fairs is one of the most important issues of the entire year to All Carnival Owners. You get all the **SPECIAL BENEFITS** of this great combination . . . with **EXTRA Circulation . . . GREATER Reader-Interest . . . REPEATED Distribution at NO EXTRA COST.**

Forms go to press November 1, get in touch with us today for more information on rates, free layout service, etc.

CINCINNATI 22, OHIO
2160 Patterson St.
DUbar 1-6450

CHICAGO 1, ILLINOIS
188 West Randolph St.
CEntral 6-8761

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
Hollywood 9-5831

GOLD MEDAL Shows

WANT WANT WANT
FOR CHASE CITY, VIRGINIA

CONCESSIONS of all kinds—No Exclusive. P.C. if you have Hanky Panks. All Eating and Drinking Stands open. A Cookhouse for balance of season.

SHOWS—Want Sideshow for balance of season with or without equipment, any other Show not conflicting, especially want Fun House, Glass House or any Grind Show of merit.

RIDE HELP—Wheel Foreman for Tilt and Octopus, Second Men on all rides. Positively all winter's work for good help.

Wire

JOHNNY J. DENTON, Durham, N. C., all week
P.S.: Al Hatch, call me.

PENN PREMIER SHOWS

worlds • cleanest • midway

SCOTLAND COUNTY FAIR, Laurinburg, N. C., Oct. 8-13; TRI-COUNTY FAIR, New Bern, N. C., Oct. 15-20; JONES COUNTY FAIR, Trenton, N. C., Oct. 22-27.

CONCESSIONS—Can place Grab, Hats, Photos, Short Range or any Hanky Pank.

HELP—CAN PLACE FOREMEN FOR WHEELS AND OCTOPUS and Second Men on other Rides (Mac, come on). SHOWS—Place Snake Show, Geek or good Animal Show. Address all mail, wires or phone calls to

LLOYD D. SERFASS, Gen. Mgr., or HARRY (BUSTER) WESTBROOK, Bus. Mgr.
FAIRGROUNDS, LEXINGTON, N. C.

L. J. HETH SHOWS

THE NATION'S MOST FUN-PACKED MIDWAY

WANT FOR BALANCE OF GEORGIA FAIRS, CONTINUOUS THROUGH SECOND WEEK OF NOVEMBER

RIDES: Spitfire, Fly-o-Plane, Dark Ride. Can use two more modern Kiddie Rides. SHOWS: Excellent openings for Grind Shows with their own equipment and transportation, Matardrome, Sideshow. HELP: Foreman for Caterpillar who knows the ride—must be sober and reliable. Can place General Ride Help who can drive semis. CONCESSIONS: Want Agents for Grind Shows. Can place legitimate Concessions at all times. Want flashy Penny Arcade. All replies to

L. J. HETH SHOWS, Covington, Ga., Fair this week

AMUSEMENTS OF AMERICA

LANCASTER CO. FAIR, LANCASTER, S. C., week Oct. 8;
SUMTER CO. WHITE FAIR, SUMTER, S. C., week Oct. 15;
SUMTER CO. COLORED FAIR, SUMTER, S. C., week Oct. 22

CONCESSIONS: Can place Concessions of all kinds. No exclusive.

RIDES: Scooter, Scrambler, Round-Up, Rock-a-Plane, Caterpillar.

SHOWS: Any good Grind Show with own equipment.

**OPENING OUR WINTER TOUR NOV. 17
HEART OF MIAMI, FLA.**

We also play South Florida State Fair, Homestead.

Address John Vivona, Union, S. C., this week

FOR SALE OR TRADE

2 American 2-passenger Hot Rod Drive Yourself Speedsters, for kids or adults, cost \$1,250.00 each—sell for \$250.00 each; one 35x70 banked portable Speedway, \$3,500.00; #3 Eli Ferris Wheel, the best, used in park, \$3,850.00, or \$4,150.00 with trailer; portable Scooter Building, 35x70 space, \$5,000.00; Short Range Portable Steel Trailer Gallery, \$350.00; Westinghouse 45 KVA single-phase 110-220 Light Plant, like new, on truck, \$2,250.00; one 30 kw, 110-volt DC on trailer, \$1,000.00; also 14x14 Ball Games and Concession Games cheap.

F. ALLEN
Phone: 54-3000

1499 BREWERTON RD. SYRACUSE 11, N. Y.

WANTED—AGENTS—WANTED

For Count Store, Blower, Pin Store, Buckets, Six Cals, Ball Games, Coke Bottles, Balloons, General Concessions Help.

For Eastern New Mexico State Fair, Roswell, N. M., Oct. 9 thru 12, and five more spots to follow.

Answers to **GEORGE JONES** or **JACK LITTLEFIELD**
c/o Bill Hames Shows, Palestine, Texas, this week.

FOR SALE

ALLAN HERSCHELL LITTLE DIPPER

Operates better than when new—portable—never moved from park—\$4,500.00 cash. Located in Midwest. Can be seen in operation.

BOX D-246

c/o THE BILLBOARD CINCINNATI 22, OHIO

PAN-AMERICAN SHOWS

Want for OLLA, LA., FAIR, October 8-13—and four more Fairs to follow

CONCESSIONS—All Merchandise Concessions open. SHOWS—Want fast-stepping Colored Girls for Jig Show. Want Talker for Sideshow. Will book any Grind Show.

RIDE HELP—Foremen and Second Men for all Rides. Out all winter.

All mail and wires to De Ridder, La.

HURRICANE

Flossie's Tail Whips Buck at Rocky Mount

ROCKY MOUNT, N. C.—The tail of Hurricane Flossie wagged things the wrong way for the O. C. Buck Shows and the Rocky Mount Fair. Only token operation was possible thru Thursday (27).

The show arrived in rain which continued thru Monday (24). Tuesday night the show managed to get open but the skies let loose again within an hour. On Thursday the show registered some activity and counted some dollars but the total earnings were far short of what they would have been with good weather.

School kids were let loose on Friday (28). There was a promise of sun by afternoon and the prospects for a big windup Saturday (29) were excellent. While it was unlikely that a week's work and earnings could be wrapped up in two days, the date could still add up to something better than fair.

Bedford, Va., Good

Last week at the Bedford (Va.) Fair the show came up with a bigger prize than anticipated. Excellent weather and crowds that surpassed the predicted attendance gave the show a fine week. The Junior Chamber of Commerce, sponsors of the event, announced plans to seek a larger grounds that would provide for more parking.

Previously, at the Washington (N. C.) Fair, business was reported as only fair.

Show personnel were saddened by news of the death of Richard Tolman, who had served the organization as secretary-treasurer for 23 years. He was also The Billboard mail agent. He was 71. Tolman was taken ill several weeks ago while the show was playing the Plattsburgh (N. Y.) Fair. After hospitalization there he went to his sister's home in South Weymouth, Mass. He entered a hospital there and word of his death was received on Monday (24). He is survived by a sister, Mrs. H. M. Hodgkinson, and a daughter.

ESE Midway Units Do Okay As Attendance Nears Record

SPRINGFIELD, Mass.—Amusement units at the Eastern States Exposition did well with attendance for the nine-day event topping 455,000, just 400-odd short of the all-time record.

Earnings for the King Reid ride units were reported good by the fair management. On children's day patronage hit capacity and remained there thruout most of the working hours.

No shows are included in the Reid midway presentation, but units are booked independently and presented thruout the grounds and apart from the midway set-up. Included were Dancing Waters, California Redwood Tree, small arms exhibit and the car from Mars.

Concessions Added

Concession units were operated here for the first time under the direction of Reid and Frank McTeague. Permanent type fronts were constructed and canvas units housed in separate stalls. There was no variation in the outward appearance of the units which included ball games, balloon darts, shooting gallery and the like. No group games were included.

This phase of operation was reported successful and will be continued. The units are backed up against the side of the Coliseum facing the grandstand, separate and some distance from the grouping of rides.

A standout feature was the new and permanent Storyville constructed and operated by Jack Fitzpatrick. A kid feature, containing frontier and fairyland attractions, the village proved popular thruout the run with more than 4,000 paid on children's day. An adult is admitted free with each child who pays 50 cents. All of the walk-in units contain straight sales and a live pony ride earns additional revenue.

DIXIE TOUR IN '57

Reithoffer Growing Pains Draws Plans to Southland

BLOOMSBURG, Pa.—If plans materialize for the Reithoffer rides organization, 1957 will see them a larger and more ambitiously operated show than this year, with the major change being their appearance at southern fairs in late season.

Fielding their largest display of equipment here last week for their closing date, the show management reckoned they had reached a point where they were too large for some fairs, nearly big enough for others and certainly ready to invade the South. This year has been a fairly good one, with a new appearance at Rhinebeck, N. Y., and a first showing here, the biggest date they have played.

Pat Reithoffer's visit to the Chicago conventions, a rarity in the family, will be aimed purely and simply at bookings, with possible trips to Southern State meetings to follow.

The expanding show will either build or buy, Pat claims, four large light towers for next year. Six show fronts are scheduled for construction in the Dallas, Pa., winter quarters. Two new 100-kilowatt General Motors diesels were purchased and used here for the first time, and a third one is to be added over the winter.

The Reithoffers threw everything they own into the midway here and, with the addition of booked-in units, the results were impressive. No fewer than 16 shows were up, and total kiddie and adult rides totaled into the high dozens.

Grosses thru Friday (28) were reportedly satisfactory in the light of unfavorable weather which set in on Thursday, following rains which fell all around the fairgrounds earlier in the week, discouraging patronage, altho Bloomsburg had passable weather.

Independent midway footage was booked thru Frank McTeague and King Reid.

BINGO

Bob Crawford Wants

Another Bingo for bona fide Dothan, Ala., Fair, Oct. 8-13. Contact **Carv SHAN BROS. SHOWS**, Sandersville, Ga., this week.

Schafer Shows Up Fort Smith Gross by 20%

FORT SMITH, Ark.—The Schafer Shows, owned and managed by W. A. Schafer, turned to 20 per cent higher midway receipts at the Arkansas-Oklahoma Fair & Livestock Show, which closed its six-day run Saturday (29), than was chalked up last year.

The Schafer line-up embraced 10 major rides, 12 kiddie rides, 7 shows and 30 concessions.

Marks Party Raises \$700 For Miami

ALBEMARLE, N. C.—A jamboree on the John H. Marks Shows Thursday night (20) netted \$700 for the Miami Showmen's Association.

The affair, staged after midnight in the Rocking in Harlem minstrel tent, was directed by Harry Schreiber, business manager. Charles (Whitey) Sutton, emceed the lengthy program which included talent from all attractions.

Marathon MOBILE HOMES

Made for TROUPERS

... by TROUPERS who know YOUR PROBLEMS!

Stylish to Stand Out • Price Right • Complete Conveniences

Let us send you our latest MARATHON Mobile Home booklet... it's FREE. Write for it today.

har-mac inc.
Stratford, Wisconsin

PARAKEETS

CHROME CAGES, 50c ea. Shipped Daily. F.O.B. Los Angeles. Minimum Order, 48 Birds.

—Call or Wire—

24-HOUR SERVICE

Durkee's Bird Farm
2967 E. Callahan Rd., Pico, California
Phone: OXFord 9-5210

WANTED—GIRLS

Photographic Models, \$100 week. Expenses paid when out of town, 60 hr. week. Exp. not necessary. Our service caters to photographic clubs. Under 30, photogenic. Send photos, details.

Photographers & Artists Exchange
Box 174, University Sta.,
Syracuse 10, N. Y.

WANTED TATTOO ARTIST

Live location—heart of Loop. Rent or P.C. Contact

SAM J. LORD
WONDERLAND ARCADE
442 S. State St. Chicago, Ill.

THANK YOU DR. PARKER

Noted Life and Crime Show owner, for your Chevrolet tractor purchase.

"Save Money With Johnny"
JOHNNY CANOLE
2000 Third Ave. Altoona, Pa.
Phones 9247 or 3-0002

MARKETS HEALTHY

Large \$\$ Harvest In Tobacco Land

DURHAM, N. C.—Showmen who view agricultural reports as an indication of potential spending, took hope this week from Carolina tobacco results. The tobacco country markets turned over sizably more money than in 1955, indicating that farmers and businessmen are perhaps better heeled this year. While quality generally was off somewhat, there was a large increase in the volume of trading.

Durham's market set its top sale of the season on Monday (24) when 1,226,378 pounds were sold for \$680,868. Sales supervisor Robert C. Rankin said demand and price were strong on practically every type of tobacco on the warehouse floors, and as a result many growers averaged in the middle \$60's for entire loads of tobacco. The day's activity ran well ahead of figures for the same date last year, when the average was \$10 lower and the total poundage was only 717,984.

Durham's high average was

compared with a range of \$45-\$54 for the Old Belt's 20 markets. Sales

Forecast Good

reported on Monday totaled \$157,003 in Roxboro, \$219,606 in Burlington, \$78,192 in Mebane.

While sales were expected to fall off following the big opening days, general expectations were for good prices and large volume to continue thruout the Old Belt.

The Middle Belt also reported prices higher this year, from \$1 to \$3 per hundred.

Demand and quality picked up on the Middle Belt, and sales volume was heavy on most markets, where sales for the first two weeks amounted to 32,949,940 pounds averaging \$52.98. Eastern Belt total was 231,271,703 pounds at an average of \$52.16, and Border Belt season sales totaled 292,155,358 pounds at an average of \$53.70.

Generally speaking the tobacco farmer has done better this year than last, and while he has a primary obligation to merchants who have been carrying him thru the year, he will be carrying more cash than usual when he hits the fairgrounds.

BETTER YEAR

Sullivan Ends Strong After Spotty Spring

SIMCOE, Ont. — James P. (Jimmy) Sullivan's World's Finest Shows was scheduled to wind up its '56 tour at the Norfolk County Fair here after a season that started spotty, built up in Western

Canada and ended on a strong note.

The veteran show owner-operator described the season as one of the "better years," and pointed out that continued development of resources thruout Canada should help next season to be as good or better.

The long season opened April 30 in Hamilton, Ont., and seven one-week still dates followed, most of them on the spotty side. The Western tour started at St. Vital, suburb of Winnipeg, where bad weather hurt grosses. The first fair on the B Circuit, Weyburn, Sask., opened with a big first day's business, but the rains descended and washed out the remaining two days.

Circuit Scores

Sullivan's luck then took a turn for the better. Starting at Estevan, Sask., weather improved and grosses started to build with each annual outdoing the past one. Prince Albert, Sask., final fair on the loop, was big and on the final night the rides, shows and concessions were kept busy until 2 a.m. the following morning. Quick entrainment followed for a 2,200-mile jump to Trois Rivieres, Que., where World's Finest joined forces with Patty and Frank Conklin.

Business at Trois Rivieres, Sherbrooke and Quebec City showed increases of 15 to 20 per cent. Labor Day at Quebec City yielded strong grosses. Typical were the Scrambler, \$1,897; Roller Coaster, \$1,835; Skooter, \$1,683; Roundup, \$1,634, and Moon Rocket, \$1,406. On the back-end the Casino De Paris, managed by Chick Schloss, came up with \$3,900 followed by the Congress of Jolly Fat People, Mallot's Side Show, Goldy Restall's Motordrome and Bob Hermino's Midget Revue.

Renfrew, Ont., opened a day early to catch a Saturday and the experiment proved highly successful. Sullivan will winter his show here in Simcoe, where Tiny Jamieson and his crew will overhaul rides, rolling stock and other equipment. Slim Lalumiere, chief electrician, will also work over his department.

Mike Sullivan and Tim Jordan will head for a Florida vacation and Pat Marco will also head south for a while. Hank Blade, assistant manager, will vacation in Miami, and the Sullivans, Jimmy, his wife, Joan, and their two youngsters, Jamie and John L., will fly to Florida for a brief holiday.

TESTIMONIAL FOR THREE

Fun, Solemnities to Mark NSA Nov. Week

NEW YORK — With a good part of the season under their belts, the Eastern carnivals, for the most part, have been doing well enough to indicate a successful annual festive week for the National Showmen's Association. In addition to the three-day list of social functions, members will be attracted to New York by a desire to see their club go over the top in its fund-raising drive for the new home, recently purchased.

Several prize items, including a new automobile, will be offered in the annual award activity which will be part of open house night on Tuesday, November 20.

The week's action will begin on Monday, November 19, when a unique testimonial dinner at the Park Sheraton Hotel will honor three prominent members at once. They are President Gerald Snellens, John Weisman, the immediate past president, and Dr. Jacob Cohen, club physician since the NSA's inception. The function will start at 7 p.m. in the Tropical Room and tickets are \$7.50 per person, including tax and gratuity. Dinner will be followed by entertainment and dancing. Dave Brown is chair-

man of the entertainment committee.

Open House Slated

On Tuesday the annual memorial services will be held at 8 p.m. in the clubrooms, 317 West 56th Street. The awards will be announced and there will be an open house with liberal servings of food, plus entertainment. There will be no admission charge for the night's festivities.

Height of the club's social season will be the 19th annual banquet on Wednesday, set for the grand ballroom of the Commodore Hotel. George A. Hamid Sr., president emeritus, has indicated another star-studded cast of show personalities will appear. Last year's talent included Johnnie Bay, Jean Carroll, Denise Lor, the Treniers, the Wazzans, the Jones Boys, and others. Tickets will be \$11 apiece, and tables of 10 are \$110.

The NSA closed recently for the purchase of the Friars Club two-story building on West 56th Street. Occupancy will probably take place in late winter or early spring, as soon as the Friars renovate their own new quarters and evacuate the present building.

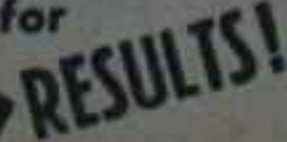
WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 2160 Patterson Street, Cincinnati (22), O., for our records of circus, carnival and tent shows in winter quarters:

978

Title of Show _____
 Kind of Show _____
 Owner _____
 Manager _____
 Winter Quarters Address _____
 Office Address _____

Use The Billboard classified pages for



RESULTS!

TINGOLI EXPOSITION SHOWS

WANT FOR SOUTHWEST LOUISIANA FAIR, EUNICE, LA., OCT. 8-14, FOLLOWED BY WINNSBORO, LA., FAIR

CONCESSIONS: Want first-class Cookhouse, Foot Lungs, Short Range, Age and Weight, Parakeet Pitch, Basket Ball, Ball Games, String Game, Pitch-Till-You-Win, Cake Batters, Hats, Hanky Panks of all kinds that work for stock. SHOWS: Can place any worth-while Show except 10-in-1, Side Show, Girl Show and Fun House. HELP: Can use Men on all Rides, must drive semis.

Contact H. V. PETERSEN, Mgr.

(Fairgrounds) or Redwood Motel, Leesville, La., this week; then the Big Fair at Eunice, La., to follow.

ROSS MANNING SHOWS

NEWBERRY, S. C.

ATHENS, GA.

OCT. 15-20

CARTHAGE, N. C.

OCT. 22-27

2 more to follow.

CONCESSIONS—Eats, Drinks, Hanky Panks, Popcorn and Candy Apples.

RIDES—Will place Kid Rides for the next 3 weeks. Want Scrambler or Spinaroo.

Write or wire ROSS MANNING

Petersburg Hotel, Petersburg, Va.

BLUE GRASS SHOWS

Wanted for West Monroe, La., Fair, week Oct. 8, followed by Abbeville and Jennings, La., then Fairs in Alabama and Florida until Armistice week

CONCESSIONS: Hanky Panks, Prize-Every-Time Games of all kinds, African Dip, Hi-Striker, Derby Racer, Auction Sales, Etc.

SHOWS: Want 1 or 2 non-conflicting shows with own equipment that cater to ladies and children. Liberal percentage.

HELP: Can always use good Ride Help with chauffeur license.

All wire

C. C. GROSCURTH

Vicksburg, Miss., all this week

ALAMO EXPOSITION SHOWS

FOR the Biggest and Best Louisiana Parish Fair, Sulphur, La., Oct. 8-13, 6 Big Nights, 2 Big Kid Matinees. Then Liberty, Tex., Fair to Follow.

SHOWS: Can place any Shows of merit.

CONCESSIONS: Can place all Merchandise Hanky Panks, Custard, Ice Cream, Photos, Jewelry and Basketball.

HELP: Can use a few Second Men on Rides.

All contact JACK RUBACK, Mgr., Baytown, Texas (Fair), October 2-6

Now Booking Attractions for the Battle of Flowers on the Streets of San Antonio, Tex., April 22-27, 1957

O.C. BUCK SHOWS

GREENVILLE, N. C., OCT. 8-13

Want Merchandising Concessions, also Hanky Panks. Will place Girl Show with or without own outfit for balance of season.

Address

O. C. BUCK, Cherokee, N. C.

CASEWELL CO. AGRICULTURAL FAIR

YANCEYVILLE, N. C., NEXT WEEK—OCT. 8-13

Want Concessions of all kinds for this outstanding event. Good opening for White Girl Shows. Capable Ride Help can be placed. Contact

STEVE DECKER-BEAM'S ATTRACTIONS

Fairgrounds—Henderson, N. C.

Atlantic District Fair, Ahsokie, N. C., follows

LITTLETON, N. C., FAIR, WEEK OCTOBER 8

WANT Custard, Ball Games, Pitch-Till-You-Win, Six Cats, Cark Gallery, Glass Pitch, Bear Pitch, Hoop-La, Penny Pitch, Photos, Grab, Slum Spindle, Candy Floss, Basket Ball, String Game, Buckets, High Striker. WANT Girl Show, Monkey Show, Snake Show, Wildlife, Pony Ride, Tilt, General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. All replies:

GEORGE CLYDE SMITH SHOWS

Enfield, N. C., this week; Littleton, N. C., Fair, next week.

See you Saw It in The Billboard

CLUB ACTIVITIES

Michigan Showmen's Association

DETROIT—The opening meeting of the new season will take place October 15, President Robert (Bob) Morrison announced.

All activities during the summer have been centered on burning the mortgage. Bill Green is recuperating in New Grace Hospital here following surgery.

Hymie Stone, chairman of the house committee, reports a successful season for his group. Louis (Frenchy) Brown is back from Rockaway Beach and plans an European jaunt.

Paul Greeley, recording secretary, completed a tour of Michigan county fairs. Clubroom visitors included Sam Burd, Ben Landes, Howard Burton, Joe Galvin, Pete Norman, Bobby Brooks, Charles Duma, Irving Quist, Elmer Nagy, Charles Rafal, John Cargan, Steve Trent, Herman Schenkman and Joe Winokur.

Caravans, Inc.

CHICAGO — President Marianna Pope opened the first meeting of the fall season Tuesday (25). Also on the platform were Mollie Raymond, second vice-president; Isabell Brantman, third vice-president; Wanda Derpa, secretary, and Lillian Lawrence, treasurer.

Correspondence was read from Emily Bailey, Bess Hamid, Ann

Roth and Helen Vaughn. Thank-you letters received from the club's mascot, Mae Muscarello, for books received during her hospitalization.

On the sick list were Marion Falco, Rose Jarboe and Pearl McGlynn. Anna Schmidt reported on the mend.

June Milceznny is now living in the Chicago suburb of Lombard while Viola Kosch is residing in Brookfield and Claire Sopenar in Cicero.

A moment of silent prayer was observed for Ann Doolan and Susan Coombs, mother of Agnes Zelek. Birthday greetings were extended Nora Geglund and Gertrude Morris.

Hostesses for the first fall social will be Isabell Brantman, Estelle Swaider, Eva Shine and Helen Wettour. Evenin gawards went to Josephine Glickman and Anna Schmidt.

Showmen's League of America

Ladies' Auxiliary

Regular meetings will be resumed on Thursday evening, October 4 in the Hotel Sherman.

Mary Lou Callbeck, daughter of Margaret Filograsso, presented her husband with a daughter. Billie Lou Bunard, North Little Rock, Ark., is ailing.

Frieda Rosen and Phoebe Carsky report good results on the award book cancer fund drive. Ann Belden is busy getting articles for the bazaar.

Next social will be sponsored by Alice Hennies, with Elsie Miller handling the details for Mrs. Hennies. Etta Henderson and family are in Saint Simons Island, Ga.

Continued from page 95

bert Kreisch, Norma and Andre Fox, Gene Randow, Henry Kyes, Dick Slayton and the Hannefords. They all attended a birthday party for Mrs. Tommy Hanneford.

E. Wasson Adams, Atlanta circus veteran, caught the Cristiani show at Opelika, Ala., and visited with Lucio and Papa Cristiani, Jim Hirschberg, Charlie Ruark and Phil Doto.

Mayme Ward is making a de luxe blanket for Mills elephant, Burma, to use when the bull is filling its role as GOP mascot.

Merle Evans has contracted to record an album of circus music for Decca Records. He was in Chicago last week, visiting Orrin Davenport and catching Mills Bros. Circus, where he expected to sit in with the band.

Gilbert Reichert, giant, who formerly was with Ringling, is working Texas grocery stores for a premium stamp outfit.

Bill Karr, former Ringling horseman, now is in charge of the horses of Mrs. Babe Sinclair, Narragansett, R. I. . . . The Washington zoo has acquired an infant female African elephant and named it Nancy Jumbina.

Visiting Mills Bros. Circus at Brookfield, Ill., were Bob Hickey, of "Ice Follies"; Bev Kelley, of the Lunt and Fontaine hall show; Dr. Otto Schlack, Mrs. Edna Dee Curtis, Kurt Oranto, Mike Doolan and Eddie Brown.

Raymond Aguilar has the band with the Clyde Beatty Circus. In it are Charles F. Mabone, Otis O. Jones, Clarence H. Swanger and Aguilar, trumpets; Danny Meyer and Rudolph Anderson, trombones; Carl Berggren, bass; Frank Tonar, sax and clarinet; Doss Gibson and Frank Neilan, drums, and Frank K. Ballou, calliope.

Some acts have been asked to hold time for a Ringling engagement next season and there are reports several acts have been offered a 10-week season with the show.

Tige Hale, former circus bandmaster and now a carnival advance man, caught Cristiani Bros. Circus. . . . Walter B. Fox, Mobile, Ala., reports Cristiani is coming there October 8, close after Polack Eastero, but that Beatty has decided not to make Alabama.

Earl Shipley left Chicago last week to start October 1 in Southern Minnesota on a string of school dates, the first set for University of Minnesota talent bureau.

Karl Wallenda enthuses about the Clyde Bros. Circus date at Shreveport. He is helping Owner Howard Suez in getting the show on. . . . CFA Alan Davidson and his daughter visited Mills Bros. several places.

Milt Herriott, long-time circus horse trainer, now is trainer for the White Horse Mounted Patrol of the Shrine at Sioux City, Ia. The patrol's stock includes a mare which sits up on its rump just as a dog would and he believes this is unique among horses in America.

Fans Don and Martha Smith, Detroit, visited circus spots in the Southwest, including Beatty show, Hugo and Gainesville quarters, Pawnee Bill museum, Will Rogers memorial and Paul Van Pool's Few Acres Ranch.

Al Butler, who was ahead of Ringling this spring, will be ahead of the legit show, "My Fair Lady." . . . Joe Mix and Princess Blue Sky completed a stay at the Totem Indian Village, Cooperstown, N. Y., and expect to play the Helldorado Days Celebration at Tombstone, Ariz., in October.

Orio J. Rahn writes that Mrs. Robert Couls, wife of the Hagen manager, came from Rock Island, Ill., and was featured in a news feature when the show played there.

Bill and Jackie Wilcox, of the George Cole Circus advance, worked a week out of the Joplin, Mo., residence of Paul Van Pool. . . . Bert and Corinne Dearo wind up fair dates at Shelby, N. C., and then open indoor circus dates with Orrin Davenport at Utica, N. Y.

Bill Woodcock and the Miller-Woodcock Elephants are working out of Peru, Ind., stopping over at the Paul Kelly circus farm.

D. C. (Pony) Miller would like to hear from old pals of Hagenbeck-Wallace, Sells-Floto and Cole Bros. days. He is recuperating from a month in a hospital and is at his home on Burgundy Street in New Orleans.

Chick Yale, clown and table rock, tells that he is scheduled for surgery to remove a tumor in his throat. He would enjoy mail, which will reach him at the Indian

County Hospital, Albuquerque, N. M.

Jack Minton, Jamaica Plain, Mass., pays a tribute to the late Bob Morton. . . . Circus World Museum, Baraboo, Wis., is soliciting memberships to raise funds. . . . Beers-Barnes played recently at Bethune, S. C.

Gil Gray was in Albuquerque September 20-22. . . . Leonard Bros. is in Arkansas. Capell's Shop-O-Rama show is in Texas.

Dale Madden writes that he and his family are at home in Lake City, Ia., after their season in Canada with Royal Bros. Circus. They visited the Paul Kelly farm, Peru, on their way home.

Recent visitors to A. Morton Smith, Gainesville, Tex., were High Brown Bobby Burns and his sister, en route to join an ice show at Amarillo; CFA Jack Morris, Paul Van-Pool, Don F. Smith and Arthur Baker and their wives. . . . Smith with H. B. Newberry and F. E. Schmitz caught the Beatty show at Dallas.

On the Frank Wirth grandstand show at the York (Pa.) Fair were: Three Tuckers, trampoline; Goetschis, unicycle; Sonny Moore, dogs; Bokaris, teeterboard; Alberto Zoppe, riding act, and Willie, West and McGinty. Claire and Tony Conway caught the show and also saw the Strates carnival, visiting with Starr De Belle, Frank and Ann Cucksey, Don and Dotty Williams and Nita Krebs.

In the riding act on Rudy Bros. are Jackie Bostock, Rusty Parent and the Platos, with the latter also doing their trap act. . . . Don C. MacIver, magician and lecturer, has returned home to Tunnelton, W. Va., after another season with the Pete Kortex side show.

The Bill Griffiths, Appleton, Wis., are parents of Laura Griffith, born September 16. Father is with Progress Show Print, Appleton. . . . Larry Agee, who has been handling circus assignments on The Columbus (Ga) Enquirer a long time, did a feature on Charles Underwood, Cristiani advance agent.

Floyd W. Henton, CFA and director of the Omaha Zoo, writes that he and his wife caught Jay Gould Circus earlier, seeing Chuck Facer, clown, and Willard Billing, bull man. CFAs John and Marie Graf also saw the show. Henton tells that his zoo had its best attendance this year.

Don Marcks had his model circus at the Antioch Fair in California. At the Sacramento Fair were Best Hansen, CFA, doing magic, juggling and punch, and Hubert Castle, wire.

W. J. Bailey, King show backer, and Paul M. Conaway, Macon, Ga., attorney, visited Cristiani Bros. at Savannah recently. . . . Sole agents in the Southeastern States, Pa. 19003

PAGE COMBINED SHOWS
Want for JACKSONVILLE, N. C., FAIR, October 8 to 13, followed by 5 more outstanding fairs
CONCESSIONS: All Stock Concessions, especially Diggers, Custard, Derby Races and African Dip. SHOWS: Motor Drome or Monkey Drome, Mechanical and Big Snake. RIDES: Coaster, Scrambler, Round-Up, Spin-a-Roo, Rock-a-Plane and Live Ponies. WANT Foremen for Wheels and Merry-Go-Round. Second Men on all Rides who drive. A-1 Mechanic to join on wire.
BILL PAGE, Dunn, N. C., this week
FOR SALE
1 TEN-CAR CUDDLE UP RIDE, 1 SIX-CAR BUG RIDE, 1 '12 ELI WHEEL.
FUNLAND RIDES, INC.
94-12 FRANCIS LEWIS BLVD., BELLAIRE 28, N. Y. PHONE: HOLLIS 5-5900
GIVE TO DAMON RUNYON CANCER FUND



CHRISTMAS SHOPPING MADE EASY!
Be Sure to Watch for the Big Christmas Merchandise Section in the October 13 Issue
Where you will find a large array of attractive premium products and Gift Items economically priced for your Christmas needs.

MERCHANDISE TOPICS

Magic Plastic Products, Ltd., 37 West 20th Street, New York, has introduced two new items for the premium market, plastic slippers and plastic rainbonnets. The skidless cushion foam slippers are designed for use in the shower, at the beach or for general home use. They are available in five sizes for men, women and children and are individually boxed with plastic travel bag made from odorless poly-plastic, which may be used as a shower cap. The bonnets feature an artistic over-all design and genuine grosgrain ribbon, all heat sealed for durability. They come packed in small, purse-size pouches in six colors. The pouches are available on attractive display cards or in colorful counter display boxes. Prices and samples are available on request.

A revolving tray for perfumes and cosmetics is being introduced by **Lincoln Gifts, P. O. Box 528, Van Nuys, Calif.** Called **Vanity Susan**, the item is circular, eight inches in diameter and has a mirrored tray. A one-inch high, gilt-finished, filigree metal gallery runs around the tray and is built upon a gilt finished, wooden circular base with built-in ball bearings. A slight movement by the finger noiselessly turns the tray so that the desired cosmetic or perfume is quickly brought within reach. Four felt feet prevent scratching of dresser surfaces. Besides being portable, **Vanity Susan** is attractive and practical. Retail for \$5.95 each postpaid. It is available in quantity prices.

Harris Novelty Company, 1102 Arch Street, Philadelphia, reports a steady sale of two new items recently introduced to the trade. The

first is a rock and roll gabardine hat in assorted colors and with imprints of representative figures. Small, medium and large sizes are available. The hats are \$4.50 per dozen or \$51 per gross. The second item is a rock and roll girl's collar. This is equipped with bow to fit over any blouse or dress and shows a number of representative rock and roll figures and expressions. Constructed of white twill, it is offered at \$2.50 per dozen. **Harris** promises immediate delivery and requires 25 per cent deposit, money order or cash.

R. M. Shoff, Box 1166, Clearwater, Fla., appeals to pitchmen, specialty salesmen and demonstrators with a new action toy which he claims is a fine Christmas item. **Shoff** says this is a good demonstrator and will send a sample and complete information for 50 cents. The item retails for \$1.

If you like to buy direct from the manufacturer and can use 100 per cent nylon jackets that are washable, you should write to **Sherwood Manufacturing Company**, 75 Eagle Street, Providence, R. I. They are offered in navy and tan in sizes 36, 38, 40, 42, and 44. Each is priced at \$6.95. If you use large quantities write for special prices.

Pearl Sales Company, P. O. Box 675, El Paso, Tex., specialist in imported Mexican products, is featuring women's Mexican hand-tooled reversible purses in two sizes. By turning the flap around, the user gets two different colored purses. The purses are made in many color combinations. The six by eight-inch size is \$8.90 each (Continued on page 110)

PIPES FOR PITCHMEN

By BILL BAKER

"TOOK A TRIP..." pens Zeb Long from somewhere in the region of Columbus, O. "I met a gentleman there, Chester Willoughby, of Canada, who was working a new wrinkle on the sheet. He gives a lecture on wild life and outdoor sports which takes about 20 minutes. After that he writes up 20 or 30 subs at a time, depending upon the crowd. He uses a book for a premium and sells a sports magazine. He told me that he had worked all the provinces of Canada and that this was his first visit to the States. He intends working the sport shows this winter. Some of the boys with the shop-worn methods of yesterday should try his approach. I worked on farm papers some years back and am now in the auto accessory business in Gilead, O. Would like to hear from some of the old-timers. The welcome mat is always out. Many of the boys will remember my brother from Terre Haute."

TOM KENNEDY... and **Madaline Ragan** seem to be doing a bit of buck-passing with regard to the formation of that proposed pitchman's fraternal organization. Here's Tom's latest word on the subject: "If anybody wants to start a national organization for those engaged in the pitch business I would suggest that they contact my good friend, **Madaline Ragan**, at General Delivery, Kutztown, Pa. Several of these things were attempted years ago. They flourished for a while but finally succumbed, due to the lack of interest and support, both morally

and financially. I doubt if one could ever prove a success and attain its aims. But **Madaline** informs me she has something new as to ideas and plans for the organization and if those interested will contact her at Kutztown they may learn something to their advantage." Tom's observations on more concrete events: "Since a lot of med workers are now working fairs, it will be too late to make the farmers' markets and auction sales thru Pennsylvania and New Jersey this season. However, I will send in a list of these places before next spring rolls around and any med worker who can give an intelligent pitch can get in three or four months' work and work four and five days a week. Every item on the calendar has been hammered to death at these sales and it is really rough even for a new face. As for the med workers on these sales, I could count them all on one hand. So a new face with a good med pitch should really do good."

JOHNNY REGAN... the man with the magic awl, wasn't foolin' when he wrote us awhile back hootin' and hollerin' about the gravy train that he was latched onto while working **Lookout Mountain, Chattanooga**. Brother **John** not only had full run of the entire territory but he also broke into the local news in a great big way. (Pictures and all that sorta stuff.) Get a load of what **Tom Gilliland**, staffer on **The Chattanooga News**, had to say: "A man who says that he is the person

(Continued on page 110)

- It's Easy to Sell These Famous Brands.**
- Anso Cameras
 - Arvin Heaters
 - Bissell Sweepers
 - Columbia Bicycles
 - Detecta Scales
 - Dormeyer Appliances
 - Echo-Flint Housewares
 - Elgin American Jewelry
 - Eureka Vac Cleaners
 - Eveready Flashlights
 - A. C. Gilbert Appliances
 - Green Watches
 - Helgate Toys
 - Hoover Cleaners
 - Kaywoodie Pipes
 - Marlex Towels
 - Medica Pipes
 - Met-1-top Ironing Bds.
 - Ocean City Fishing Eqs
 - Solar Appliances
 - Parker Pens
 - Pepperell Sheets
 - Prasta Cookers
 - Prestor Irons
 - Sessions Clocks
 - Silex Appliances
 - Swing-a-way Can Openers
 - Regina Polishers
 - Remington Shavers
 - Nicholson Pearls
 - Wm. A. Rogers Silverware
 - Royal Typewriters
 - Thayer Juvenile Furn.
 - U. S. Time Watches
 - Waring Blenders
 - West Bend Cookware
- Many other famous brands of garden and lawn equipment, power tools, diamond rings, luggage, sewing machines, etc.

YOUR OWN NAME BRAND BUSINESS WITH NO INVESTMENT!

YOUR OWN Giant Name Brand Catalog... FREE!

No name but yours appears anywhere on the cover or in the catalog. Your catalog is beautifully illustrated and contains over 1,500 items!

5 Reasons Why the H. B. Davis Corp., is the 1st Choice of Direct Selling Salesmen:

- **LOWEST PRICES**—Items are consistently lower priced—not just a few "specials" from time to time. You can depend on getting the lowest prices throughout the year. All merchandise is sold at or below established wholesale prices.
- **MOST SALES-PRODUCING CATALOG**—3 independent studies have proven, beyond doubt, that the famous H. B. Davis NAME BRANDS Catalog produces more sales than any other comparable catalog.
- **LARGEST INVENTORY**—The H. B. Davis Corp. maintains the largest inventory (over \$1,000,000 at all times) of any distributor specializing in sales to direct selling salesmen. This is your assurance that your orders will be filled promptly and completely.
- **FASTEST DELIVERY**—2 independent surveys conclusively prove that the H. B. Davis organization consistently gives the fastest delivery. All orders are shipped within 24 hours of receipt.
- **LARGEST SELECTION**—No other distributor offers as large a variety of name brand products as the H. B. Davis Corp.

THE HOUSE OF NAME BRANDS

28 Years of Merchandising Know-how. All items stocked for immediate pick-up. All orders shipped same day as collected. Continuous Supply.

H. B. DAVIS CORP.

Davis Bldg., Dept. 6
145 W. 15 St., New York, N. Y.

Order your FREE Catalog and Price List... Now!

H. B. DAVIS CORP., Davis Bldg., Dept. 6
145 West 15th Street, New York 11, N. Y.

Send me FREE copy of your new, illustrated NAME BRAND CATALOG and wholesale price list.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

NOW AVAILABLE AS PREMIUMS

Genuine Thornehill MEN'S 7-PIECE MATCHED JEWELRY SET

\$575 Complete (Sample \$6.95)

DELUXE GIFT SET INCLUDES:

- Matching Watch
- Matching Expansion Band
- High Street Gold Links
- Matching Tie Bar
- Semi-Soft Leather Pen
- Matching pocket watch or key chain
- 100% Gold Box with engraved name—regardless of size.

ADVERTISED IN LIFE

100% Gold with 14K Yellow Gold Case, 18K Yellow Gold Case, 18K White Gold Case, 18K Rose Gold Case.

Dept. 25

HAWTHORNE WATCH CO. 393 MISSION STREET, SAN FRANCISCO 5, CALIF.

FAMOUS Geneva 7 PC. MEN'S JEWELRY SET

AT THE NEW LOW PRICE **\$5.95** Complete (Sample \$6.95)

Includes:

- Jeweled Watch, Heavy Band
- Matching Expansion Band
- Spring Clip Tie Bar, Matching Gold Links
- Adjustable Soft Pen
- Precious Metal Key Chain
- Beautiful metal Box with 100% Gold and 17K 24 price tag

1 Tr. White Gold Case, 32% Expansion with order, before C.O.D.

Also available in 17-K, \$9.95

NATIONAL DISTRIBUTING CO. PHONE 92-6473, 1751 W. FLACKLE, MIAMI, FLORIDA

SOMETHING NEW UNDER THE SUN

IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!

GET THE BILLBOARD EVERY WEEK! SUBSCRIBE NOW

For the latest in gimmicks, gadgets, novelties, premium and price items of ALL kinds—

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes Please send me The Billboard for one year at \$12. (Foreign rate, one year, \$24)

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____

Low subscription rates save you more than 20% on the newsstand price.

when answering ads... Say You Saw It in The Billboard

Fully Automatic "BIG CHIEF" **Little INJUN Scout COOK STOVE**

Small enough to fit in a pocket—cooks for an hour on one filling

Only 4" tall and 3 1/2" in diameter... so small and compact it will fit into a pocket. Yet, the instant flame heats an hour's cooking at 150° or 300°—very gasless. No pumping, no priming. Complete with instruction sheet and necessary oil. Laboratory tested and approved at the factory.

Retail at **\$2.95** each
Dealer's cost \$21.90 each

Minimum order of shipment 75 doz. in carton. Master carton of 72 covers, freight prepaid.

Order shipped on credit, first draft cash.

G & S Mfg. Co.
Dept. B
NASHVILLE, TENNESSEE

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMPS—Assorted Novelties—BABY DOLLS—Beaded Dolls—FLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premiums, Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways

24-PAGE CATALOG AVAILABLE FREE SEND for Your Copy Today.

M. K. BRODY
116 S. Halsted St., Chicago 7, Ill.
L. D. Phone: MOndrae 6-9520
In Business in Chicago for 37 Years

KIPP BROTHERS' COMPLETE CARNIVAL CATALOG

For the latest in Carnival and Novelty Items write for our latest Catalog.

Please state your business

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

REGULAR SNAP-APART BEADS

12 MM. ... \$1.50 Doz.
10 MM. ... \$1.45 Doz.

ALPHABETIC POP-ITS AVAILABLE
In Bulk \$7.00 per 1,000

C. O. D. NOVELTY CO.
19 West 34th Street
New York, N. Y.
Wisconsin 7-7527

WATCH SPECIALISTS FOR 46 YEARS

Ad in LIFE, 9 Piece Watch Set, \$5.95
Catalog Available at Smallest Low Cost
Women's and Men's 12 1/2, 7 1/2
Watches and Watch Sets
Ultra Thin Model Men's Watches

RESULT SALES (Dept. B)
480 FIFTH AVE., NEW YORK 36, N. Y.

PITCHMEN • DEMONSTRATORS

New Action Toy, Fine Christmas Item, Novel Demonstrator. Send \$25 for sample and complete information. \$1.00 retail item.

R. M. SHOFF
Box 1166 Clearwater, Florida



CLASSIFIED SECTION
A Market Place for Buyers and Sellers
NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
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.

DISPLAY-CLASSIFIED ADS
attract more attention and produce quicker and greater results thru the use of larger type and white space.

IMPORTANT

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.

RATE: 20c a word—Minimum \$4. CASH WITH COPY

CASH WITH COPY (unless credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO



Sherman MASTER PAINTERS PRODUCTS FORMULA WITH TITANIUM inside. Inside, ready mixed paint, in oil, white, and a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.50 per gallon.

JEWELRY CLOSEOUTS
E-1-Talored earrings, assl. gr. \$18.00
E-2-Stone earrings, assl. gr. \$1.00
B-1-Bracelets, assl. gr. \$4.00
T-1-Talored Tie Sets, box, \$2.50

WESTINGHOUSE THER. AUTOMATIC SKILLET
Large 12-inch size comes complete with Westinghouse Thermostat, Automatic Signal Light and Cover.

ARCADE SALES CO.
438 No. Cicero Ave., Chicago 44, Ill.

ACTS, SONGS & PARODIES

"COMEDY NOTEBOOK," A SMART collection of comedy material, adlib, bits, etc. Free "Comedy Guide" with order.

COMEDY POLITICAL SONG—TERRIFIC non-partisan for single or double. "Mister Aidal and Mister Ike," \$15. One verse, 5 choruses sure-fire! Billy Gibson, 200 W. 54th St., Dept. RR, N. Y. C. 19.

MAMMOTH COMEDY COLLECTION: AMAZING low price! Over 1,000 riotously funny "Clever Remarks" jokes \$1. Edmund Orrin, Box 1286 San Francisco 1, Calif. oct6

22,000 PROFESSIONAL GAGS, ROUTINES, ad lib, doublets, 1,600 pages! For free comedy catalog write: Robert Owen, 78-11 Bell Boulevard, Flushing 64, N. Y. 10475

AGENTS & DISTRIBUTORS

A BEST GENUINE WORLD'S FAMOUS French-type perfumes. Highest profits. Free details. "Husk" O'Hare, 5232 North Kenmore, Chicago 40, Ill. oct27

ATEN, SALESMEN IN WESTERN STATES "only" have heavy freight charges! Sell famous name brand Appliances, Housewares, Furniture, Jewels, Toys, Auto Accessories, Sporting Goods from Western Catalog 194 and 250 pages. No investment, no inventory. We drop ship! General Wholesalers, Box 4020CR, San Francisco. oct6-19

BINGO BLOWERS, \$4.25; METALS \$120. AC-110 volts, brand new. Lipka Mfg. Co., 617 East 115th St., New York 9, N. Y. oct27

BRAND-NEW IDEA, NO COMPETITION. Exclusive, improved Water Compact: \$33.50 retail value—\$14 cost. Free literature. All-clear, Merrick Rd., Rockville Centre, N. Y. oct6-25

BUY WHOLESALE \$25,000 PRODUCTS from Manufacturers. Wholesale, for resale—personal use. Send postcard for free literature. Carter, Box 6011-RR, Chicago 40, Ill. oct19

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Slide line salesmen wanted; also make money with our line of automobile toolkits and sign letters. Free samples. "Hater," XI, Boston 10, Massachusetts. oct19

EARRINGS — ASSORTED STONED AND TAILORED, \$6 per gross plus postage, e.o.d. Gross lots only. New England Jewelry, Dept. S, 124 Empire St., Providence, R. I. oct27

FABULOUS CLOSEOUTS

Tailored Earrings, Assl. STYLES \$1.50 ea. Charm Brace, Assl. \$2.50 ea. Pierced Earring on Display \$1.75 ea. The Slide & C/L Set Reg. \$2.50 \$1.50 ea. Diamond on Copper Pins \$1.50 ea. Cliff Links \$1.50 ea. Rhinestone Earrings \$2.50 ea.

EXTRA SPECIAL!!!
BOXED SETS, Assl. STYLES \$4.50 ea. Ornamental Strap Combs \$1.00 ea. Gen. Cultured Pearl Pins & Neck \$2.50 ea. Large Stone Earrings \$4.80 ea. Rings, Assl. \$3.00 ea. 4 pr. Pearl Set, Boxed \$13.50 ea. Pearl Earrings, Assl. STYLES \$1.50 ea.

2013 Deposit with Order, Balance C.O.D. FREE BOOKLET DESCRIPTIVE LITERATURE KAREN ORIGINALS 45 No. Main St. Bristol, Connecticut

GADGETS, GIFTS, GIMMICKS, GAGS, NOVELTIES. Wholesale catalog 1hr, with samples, 25c. Duhs-Marks, 2308 BH South 9th Ave. Maywood, Ill. ch-19

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 ea. Stoned or Ialored Earrings \$1.75 ea. Pierced Earrings on Display \$1.25 ea. Stoned Neck & Earrings, boxed \$5.25 ea. Charm Bracelets, Assl. \$1.50 ea. Lady's Prayer Necktie, boxed \$2.00 ea. Children's Jewelry, boxed, assl. \$2.50 ea. Shorty Tie Slides, carded \$1.00 ea. Boutaries, Imported \$1.97 ea. Clifflinks, carded \$1.25 ea. Stoned Bracelets, boxed \$4.00 ea. Cameo Sets, boxed \$7.20 ea. Tie Slide Sets, assl., boxed \$4.00 ea. Summer Earrings, assl. \$7.90 ea. Pearl Necklaces (diamondless) \$1.45 ea. Pin & Earrings, boxed \$4.50 ea. 2 Pr. Rhinestone Sets, boxed \$8.00 ea.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% discount with order, balance c.o.d. SAMUEL SILVERMAN & CO., INC. 1828 Westminster St. Providence 8, R. I. oct27

HUGE CHRISTMAS PROFITS—ATTRACTIVE Riva Italian perfumes trio marked \$6.50. Rush \$1 for sample. Yost Enterprises, 4703 Tolland Way, Los Angeles 42, Calif. oct13

JAPAN DIRECTORY, MANUFACTURING exporters. Plus opportunity mail; just \$1 index. Nippon Agency, 928 3rd Ave., Box 228-R, Seattle 4, Wash. oct28

JOKE'S FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. oct27

NEW PLASTIC 7x11" SIGNS, LIGHT REFLECTING, illustrated, color blended, 2,000 varieties. Sample, 16; 12, \$1; 100 best sellers, \$4 postpaid, U. S. only. Koehler, 225 Goetz, St. Louis 23, Mo. oct27

POCKET KNIVES—FACTORY CLOSEOUTS. 3 dozen assorted, \$10 postpaid. Satisfaction or money back. Kraus Factory Sales, Box 7709, Kansas City 22, Mo.

QUALITY COSMETICS, PERFUMES, COLLOGES, lipstick, face powder, bath tub, creams, vegetable oil shampoo, \$4 doz; 200 facial tissues, \$1 doz. Coeur-Azur Lab., 3674 White Plains Rd., Bronx.

REAL DIAMOND RINGS, SELL DIRECT. Make big middleman's profit, no investment, experience unnecessary. Free catalog, details. Gleanlight, 111P N. Columbus, Mount Vernon, N. Y. oct19

RUN SPARE-TIME GREETING CARD AND Gift Shop at home. Show friend samples of our new 1956 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn 100% profit. No experience necessary. Costs nothing to try. Write today for samples and approval. Regal Greetings, Dept. 12, Ferndale, Mich. ch-oct13

SHINE SHOES WITHOUT "POLISH." NEW invention. Lightning sealer. Shoes gleam like mirror. Samples sent on trial. Kristee Co., Dept. 102, Akron 8, Ohio.

SELL BRIGHT ATTRACTIVE DAY-GLO Window Posters to stores. Size 8 1/2"x25", letters, 7" high, yellow or red letters, blue ground, white borders. Words: "Sale, Save, Now. Sample set only \$1.50 pp. Albia Poster Service, Box 175, Albia, Iowa.

SPECIAL CLOSEOUT

Men's Leather Billfolds, regular price, \$3.50 each, \$7.20 dozen. Sample \$1. W & J WHOLESALE CORP. 222 East Third St., Dayton 2, Ohio

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, \$5; Mackinaws, \$3; Shoes, 12 1/2; Ladies' Coats, \$6; Dresses, \$2. Enormous profits; catalog free. Nathan Portny Associates, 605-AP West 12th Place, Chicago. ch-19

ANIMALS, BIRDS, PETS

CHIMPANZES, TAPE, HEALTHY, AC-climated babies, wear clothes, tame. Available female Baboon, Monitor Lizard, tame two spot Palm Civet Cats, year old Leopard, African Snakes, Wescott, 1065 Congress St., Portland, Me. Spruce 2-3973.

PLENTY SNAKES—BOAS, TERRAPINS, Alligators; all sizes Coonrunds, Blagtail Cats, dead-injected skunks, Prairie Dogs, Fox, Badgers, Raccoons, Armadillos, Jack Ground Squirrels, Ringtail Monkeys, Pig, Rats, Coyote, Bananas, Pheasants, Kangaroo, Rats, Ostrich, Guinea Pig, Phone 241, New Braunfels, Tex. oct28

RARE PILGRIM GIBBS, MALES, WHITE females, gras. Practical, interesting, profitable for retired persons with land and water. Self-supporting, wonderful eating, Lou Clearer, Avoca, N. Y.

ROAD SIDE ZOO—1,500 FT. ON FEDERAL Highway, including bear, deer, walrus, buffalo, porcupine, many other animals, birds and reptiles. Living quarters, gas station, souvenir, cafe. Has always made money, \$15,000 each. Will buy small framed Elephant, Dog Act, pick out Pony, January Wagon and condition. Bill Allen, Fredericktown, Mo.

SPECIAL - ELEPHANTS

Immediately available Indian Assam Female Babies, large choice. All about 5'. We complete as usual on price and quantity. Phone WMitchell 3-4973

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.

37 Broadway New York

SURPLUS ANIMALS, BIRDS, REPTILES for sale. Write: Vindi Ross Allen's Reptile Institute at Florida's Silver Springs, oct6

Tell Your Selling Story to BETTER ADVANTAGE

Use Display Type and White Space. RATE: only \$14 per inch. This 1 1/2-inch space costs only \$21

TIGERS, LEOPARDS, TAME LION CUBS, Minkes, Birds, Reptiles, Deer, Llamas, Rabbits, Rottweil Dunks, Chinese Wild Animal Farm, Halifax, Mass. Cypress 3-9271.

YOUNG DOG PERFORMS TRICKS. Excellent show dog, ideal for class, animal, comedy act. \$50. J. Levy, 125-N Carrollton, New Orleans 19, La.

BUSINESS OPPORTUNITIES

EARN MONEY AT HOME "MONEYGETTER'S Bulletin" tells how; your copy 25c plus Joseph Donovan, 78-B Greenhill Lane, Levittown, N. Y. oct6

HOW TO MAKE MONEY WITH CARNIVAL Games, 144-page book, 25 illustrations, \$2 postpaid. Deaton Fox Publishing, 1298 Yosemite, San Jose 36, Calif. oct12

MORE BUYERS Will Stop and Read YOUR AD if you use DISPLAY CLASSIFIED AD

RATE: Only \$14 per inch

PHOTO CHRISTMAS GREETINGS BRING Big profits in your spare time. Show Whitehall's fast selling Christmas Greetings, Everyday Cards, Personalized Stationery, Napkins, Gifts, Samples on approval to price feature offer. Make big money fast. Whitehall Studios, 7106 Cleveland, Elmira, New York. ch

COSTUMES, UNIFORMS, WARDROBES

ATTRACTIVE CURTAIN, COLOR, IVORY (8), \$24, \$75, Gold Cloth (8), \$50. Bargains—Orchestra Coats, Clown Suits, Wigs, Feet, Costumes, smaller Curtains, Wallace, 2820 N. Halsted, Chicago.

PANEL SETS, REQUIRED, \$7.50: G-Screens, \$5; new, solid Sequin Gown, \$25 & \$45; Pasties, 75; Clown Suits, Wigs, Dresses, Top Hats, White Fox Coats, Plumes, Rhinestones, Cheap, Free lists, Leroy Carpenter, 4818 Park Ave., Waukegan, N. J. Phone UNion 2-9505.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARNET Corn equipment, Press Machines, replacement Kettles for all Poppers, Ripley Koru, 126 S. Halsted, Chicago, Ill. oct27

HILDRETH TAFFY PULLER AND PACK-aged Machine Cutler and Wrapper. Good mechanical condition. Write, call Concession Supply, 3816 Seave, Toledo, Ohio. ch

FOR SALE - SECONDHAND SHOW PROPERTY

ACROBATIC TRICK HOUSE, NEW WITH props. Gates in two crates, very reasonable. Chas. Young, 1222 Blocker St., Brooklyn, N. Y. oct28

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 flash. Free promotional aids. Write for details.

Sherfy's
2126 Boyer St., Seattle, Wa.
FAIR SPECIALS
Hit Camera w/ Piggskin Case, \$1.00
Hit Camera Film, 6 Rolls to Box, \$1.00
3-Pc. Pen & Pencil Set, Gold Case, \$1.00
Romon-Type Automatic Lighter, Chrome, \$1.00
Jap Hunting Knife, White Plastic Handle w/ Red Stripe Piggskin Sheath, \$1.00
Men's Photo Ident Bracelets, Chrome, \$1.00
Single Strand Pearls, Gr. 10, \$1.00
Ident Bracelet, Imported, Small Size, \$1.00
Dino Earrings, Gr. 10, \$1.00
Mambo Earrings, \$1.00
13-Inch Embossed Crucifix, \$1.00
4-Inch Embossed Crucifix, \$1.00
4-Inch Embossed Crucifix, \$1.00
Lucky Lady Matching Coins, Per 100 \$4.00
1,000 Pieces of Slum—SPECIAL Per 1,000, \$3.50
1 1/2-Inch Comic Buttons, Per 100, \$3.50
1 1/2-Inch Comic Buttons, Per 100, \$3.50
5-Inch Celluloid Hula Dolls, Gr. 10, \$3.50
5-Inch Fur Monkey, Celluloid Head, \$1.00
Bored Character Dolls, \$1.00
14-Inch Plush Bears, \$1.00
15-Inch Plush Bears, \$1.00
25-Inch Plush Bears, \$1.00
Mambo Monkeys, \$1.00
14-Inch Sitting Poodle, \$1.00
17-Inch Sitting Poodle, \$1.00
Write for copy of complete price list 25¢, rest w/ order, balance C.O.D. EXCEL Mfgs. & Novelty Company 1681-11 S. 24th St., Omaha, Nebraska

Quick Photo Invention! PDQ CAMERA
Make finished photos in 2 minutes. Takes and finishes 35 or 40 overloading black and white or color photos in hour. No dark room. Quick action, need no fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2. In Cam-plate, rear in over-size cartridge white studio 700°, PROFIT. Write quick, get details about the great PHOTOMASTER CAMERA. PDQ CAMERA CO. 1244 W. Carter Chicago 22, Ill.

Make a FORTUNE Selling TOWELS
We've sold MILLIONS of Towels. Our Agents, Salesmen and Saleswomen are earning big! Now you can, too! Our prices are lowest in the country. Look at them: 100 Towels \$4.50, 500 Towels \$22.50, 1000 Towels \$35.00, 2000 Towels \$65.00, 5000 Towels \$135.00. Sample pkg. 25 Towels, only \$1.95 plus postage. Orders charge \$1.00 for FIVE Towels, but when you buy unworn cotton and rayon towels from us you can sell TEN for \$1.00 and make 200% PROFIT! Over-today! Send money with order. C.O.D.'s sent if 25% remittance accompanies order. TOWEL SHOP, Dept. 843, 518 St. Charles, St. Louis, Mo.

SEMI-FLEX 10" or 45 RECORDS PRESSED - 15.3c - Including labels carton sleeves, etc. Write for full particulars. BEST PRESSING DEAL ANYWHERE. ROYAL PLASTICS CORP. 1540 Brewster Ave., Cincinnati 7, Ohio

GREATEST DEAL ON THE LOT! ASSORTED NOVELTIES, GIFTS, TOYS, ETC. 1,000 PIECES \$6.75. KLONDIKE

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space. 2 Check the heading under which you want your ad placed. 3 Indicate below the type of ad you wish: REGULAR CLASSIFIED AD—20c 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... I enclose remittance of \$... Name... Address... City... State...

HOUSE TO HOUSE MEN
PREMIUM BUYERS
WAGON JOBBERS
CARNIVAL MEN

Make that "Easy Buck" with these sensational values Westinghouse Equipped
 Cooker Fryer
BRAND NEW SQUARE MODEL
 Copper Clad,
 Large 7-Quart Capacity.

\$49.95 \$8.50 ea. in Sample
 list lots of 4 \$8.75

ENESCO BATHROOM ENSEMBLE
 Enamel Finish Metal

Consists of:
 • Cuffless Hamper
 • Waste Basket
 • Tissue Dispenser
 • Hair-A-Brush
 • Holder

\$10.95 List
\$3.35
 Complete in lots of 3. Sample \$2.50.

All Mds. UL approved and guaranteed by Good Housekeeping. —All Orders C.O.D.—

DANAL SUPPLY
 1328 Vine St. Cincinnati, Ohio
 Phone: MAin 79114

BILL'S NEWEST PLANS - KIDDIE CAGE
 Peaky Wheel, \$10; Railroad Engines, \$10; Party Cars, \$10; 37 newer games, \$10. Free catalog. Bill, Box 873, Peoria, Ill.

COTTON CANDY MACHINE, USED ONLY
 one month, \$90. 143 Ashbury Ave., Ocean City, N. J.

FLYING SAUCER, WITH TRUCK TRANSPORTATION
 36 ft. 10 seat Garbrick Wheel, with truck transportation. These rides are 3 years old, used on our own shows and are in top shape. Garbrick Mfg., Centre Hall, Pennsylvania. oc27

FOR SALE - SMITH & SMITH FERRIS
 Wheel, like new, 2 years old, \$3,500. Trade or sell choice lake property in Crystal Lake, Crystal, Michigan, with modern Popcorn & Karamel Korn Stand for late adult rides, especially late model Schiff Coaster. John Ferris, Crystal, Mich.

FORD AXLES, TENT STAKES, 1800 STOCK
 \$1 each. F.O.B. Dallas. G. B. Wilkes, 1321 2d Ave., Dallas, Tex. oc27

KING BUILT LITTLE CHOO-CHOO RIDE
 with or without transportation; also E car with Rides. Emerson Amusements, \$10 E. 6th St., Sioux Falls, S. D.

LIFE SHOW COMPLETE, NEW BANNERS
 5-1 complete E-A Sets, new Snake Banners, D. Deninson, 8835 Pontiac Lake Road, Pontiac, Mich. Fed. 42653.

OTTAWAY STEAM TRAIN WITH THREE
 coaches, in new condition, \$2,500. R. H. Chance, 3045 N. St. Francis, Wichita, Kan. oc6

RENT OR SELL CHEAP - COMPLETE TENT
 outfit, 16 R.C.A. Projector, Films, good condition. Write: O. L. Sikes, Twin City, Ga.

SIX SHETLAND PONIES, SIX-YEAR-OLDS
 4 Geldings, 2 Stallions, complete with saddles and ring, \$1,200. For quick sale. Family Drive Theatre, Tigard, Ore.

LATEST TYPE TATTOOING MACHINES
 Money making designs, outfits, colors, concentrated. Pelican #12 sharp. Write BHA Zeit, 728 Lehigh, Rockford, Ill. oc10

WANTED TO BUY

INTERESTED IN BUYING 1,000 "ACORN"
 Blowing Gum Ball Machines, used, A-1 condition. Offers to Box 72, Billboard, 1984 Broadway, N.Y.C.

OLD MERRY-GO-ROUND WOOD HORSES
 Kiddle Merry-Go-Rounds, Wood Indiana; we pick up. National, 4241 Sansom, Philadelphia, Pa.

WANTED - MERRY-GO-ROUND AND EX-
 tra horses, Roll-Go-Whirl, Laughing Mirrors, Kid and Adult Rides, Ground Cable and Junction Boxes, F. Allen, 1400 Brewerton Rd., Syracuse 11, N. Y.

WAX SHOW AND MAGIC CARPET, TOP
 line. Write full particulars, Zuzula, 923 Sheridan Ave., Elizabeth, N. J. oc6

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

FREE GIFT Offer!
 4-Pc. Pearl Set included
 Limited Time Only
 3-Strand Necklace, Bracelet and Earrings FREE with every order of \$25.00 or more!

It's our gift to you, beautifully boxed, to PROVE you always get a better deal at 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)

10 Assortment, Men's FOR \$69.50

Elgin, Waltham, Gruen, Complete with Expansion Bands. (Sample, \$8.95)

6.45 SPECIAL LOT - Men's Elgin, Waltham Watches

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.

Costume Jewelry Manufacturer

OFFERS REGULAR MERCHANDISE AT CLOSEOUT PRICES!

FASHIONABLE EARRINGS, \$1.50 doz.; carded deluxe styled Earrings, \$3.00 doz.; carded Scatter Pins, boxed, \$2.00 doz.; Pin-Earring Sets, \$4.50 per doz.; boxed Necklace-Earring Sets, \$7.20 doz.; boxed Miracle Prayer Crosses, \$4.25 doz.; adjustable snap-on Necklaces, \$2.50 doz.; 5-7 Earrings, \$2.50 doz.

3 NEW FALL SPECIALS: 4-PC. NECKLACE, BRACELET & EAR-RING SETS. All in beautiful gift boxes.

1. All Rhinestones Chain Sets, Per doz. \$34.00
 2. Gold plated with Rhinestones, Per doz. \$12.00
 3. Gold plated in Mirror-Pocket Book box, Per doz. \$11.00

116 other sensational jewelry items. SEND FOR CATALOGUE!
 25% deposit on all C.O.D. orders.

PACKARD JEWELRY CO.
 48 West 25th Street, N. Y. C.
 Chelsea 3-0643

This is a **DISPLAY CLASSIFIED AD**

Your Advertisement displayed in a space this size will cost only **\$14 per insertion**

USED ROLLER SKATES FOR SALE: FIRM
 wheels, clamp-on type, 50 pair, sizes 3 thru 10. First Methodist Church, 324 N. Oak Park Ave., Oak Park, Ill.

18 PONIES, CONSISTING OF 8 FEMALES
 and 8 males, all for \$900. If you are looking for bargains, this is it - won't be any more at this price. Trucking 25¢ per mile one way. No time for letter writing. Phone now - day or night 8317. P. L. Cobb, Amite, Louisiana.

35' Ferris Wheel - Adults
22' Chairplane - Adults-Children
Spaceplane - Children

Two years old, used very little on one place. \$8,500.

J. ULEHLA
 126 Hamilton Ave., Stamford, Conn.

GIRLS WANTED
 EXPERIENCED OR INEXPERIENCED

To become Exotic Dancers. Steady work, \$100 a week, in beautiful Chicago night club. Write, wire or phone:

ALLEN S. HOLZMAN
 Terrence 2-9628
 191 State St. Calumet City, Ill.

GAL FRIDAY FOR SHOWMAN, MUST
 type or be good person, take calls, etc. I good personality, like show biz; good wage and living Fla. winters; N.E. summers. State reg. send photos. Box C-498, c/o Billboard, Cincinnati 22, Ohio.

LEAD TRUMPET AND SECTION TENOR
 Men for Midwest traveling band, Contact Jess Gayer, 1612 N. Broadwell, Grand Island, Neb.

LOCATION COMBO NEEDS DRUMMER AND
 Guitarist; sing, double, some comedy. Doyle Heller, 2520 Broadway, Bismarck, N. D. Phone CA 3-5428.

WANTED - INEXPERIENCED GIRLS FOR
 exotic entertainers. Costumes furnished, best of treatment. Write: Leslie Kiester, Neville Bldg., Suite 304, Rochester, Minn.

WANTED IMMEDIATELY - LEAD ALTO
 Tenor, Bass, other chairs write also. Traveling ten-piece band, South Eastern States after October 15. Write Eddie Allen, 517 Stanton Ave., Ames, Iowa. Phone Cedar 2-7725.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column.
 No charge accounts.
Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

EAT BOY AT LIBERTY OCTOBER 1, NOV-15ly act, brass skirt, dancing, Holy Hula. Write: T.H. W. Hicks, L. D. Thomas Joyland Show, Crown Point, Ind.

CIRCUS ACTS, THREE PONY DRILL, SIX
 Dons, Football Mule, Clowns: one Act or complete Circus Revue. Patricia's Pets, Edmond, Okla. oc27

MISCELLANEOUS

HYPNOTIST - FOR STAGE, PRIVATE
 parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2062, Seattle, Wash. oc30-37

UNDERSTANDER, HAND, HEAD, IRON
 Jaw, interested in troupe, partner or what have you. Box #867, The Billboard, Chicago, Illinois. oc13

MUSICIANS

ARRANGER FOR BANDS, SINGERS AND
 Shows. All types of arrangements. Hardy Schultz, 145 W. 45 St., Room 707, JU 2-3888, New York, N. Y.

AVAILABLE IMMEDIATELY - BASS MAN
 Vocalist doubling valve trombone. Also Girl Pianist-Vocalist. Excellent ear, leakage trailer. Prefer commercial Dixie combo. Locations. Write, wire: Tom Naylor, 2130 White St., North Las Vegas, Nev.

AVAILABLE IMMEDIATELY - TENOR
 alto, clarinet and flute. Prefer locations. No piano please. Les Dickson, 1961 Grand Ave., Dayton, Ohio.

BASS, DOUBLE TRUMPET, VOCALS
 Comedy M.C. experience. Union, will travel, name experience, good appearance and personality. Martin Hale, 1638 S. Fredrick St., Apartment 923, Arlington, Va. Phone: Jackson 5-7238.

DRUMMER - GOOD BACKGROUND, FOR
 combo or larger unit. Play any show. Will travel. Write or wire: Musician, 2018 1/2 Gen. Taylor St., New Orleans 15, La. oc6

PIANIST, SINGER AND SAX DUO, TRIO
 All fields, music arranging & teaching, recordings made. Musician, 1441 S. Napa St., Philadelphia, Pa.

PIANO - EXPERIENCED, HEAD OR FAKE
 Cocktail, combo or big band. Prefer location. 831 Bassett, 1302 10th Ave., Huntington, W. Va. Phone 3582.

RELIABLE DRUMMER, EXPERIENCED
 all styles, Latin, shows, Northern, Eastern location preferred; no one nighters. Call, write Bob Gardiner, 7 Van Hensen St., Corland, N. Y. Tel Skyline 6-7408. oc13

TENOR, CLARINET, FLUTE, AVAILABLE
 immediately. Name experience, jazz, arrange, some bass, sing; travel, ear, reliable 1313 9th Ave., Sterling, Ill.

THE BEST SALES BOARDS and Jar Games

Write for information and prices
GALENTINE COMPANY
 Dept. B, 515 E. Jefferson Blvd South Bend 17, Indiana

CANCER FUND GIVE TO DAMON RUNYON

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

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL
 catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2. oc

NEW 152-PAGE ILLUSTRATED CATALOG
 Mindreading, Mentalism, Spooks, Hypnotism, Burlesques, Crystal, Graphology, 30¢ wholesale, sub-minimum, radio phone, far mentalist, easily concealed. Brochure, prices on request. Nelson Enterprises, 336 South High, Columbus, Ohio. oc8

MISCELLANEOUS

YOUR NAME IN HEADLINES ON STAND-
 ard newspaper page. Make up your own headline, 3 different, \$1; not over 35 letters each headline. Blanks, \$30 per thousand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. oc6

PERSONAL

CHARLIE: THE OLD MAN IS SICK. HOW
 about sending him the money you borrowed 2 years ago.

"HYPNOTIZE - WITH ONE WORD - ONE
 finger-snap!" (Details, stamp.) Hypnotizer, 846-H7 Sunnyvale, Chicago 40. oc6-mp

PHOTO SUPPLIES
DEVELOPING - PRINTING

COSMIC FOREGROUNDS AND BACK-
 grounds. Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1538 Franklin St. St. Louis 8, Mo. oc6

ENLARGEMENTS, HEAVYWEIGHT, EIGHT
 2 7/8 or five 8x10's, \$1. No negative 25¢ additional for each different photo. Jack Kama, Huntington Mills, Pa. oc13

FOR SALE - 2 D. P. CAMERAS, POSTCARD
 size, takes groups, full length, 3 1/2 and has extra photos. Extra good lens, Liberty Studio, 462 W. Broad St., Savannah, Ga.

PHOTO BOOTHS, CAMERAS, D.P. PAPER,
 Developers, Frames, everything for direct positive photography. Write for our low prices. PMA Camera Co., 1546 W. Cortez, Chicago 22, Ill. oc19

ATTRACTIVE BUSINESS CARDS, \$2.95
 per 1,000; 100 letterheads, \$1; 100 6 1/2 envelope, \$1 postpaid. Taylor, 5103 Forta-Third Ave., Hyattsville, Md.

200 8 1/2x11 LETTERHEADS AND 200 6 1/2
 envelopes, \$3.75; black or blue ink. Mail Press, 767-B Lehigh St., Flint 5, Mich. oc6

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS
 10, 20, 30, 50 and 240-light book matches. Retailer, \$5.00 cash commissions; every business a prospect. Low prices for high quality. Responds. Start without experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-129, Chicago 32, Ill. oc27

GOLDMINE OF 600 MONEY MAKERS
 Free copy Specially Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1, Ill. oc19

WATERPROOF \$8.75

with stretch band

Luminous Dial & Hands
YELLOW TOP unbreakable crystal 15 & 17 JEWELS

your choice of BULOVA, BENRUS, ELGIN, Gruen, Guaranteed and reconditioned LIKE NEW.

Write for Free Catalog.

SPECIAL! Men's Watches
 Bulova, Benrus, Elgin, Gruen with stretch bands **\$6.50**

Wholesale only, 25% with order, balance C.O.D. 5-day money-back guaranteed. Send money order or certified check with order to avoid delay in shipment.

AL ZEIGER AND SON
 706 SANSON ST., PHILA. 6, PA.
 Walnut 2-6055

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE
 jumping for parks, fairs, celebrations. Claude J. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. oc8

BENKS CIRCUS DOGS - ONE OF THE BEST
 on the road and a good clown juggling act. 6105 South Packard, Cudahy, Wis. oc20

EXCITEMENT AND SUSPENSE RUN HIGH
 for our mistake, just one, may mean. Pooled high overhead, a tense figure stands - America's leading exponent of dare-devilry none other than Capt. Earl Mc Donald, the High Diving Sensationalist, and far below the great crowd and the blazing tank, surrounded by sharp, ugly spears for patronage insurance - contact: 456 Lantiphae Place, N.E. Warren, Ohio, Tel. 4337. oc6

FLASHY PLATFORM TRAPEZE ACT
 Available for all types of Outdoor Celebrations, etc. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Ind. Telephone: Eastbrook 3312.

BIRD CAGES

Carry home cage complete with handle. Assorted color wire construction. Knocked down to save freight. Size: 6 1/2" by 8 1/2" by 12"

SPECIAL PRICE BALANCE OF SEASON \$6.00

Case lots of 45¢ each
 dozen 399

B. PALMER SALES CO.
 1433 Second Ave. Dallas, Texas

PRINTING

ATTRACTION BUSINESS CARDS, \$2.95
 per 1,000; 100 letterheads, \$1; 100 6 1/2 envelope, \$1 postpaid. Taylor, 5103 Forta-Third Ave., Hyattsville, Md.

200 8 1/2x11 LETTERHEADS AND 200 6 1/2
 envelopes, \$3.75; black or blue ink. Mail Press, 767-B Lehigh St., Flint 5, Mich. oc6

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS
 10, 20, 30, 50 and 240-light book matches. Retailer, \$5.00 cash commissions; every business a prospect. Low prices for high quality. Responds. Start without experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-129, Chicago 32, Ill. oc27

GOLDMINE OF 600 MONEY MAKERS
 Free copy Specially Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1, Ill. oc19

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S
 finest; best designs, colors and supplies. Free catalogue. Gene Jensen, 120 West 83rd St., Los Angeles, Calif. oc20

FREE WHOLESALE CATALOG
 NATIONALLY ADVERTISED BRANDS for Gifts and Premiums

Appliances Jewelry
 Luggage Cutlery
 Housewares

LEHIGH SPECIALTY CO.
 826 N. BRAD ST., PHILADELPHIA 30, PA.
 P.O. Box 53279

40 YEARS OF VALUES

PEN SETS, 3-Piece, Three dif-
 ferent colors retractable pens, writes red, green and blue in quick action. A \$2.00 value to sell fast for a dollar. Order only complete, \$4.50. (Refills \$25.00 per thousand.)

GROSS SETS, COMPLETE, \$48.00
 Send payment P.O.B. New York.

MILLS SALES CO
 Cut Rate WHOLESALERS Since 1916
 26 West 23rd St., New York 10, N. Y.

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 as high in value and so low in price it's bound to make sales history. In a choice of gleaming chrome or rich gold tone, it's a profit-packed "natural."

25% with order, balance C.O.D.

MODERN PEN Mfg. Co., Inc.
 384 B'way, N.Y. 13, N.Y.

style 257 Executive Pouch

New Unique Plastic Items

NEW "MAGIC" SPARKLE RAIN BONNETS

U.S. Patent Pending
 Rain Bonnet with artistic overall design featuring genuine grosgrain ribbon, heat sealed for extra durability. Packaged in smaller pouch than before in 8 assorted colors. Packed on Display cards or in colorful counter display box. Other styles from 39¢ to 99¢ retailers.

Revolutionary New Skidless Cushion Plastic Slippers

In five sizes for men, women and children; individually boxed with FREE combination shower cap and travel bag; to retail for \$1.00. Check Our New Low Prices! Largest Manufacturer of its kind. Some Territories Open for Distributors

MAGIC PLASTIC PRODUCTS, Ltd. 37 W. 20th St., N. Y. 11, N. Y. CH 2-0757

ATTENTION, PREMIUM BUYERS
 You can now supply the best RAIN BONNET on the market, with your name imprinted in gold on pouch.

MONEY MAKING VOLUME! Two Tone Plastic Retractable BALL PEN With Chrome Ring in many color combinations with SILVER TIP REFILLS \$17.50 or. MANY OTHER STYLES including Chrome or Gold Metal Pens, Plastic Barrel Ball Pens with Gold Caps. SILVER TIP REFILLS \$8.64 or. Write for free price list and catalog. All first quality and guaranteed. Send check, money order or deposit on all C.O.D. orders. COASTLINE PEN CO. 22 West 34th Street, New York 18, N. Y. BR 9-2737. Formerly Coaspen 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 1901 N. Third St. Milwaukee 12, Wisconsin

BUY DIRECT FROM MFR. 32" PLUSH BEAR COTTON FILL \$20.00 per dozen 30" ALL PLUSH BEAR Standing Cotton Fill \$16.75 dt. F.O.B. N.Y.C. 25% Dep., Bal. C.O.D. FREE CATALOG ON REQUEST TEE JAY TOYS, INC. 48 West 20th St., NYC 11 WA 9-6853

12-PC. WATERLESS HEAVY BUCKEYE ALUMINUM COOKWARE SET List \$49.95 Lots of 6... \$ 8.96 Samples... 10.30 Write for free Housewares and Electrical Appliance Catalog. Wholesale Only. 25% with order. Balance C.O.D. Send Money Order or Certified Check with order to avoid delay in shipment. 125 N. 13th St. Phila. 7, Pa.

SNAP-BEADS!! \$1.50 Doz. All Colors—Immediate Delivery. NEW ITEMS—SAMPLES ON REQUEST. BELL NOVELTY COMPANY 1540 Broad Street N. Bellmore, L. I., N. Y. Castle 1-0122

IT'S NEW! IT'S BIG! IT'S FREE! 325 PAGE CATALOG GIANT BOOK PACKED WITH NATIONALLY ADVERTISED MERCHANDISE AT LOWEST WHOLESALE PRICES! Big colorful Catalog shows thousands of wholesale bargains in housewares, jewelry, electrical goods, leather goods, watches, and toys. Gem's low prices and same-day shipping policy mean bigger, faster profits for you! Write today for your 1957 Gem Catalog. State your business. GEM Sales 533 Woodward Dept. A Detroit 26 Mich.

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 Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Adams, Edw. & Mrs. Akker, Betty & Kay Albert, Douglas Albers, The Three (Aerialists) Allen, Florence Allen, Roy Almansa, Fred J. Alsara, Prudential Ambrose, Al Ames, Eddie Anders, W. W. Gene Aquarone Aquarone Archer, H. L. Aikins, Yerton K. Avery, Gertrude Ayers, M. C. Beckwith, Prof. Beckwith, Alfred E. (Red) Baker, E. O. Bakewell, Luther G. Bakewell, Peter Backstraff, Mrs. Fred Barnes, Monica Barney Bros., Circus Barnhill, Essie M. Bartel, Carl (Mgr.) Barton, Billy Barton, Geo. Barton, Mrs. Marguerite Baur, Henry Baxton, Dwight Beard, Al Beard, Alan & Mrs. Berg, Dick & His Neals Bergman, Leo H. Berry, Arthur Bertman, S. B. Berwer, Michael Bewler, Bros. & Vern Elliott, Rudolf Biddle, Wilfred L. Bimbo, Frank Black, Martin Blackman, Ervin L. Blumenthal, Al Blumberg, Adeline Blumenthal, The Blumenthal, L. A. & Mrs. Bowen, Lefty & Mrs. Boyce, Louis Boyd, Wesley Wm. Brannon, Cornelius F. Bradley, Henry & Bradley, Lee Bralcher, Chas. Brennan, Evelyn Reed, Mrs. Ruth Brunley, J. C. Brunshaw, W. Brooks, M. E. Brooks, Mrs. Maude (Brooks Show) Brooks, Mrs. Bobl. Brunette, Albert Brown, Bobl. & Mrs. Brown, Walter Buchanan, T. K. (Pat) Buckler, Joe Bullock, E. T. Bunta, Walter Burdick, Edmund E. Burns, Eunice M. Burns, G. N. Burns, Kay-Kaylita Burridge, Jean Burridge, Mrs. Jas. B. Byrnes, James M. Cady, Louis Cannon, Harry Capell, Doc

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Edwards, Chas. Edwards, Mrs. Jove Engesser, Geo. Gee Esposito, Paul Eschew, Hilde Krwin, David (Rocking Village) Evans, Tom & Mrs. Esler, Joe Feunati, James Albert, Chas. D. Fisher, Jack Fleet, Albert & His Lions Flower, Mildred Flynn, X. Roder Flynn, Frances Pal Foley, John J. Fong, Lee Tung Foster, August X Fox, Benny & Betty Frank, Charles Doge Frank, Wald Fredeen, Johnny Frisbie, Alfred L. Galamb, Peter Gallagher Am. Co. Gallagher, Rose Garcia, Ivan Garrison Jr., E. K. Garrison, Wayne Gellman, G. & W. Gellman, Wilfred George, Louis Goffman, Odie Gullotte, Lucy Girouard, Fenny & Curtis Glass, Theo. T. Glavin, Paul J. Glavin, M. H. Gould, Jay (Circus) Greer, Harry E. Grosse, Joe Gutrie, Clay Haas, Harry (Chimp Hahn, Bob (White) Hanna & McMaster Hannah, C. A. Hannum, Albert Happpy, The Clown Harlow, Frank Harris, David Harris, Frank Hamon, Bill Hauck, Mrs. Vera Hawkins, G. L. Hayden, Donald & Hayden, Harold & Mrs. Hayes, Gabby Hazlewood, The Hazlewood, Howard Heath, Ken (Motorcycle stunt man) Henderson, John W. Henderson, Grabbie & Mrs. Hanson, Rodos & Wild West Shows Haskay, Louis Heckman, Elaine Heenan, Alice G. Hoak, Mrs. Jean & Rogerman, J. B. & Mrs. Helman, Sam Holmes, Mrs. Ada Holt, Johnny Hood, Louis F. & Mrs. Hopen, Richard Hos, Lee & Mrs. Howard, Harry E. (Shiny) Earl Howe, Lee Howell, John W. Irill, Vincent E. Jackson, The Jackson, Dallas Jacobs, Dolly (Kephart Act) Jenkins, Charles N. Johnson, Roland Johnson, Bob Debbie Johnson, Coats Johnson, Mrs. Fred Johnson, O. D. Johnston, M. E. Rudolph Jones, Geo. (Red) Joseph, Frank Joseph, Pete Kaplan, Herbert Kegan, Alfred Kellama, Harry Keller, Will L. Kelly, Emmett Kelly, H. P. Killinger, Keith Kiser, E. D. (Tubby) Knight, Herb Kridala, Mrs. Lillian Kuhn, Capt. Eddie Kula, Henry R. Kuz, George LaPointe Dan Lamson, Harry Lane, R. J. Lane, Thomas & Mrs. Lange, Iris Langford, Harold (P.C. Stars) Lanford, Mrs. Egan Lanford, Lester Jr. & Jennie Larwell, Frank Lambey, Clifford Le Brac, Bernice Lebrac, Lucille Lehan, Henrietta Leoda, Jack Lewis, George Lewis & Lexington Lewis, Daniel M. Libonati, Rocky (P.C. Stars) Link, John Joseph Lipp, Curtis Lost, Lucky Lee Lowrey, Sammie M. Lumbardi, R. Lucas, Pa. Lyell & Butterworth Lynn, Jada McAfee, Irene (dog) McFadden, Fred McGraw, Bill (Tournament of Thrills) McGold, Walter McGinley, Barbara McGuire, Jerry & McInnis, Will McInnis, Harry A. McKibler, Bobbie McLaughlin, Wm. McNease, Milton N. McSpadden, Mr. Vita

- Maclean, Roy E. Maclean, W. Maclean, Gaylord Maclean, D. E. (Grandstand Air) Mack, Henry Wallace, Johnny Wallis, Mrs. Mrs. Warren, Fred P. Waterman, Nathan Weinberg, Al Wells & Sons Wengel, Paul Wenzel, Kenneth Wheeler, Avery L. Whittaker, Belle Wilder, Mrs. Wilkins, W. Wilkins, Amelia Williams, Ben Williams, L. I. & Rebecca Woodson Family (acrobatic team) Wright Jr., Ernest Young, Geo. R. Yates, James F. Yeaman, Oris Young, Max B. Zalkin, Irving Zamp, Paul

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Allen, James C. Bank, Eugene Jean Brennan, Tex E. Brown, Whitney Bush, Phil Canino, Harry E. Cresson, Harry E. Curry, Peter Demedy, Peter DeJohn, Henry & daughters, Evelyn & Marjorie Dunn, David H. Flynn, D. M. Gilford, Jewel Holland, John W. Javak, Harry Jones, Happy King, Mary Jane Lasher, Buddy Mack, John Frank Morgan, Bernard E. O'Connell, T. & L. Parth, Frank Rottrock, Ralph Seddeman, Samuel Simmons, Henry E. Slivy, Sandy Simons, Ira J. Stanley, Larry (Tallano) Stanley, Frank (Lark) Sullivan, Virgil Van Turner, W. E. Bill Weber, Herman Weintraub, M. Whittaker, Casey White, Jimmy Wilson, Warren

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Ackley, Mrs. J. W. Addison, Gordon Albert, Elmer J. Ames, Jack Jr. Bagby, John H. & Martha Baker, Glen Wilson Barton, James P. Bawls, Harry Bawls, Dwight J. Bender, Jay Bennett, Mr. & Mrs. E. M. Bennett, Jack Beronni, Varice Blahny, Benton Bosterlight, H. E. Broadway, A. A. Broadman, Mrs. Burgess, Lloyd Butler, Bill Cusley, Glenn M. Crawford, W. Carpenter, Walter E. Carpenter, K. I. Chambers, Louise Fay Chapman, Barbara Childs, Wm. J. Chisholm, Dave Clark, V. & Jack Castiblanco, Paul & Curtis, Mr. & Mrs. Darrell, Dickie Davis, Daniel Deal, Mrs. James Decker, Joseph Del Marr, Lisa Demaria, Archie Dolson, J. Arthur Donini, Daniel Dunn, David E. Fick, E. V. Flannagan, Walter M. Fuller, Peggy Gilman, Thomas Gillies, Morris GUK, George Giro, Alfred Goodale, Mrs. Frank Greenlee, Ginger Griffin, Ray Hatfield, Bessie Healy, Frank Harbold, J. D. Harmon, William Harris, Lamar D. Harris, Sam Harrison, James H. Hightower, H. D. Hoehn, William Hornfield, Jack & Rose Howland, J. Howard, J. A. Hwang, F. A. Hwang, Victor Kahmann, (Big Mal) Karjanis, Mrs. Peter Kay, Kitty Kelly, Gene Lewis Klein, Marvin O. Klusen, Fred W. Klutka, Roger Knight, Harold M. Koch, William Korman, Carroll LaBrake, Scott & Helen Langford, Lane Langford, Jeannette Larkee, E. G. Little, Gene Lockman, Bill M. Long, Kenneth Eddy Long, Rodney W. Lucas, Constance Lucas, Harold J. McAlan, George & McGregor, (Arizona) McHenry, Myron E. McSpadden, John W. Zimmer, H. E.

HARRY WORTHY cards from Atlanta the disturbing news that T. B. Garrett, the vet sheet writer, is in the Tuberculosis Hospital at Rome, Ga. Garrett is known to a host of sheeties, says Worthy, who urges that they drop a few cheering notes to Garrett.

MERCHANDISE TOPICS

Continued from page 107 while the seven by 10-inch size is \$10.90 each. These prices are for one-dozen lots. Add \$1 for samples. Also featured are Mexican rings in five designs which are color and tarnish proof and sell at \$3.38 a dozen. With side ornaments the cost is \$3.96 a dozen. The above are gross lot prices. Send for samples of these rings and the firm's free catalog.

Oriental Trading Company, 1115 Farnum Street, Omaha, Neb., has announced receipt of a shipment consisting of 20-inch necklaces in disk, heart and clover designs at \$9 a gross, 14-inch children's necklaces in disk, heart and clover designs at \$4.50 per gross and 24-inch chrome necklaces in disk, heart, clover and octagon shapes at \$21 a gross. The firm also warehouses a large assortment of children's aluminum idols, women's aluminum idols, double heart idols, men's aluminum idols and women's, men's and boy's chrome photo idols, all at prices which allow a strong mark-up. The firm's catalog will be sent on request.

Fleischer & Kasner Import Company, P. O. Box 3603, El Paso, is carrying non-tarnishable Mexican rings, Mexican earrings, purses, wallets, leather novelties, hand-painted skirts, wool jackets, zarapes, leather pictures, maracas, straw hats, tooled belts, Mexican knives, coin purses, carved canes, baseball hats, tin masks and ash trays. Special prices are given jobbers and wholesalers. Write for the firm's catalog.

Pipes for Pitchmen

Continued from page 107 credited with engraving the Lord's Prayer on the head of a pin is visiting Chattanooga. He is Johnny Regan, a roving free-hand engraver who calls St. Augustine, Fla., his home. Regan, 47, arrived here just recently and already has lined up a lot of business, free-lance style. He has scheduled to engrave fancy decorations on the pistols, rings, watches and other jewelry of a number of city and county police officers. He uses only his knee for a workbench and a small screw-driver-like tool that he says has metal specially tempered to engrave on the hardest metal. Regan says that he is a master of what he says is a lost art and that his talent is the kind that is handed down from generation to generation. He says that the 65-word Protestant version of the Lord's Prayer was engraved by him and only one other person. However, his competitor engraved the Catholic version of the prayer which contains less words. Regan lays claim to one other extraordinary feat. He says that he engraved the 1,152-word Lincoln's Gettysburg Address on the flat side of a penny, which is now on exhibition at Lincoln's Tomb, Springfield, Ill.

THAT OLDTIMER... Dave Rose, who suffered a stroke last year and has been on the shelf ever since, pens a few words of thanks to friends who remembered him during their recent dates at Iowa State Fair, Des Moines. Rose has high hopes of being able to return to the road some time next year and, in the process, be able to thank the boys in person. He says he would like to receive letters from some of his old sidekicks in the biz. They may write to him at 6101 Chef Monteur Highway, c/o La Fonda Motel, New Orleans 22.

COMING EVENTS

Alabama
DeWitt—Ark. Co. Livestock Show, Oct. 16-17. Harold Kendall.
England—Festival, Oct. 15-20.
Little Rock—Ark. Livestock Expo., Oct. 1-4.

Arizona
Buckeye—Halloween Carnival, Oct. 31.
Buckeye—Buckeye Rodeo, Oct. 20-21. Joe Nelson.
Prescott—Junior Parade, Nov. 24-25.
Tombstone—Hollywood Celebration, Oct. 20-22.
Winslow—Air Fair, Nov. 11.
Winslow—Indian Day, Dec. 2.

Arkansas
Little Rock—Little Rock Rodeo, Oct. 2-4. Clyde E. Byrd.

California
Los Angeles—Great Western Livestock Show, Nov. 24-28. A. M. Matthews, 2120 S. Eastern Ave.
Los Alamitos—Blue Ribbon Horse Show, Oct. 11-14. Ray Stone, 5081 Hazel Ave., Fair Oaks.
Pittsburg—National Horse Show, Nov. 8-11. Patrick J. O'Toole.
San Francisco—Grand National Livestock Expo., Nov. 2-11. Nye Wilson.
San Francisco—San Francisco Rodeo, Nov. 2-11. Nye Wilson.
Turlock—Far West Turkey Show, Dec. 4-5. M. S. Johnson, 207 Crans Ave.
Ventura—Ventura Rodeo, Oct. 5-7.
Victorville—Victorville Rodeo, Nov. 17-18. Bob Angel.

Connecticut
Bridgeport—Fairfield Co. Home Show & Industrial Fair, Oct. 9-14. John W. Daly.

Florida
Bartow—Polk Co. Youth Show, Nov. 20-21. W. P. Hayman.
Hawthorn—Hawthorn Rodeo, Oct. 5-7. P. C. Sawyer.
Orlando—National Home Show, Nov. 4-11. Dorothy Godfrey.
Orlando—Holmes Co. Livestock Show, Oct. 11. D. P. Grant.
Ocala—Jr. Livestock & Poultry Show, Oct. 13-18. Louis Gilbreath.
Palatka—All Fla. Breeder Show, Nov. 7-10. H. E. Malby.
Wausatcha—Tri-Co. Fat Stock Show, Nov. 8-10. J. F. Barco.
Wausatcha—Hardee Co. Cucumber Expo. & Fat Stock Show, Nov. 12-17. Addison Whitman.

Georgia
Gainesville—VPW Celebration, Oct. 8-13. Dr. F. D. McCoy.

Illinois
Chicago—Chicago Rodeo, Oct. 8-14. M. E. Thayer.
Peoria—National Home Show, Oct. 3-7. E. J. Smith.
Peoria—National Home Show, Oct. 3-7. E. J. Smith.

Indiana
Indianapolis—Irvington Plaza Festival, Oct. 8-14.

Kansas
Wichita—Sedwick Co.-Kan. Nat'l Jr. Livestock Show, Oct. 3-5. Conlee Smith.

Louisiana
Baton Rouge—L.S.U. Fall Livestock Show & Horse Show, Nov. 1-4. Mrs. Helen F. Cobb, Box 8677, University Station.
Crawley—Inl. Rice Festival, Oct. 17-18. A. L. Stoenell.
Franklinton—Franklinton Rodeo, Oct. 16-18. Frank Hayward Jr.
Marksville—La. Livestock Festival, Oct. 3-7. Kermil Dunova.
New Orleans—Mid-Winter Fair, Oct. 12-14. J. A. Smith, 8229 Vicksburg St.
Opelousas—La. Yambilee Festival, Oct. 2-4. Billy M. Smith.
Winfield—Winfield Rodeo, Oct. 4-8. W. C. Cummings.

Maryland
Timonium—Eastern Natl. Livestock Show, Nov. 16-18. Dr. John E. Foster, University of Maryland, College Park, Md.

Massachusetts
Boston—National Home Show, Oct. 14-21. John D. Daly.
Boston—Boston Rodeo, Oct. 17-23. Walter A. Brown.

Michigan
Charlotte—Mich. Swine Breeder Show, Oct. 2. H. G. Moxley.
Detroit—Home Improvement Show, Nov. 2-11. R. George Wood.
Detroit—Junior Livestock Show, Dec. 4-6. W. J. Chambers, 8790 Dix.
Jackson—Turkey Show, Dec. 4-6. Don Miller.
Goodells—Thumb Dist. Plowing Match, Oct. 4. Irving H. Wyein.
Ionia—Ionia Fat Stock Fair, Nov. 8-7. Abram P. Snyder.
Jackson—Southern Mich. Fat Stock Show, Nov. 8-8. Fred Savage.

Mississippi
Cleveland—Bolivar Co. Rodeo, Oct. 11-12. Leroy Finley.

New Mexico
Roswell—Roswell Rodeo, Oct. 8-13. R. L. Fessler.

New York
New York—International Antiques Exhibition and Sale, Oct. 17-23.
New York—International Antiques Exh. & Sale, Oct. 19-21.
New York—Madison Square Garden Rodeo, Oct. 2-14. Frank Moore.
Syracuse—Harvest Show, Sept. 22-23.

North Carolina
Seoland Neck—Firemen's Peanut Fair, Oct. 1-4.

North Dakota
Minot—Minot Rodeo, Oct. 26-28. Pearl Cullen.

Ohio
Bradford—Pumpkin Show, Oct. 8-13. F. C. Meek, Box 66.
Toledo—Gift, Music & Home Festival, Nov. 3-11. Success Enterprises, 5115 Lewis Ave.
Utica—Homecoming, Oct. 4-6.

Oklahoma
Oklahoma City—Antique Show, Oct. 3-7. Mrs. L. Verne Elout, Vermontville, Mich.

Oklahoma City—Modern Living Home Furnishing & Sports Car Show, Nov. Jack Wright.

Oregon
Portland—Pacific Intl. Livestock Expo., Oct. 20-27. Wally A. Hill.

Pennsylvania
Pittsburgh—Jr. Beef & Lamb Show, Nov. 8-8. N. L. Claiborne.
Scranton—Northwestern Pennsylvania's Greatest Expo., Nov. 11-12.

South Carolina
Greer—Centennial, Oct. 16-20.

South Dakota
Miller—Central S. D. Calf Show, Oct. 8.
Sioux Falls—Texes Days, Oct. 3-7.
Sioux Falls—Auto Show, Nov. 20-22.
Yankton—Panthers Days, Oct. 12-13.

Tennessee
Franklin—William Co. Jr. Beef Show, Dec. 4. Hubert Hill.
McKenzie—Carroll-Weakley Fat Cattle Show, Oct. 23-24. Bob Powell.
Nashville—Flower Show, Oct. 24-27.
Nashville—Davidson Co. FFA Bldg., Nov. 17. John T. Tucker.
Shrinesville—Bedford Co. 4-H Dairy & Beef Show, Dec. 4. Mrs. W. K. Fly.

Texas
Alice—Coastal Bend Livestock Show, Oct. 25-27. Mrs. Mary Herbert.
El Paso—Tex. Mobile Home Show, Oct. 21-29. J. E. Smith.
Floresville—Peanut Festival, Oct. 8-14.
Hedley—Colton Festival, Oct. 11-13.
Jourdanton—Centennial, Oct. 3-6.
Keene—Negro Celebration, Oct. 3-7.
Odessa—Oil Show, Oct. 17-21. Frank O. Swartz, Hobbs, N. M.
San Antonio—Exposition America, Oct. 2-7. Ralph W. Stevens.
San Antonio—South Texas Vegetable Day, Nov. 10.
Tyler—Tex Rose Festival, Oct. 19-21. Frank Brough, Chamber of Commerce.
Waco—Waco Rodeo, Sept. 29-Oct. 5. Othel M. Neely.

Utah
Ogden—Ogden Livestock Show, Nov. 16-21.

Washington
Seattle—Wash. Jr. Poultry Show, Oct. 2-3. John O. Wilson, 514 Ave. Bldg.

West Virginia
Elkins—Mountain State Forest Festival, Oct. 4-6. James A. Hartman, U. S. Forestry Bldg.

Wisconsin
Beraboo—Harvest Festival, Oct. 3-7.
Bowler—Autumn Festival, Oct. 3-7. Bowler Hatchery.

CAMPAIGN BUTTONS

ATTENTION—ALL POLITICAL FACTIONS

EISENHOWER and STEVENSON

Jumbo Buttons—Metal Back & Pin 3 1/2" in diameter—per 100—\$10.00.

50 ligne 1 1/4" Stevenson Buttons, Red, White and Blue Color—per 100—\$2.00; per 1,000—\$17.50.

50 ligne "I Like Ike" Buttons, 1 1/4"—per 100—\$2.00; per 1,000—\$17.50.

70 ligne Ike and Stevenson Buttons, \$4.00 per 100; \$37.50 per 1,000.

Immediate delivery on all buttons.

Nine-Inch Plaques of Stevenson and Eisenhower—\$7.20 per Dozen

Democrat and Republican Sun Glasses—\$5.00 per Dozen

2 1/2" Moving Flasher Eisenhower and Stevenson Buttons, Picture and Wording Change as Button Moves. \$30.00 per 100

Legal Foam Rubber Eisenhower and Stevenson Figure Heads. \$12.50 per 100

25% deposit required—money order or cash. We ship same day we receive order. We ship all over the world.

HARRIS NOVELTY CO.

1102 ARCH ST. THIS IS OUR ONLY STORE PHILADELPHIA 7, PA.
Phones: 7-9848—WA 2-6970 Send for Latest Catalog

Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!

FIRST TIME OFFERED!

Send \$15 for sample package of 10 items

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.

DIVISION SALES 3341 W. Roosevelt Rd., Chicago 24, Illinois
Phone: LAwndale 2-7377

IF YOU SELL DIRECT

To the consumer and want to make big money with a new "Do-It-Yourself" item, send us your name and address and we will send you full particulars without any obligation to you.

MODERN PRODUCTS MFG. CORP.
100 South King Street Wilmington 1, Delaware



HURRY NOW!

There's Still Time to Get a Big Share of the Christmas Merchandise Sales by Rushing Copy Instructions for The Billboard's

CHRISTMAS MERCHANDISE SPECIAL

Dated October 13

Send new advertising copy air mail special or wire us collect to repeat a previous ad TODAY!

FINAL ADVERTISING DEADLINE
THURSDAY,
OCT. 4

CINCINNATI 22, OHIO 2160 Patterson St. DUnbar 1-6450
CHICAGO 1, ILLINOIS 188 W. Randolph St. CEntal 6-8761
NEW YORK 36, N. Y. 1564 Broadway PLaza 7-2800
ST. LOUIS 1, MO. 390 Arcade Bldg. ClEstnut 1-0443
HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. HOLlywood 9-5831

Alluring NYLON BRIEF

3 Rows of 3" black Nylon Lace. Assorted colors—White, Pink, Blue, Coral, Mint and Yellow. Black Bow-tie Neck. Nylon Tricot Briefs. Slime Small, Medium and Large.

\$12.00 per dozen

25% dep., bal. C.O.D., F.O.B. Chicago.

Write For **FREE Merchandise Listing**

C & G SALES
1080 Milwaukee Ave.
Chicago, Illinois

MIDGET BIBLE

New edition. Has last supper, Crucifixion Pictures, Lord's Prayer, Over 300 verses. Size of postage stamp. (1 1/2" x 1 1/2") yet clearly printed and every word legible. Black gold-printed cover. Wonderful BIG PROFIT novelty. Dealer's Prices 90¢ doz., \$4.70 per 100.

F.O.B. Detroit, add postage; C.O.D. or cash. Special low jobbers & quantity prices. Send for Wholesale Catalog or 3000 novelties.

JOHNSON SMITH & CO., Detroit 7 Mich.

Mid-South Tops Many Records
Continued from page 88

City, Okla., continued the following three days sans a headliner to play to smaller crowds.

"Stars Over Dixie," offered, besides Day and Miss Morgan, the Goofers, Skinny Ennis' orchestra Hal Sands' Manhattan Rockets, Professor Backwards, Gene Sheldon, Hubert Castle and Francis Brunn.

The talent for "Stars Over Dixie" and the "River Boat Follies" was booked in by Eldred Stacey, of Music Corporation of America. While neither attraction yielded the fair a profit, Wynne expressed satisfaction, pointing out that the fair has to overcome the belief in the public's mind that the fair does not offer such top talent as was packed in the two shows.

Show Men Impressed

"It will take two or three years," Wynne said, "to sell the public on our changed attraction policy and that we offer increased variety and high-quality entertainment."

The fair's record attendance was attributed to the strong pull of Cisco Kid, the new featured shows, the centennial theme, the continued up-grading of various departments, plant improvements and effective publicity. These impressed showmen who have watched the development of the fair under Wynne.

Showmen working the fair were delighted. Grosses of rides and shows brought in by Cliff Wilson turned in a record gross, reportedly close to 30 per cent higher than last year. Chuck Moss, holder of the games concession contract, reported concession receipts up sharply over last year. Food and drink concessionaires chimed in with like reports.

Besides the shift in the major attraction policy that offered the two new acts, there were other changes in the entertainment fare. Acts, sponsored by the Kroger Grocery chain, were presented in each of four years, but unlike previous years these acts rotated from building to building.

Too, the fair, which already had greatly increased its attraction budget at the last moment, booked in Larry Ruhl's helicopter-trapeze act for two days, and this act registered solidly. The 'copter also was used to take riders up from the grounds. The act was booked in thru Jimmie Hetzer, of the Hetzer Theatrical Agency, Huntington, W. Va.

Still other features included the appearance of Polly Bergen, in for two days, with Pepsi-Cola picking up the tab, and the appearance of Smiley Burnette, brought in by the fair. Polly worked in special events and Smiley worked thruout the grounds, popping up at selected locations to build up crowds or interest.

N. Y. Rodeo Stand
Continued from page 91

which kept losing a wheel. The horse became unhitched during the action and wound up offstage. Meanwhile a white goat appeared, jumped into the buggy and knocked Boen to the ground. Then ducks dropped from the underside of the buggy and proceeded to waddle around the arena. A white dog then rounded up the ducks and directed them into the mouth of a burlap bag held by Boen. A clever stunt that went off well. One of a duo of assistants then pulled the buggy and Boen offstage to a strong hand.

The cowboys' calf roping was the sixth event, with nine contestants racking up times that ranged from 18.1 to 47.6 seconds.

The Collins Kids, sister (14) and younger brother, who record for Columbia Records, were on next. Both play electric guitars and sing. They were backed by drums and bass and did four numbers. Opening with "Corrine, Corrina," in a medium tempo, they upbeated the next number, an instrumental titled "Flying Fingers" that featured the brother, Larry, with his double-decker instrument. Next the kids warbled "You Are My Sunshine" and finished with "See You Later, Alligator," which left the crowd looking for more. The boy prances in a unique manner while strumming his instrument on the faster numbers, and the kids in the audience loved it. Their applause, as well as that of the adults, bore this out.

The duo worked with neck mikes, and, despite the mike and electric guitar wires dangling from them, they managed to keep slowly turning during all numbers so that all sides of the arena had an equal chance to see them. They worked on a small, white stage in the center of the arena.

Event 8 was the ranch girls barrel race. Event 9 was the cowboys' saddle bronc-riding contest. For event 10, trick ropers Rossi and Brady returned, accompanied by Virginia Hadley for an exhibition of trick riding. Event 11 was steer wrestling.

Rin Tin Tin appeared with his buddies from the "Fort Apache" TV show, Lt. Rip Masters (James Brown), "Rusty" (Lee Aker), Sgt. O'Hara (Joe Sawyer) and Corp. Boone (Rand Brooks). Seven mounted Union Army "soldiers" brought on Sawyer and Brooks and there was a little comedy plot about their being "lost" among the cliff dwellings of Gotham. Brown, M-G-M recording artist, sang the TV show theme song, "Forward Ho," and later, with the troupe grouped around a campfire, sang "White Buffalo." He was backed by James Cimmeron's cowboy band, which also capably played the show. Rin Tin Tin, his owner and trainer, worked into the presentation, during which the dog performed many of his movie tricks. The dog segment, strictly sight action, went well. The comedy antics of Sawyer and Brooks seemed a bit lost in the cavernous Garden, altho the spectator youngsters seemed to go along with the whole affair. The admiration of the children, evidently built up thru the intimacy of TV, kept their attention focused on the horseplay and conversation, altho most of it appeared over their heads.

Event 13 was the wild Brahma bull riding contest, and the closer was the perennial wild horse race. Glen Wood kept the crowd well informed as new show announcer.

Frank Luppino.

28" CUDDLY BEAR

Taffeta & Rayon Cloth
Cotton Stuffed
Plastic Face
Full Body, Wires

6 Dozens \$13.50
12 Dozens \$25.00
18 Dozens \$36.00

30" BEAR

All Plush
Gentleman
and, colors

6 Dozens \$16.50
12 Dozens \$32.00
18 Dozens \$48.00

8" CHEVILLE ANIMALS & DOLLS

Foam rubber stuffed washable, bags—\$4.75 dozen.

6 Dozens \$6.50
12 Dozens \$12.00
18 Dozens \$17.50

24" CLOWN/DOLL

10" PLUSH SCOTTY \$5.75

Ass'd. colors.
\$4.50 doz. in gr. lots
Minimum Order: 3 dozen.

F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. Send for NEW 40-pg. FREE Catalog and closeout lists.

ACE TOY MFG. COMPANY
526 Broadway, N. Y. C.
WA 5-3224

Supermarkets
Continued from page 86

where the Peen-Fruit Company will sponsor a showing, the Convention Hall will be used to accommodate the expected five-day attendance of 125,000. In Cincinnati the Gardens will be used to hold 60,000 in three days.

The "Texas Tour," November 17-December 1, will include showings in El Paso, Hobbs, Abilene, Fort Worth, Wichita Falls, Denver, Colorado Springs, Pueblo, Amarillo, Albuquerque, Roswell, Odessa and Lubbock.

Talent for that show will include Mickey Rooney, Gloria de Haven, the Four Aces, Richard Haymen and his orchestra, Francis Brunn, the Abbots, the Danvers, Carlton Hayes orchestra and Bob McFaddin, emcee.

Shows at Oklahoma City, October 14-17, and Tulsa, October 18-19, will feature Julius LaRosa and Georgia Gibbs. At Columbus, November 9-12, Patti Page and Don Cherry will be featured. Patti Page and Julius LaRosa will be teamed for the shows at Philadelphia, November 25-29; Baltimore, 30; Allentown and Wilmington, December 1.

Other show towns include Dayton, Louisville, Indianapolis and Atlanta. Likely to be added are Gastonia, Charlotte and Greensboro in North Carolina. For some of the latter Julius LaRosa and Eydie Gorme will be featured.

Other planned dates include Boston, a repeat; Montreal, Toronto and Washington. Higgins reckoned that the present bookings, which add up to six weeks, could easily be expanded to a total of 24 and, possibly, even to 52.

John O'Malley, New York publicist, was named to the public relations post after GAC was awarded the booking pact.

Beatty in Texas
Continued from page 94

slide numbers, the Cannestrelli ladder act, Segura acrobatics and the Sabrejet flying return act as well as others.

Beatty's big cats are spotted in the backyard. In the Side Show top are six large and three small elephants, three camels, three llamas and the eight smaller cages which Beatty obtained from the Sparks show of 10 years ago. Two platform acts complete the Side Show.

Liberty horses, eight ponies and seven rosin backs are stabled in the combination padroom top.

Another CEL-MAX Smash!

Boxed Jewelry Sets

- 3 and 4 pc. Pearl Sets
- Sparkling Pendants and Earrings
- Hand-set brilliant Stones in Bracelet, Necklace and Earrings Sets
- Assorted styles and colors.

\$10.80 DOZEN
Sample Set, \$1.00

THIS IS IT! An amazing money-making assortment at a sensational bargain price! High style sets for every taste. Retail priced for phenomenal profits! Minimum order 1 dozen sets assorted. Wholesale only, 25% with order, balance C.O.D. Order a Sample Set today.

Cel-Max SPOTLIGHT Value!

5-Pc. WATCH Ensemble

- Jeweled Watch
- Cuff Links
- Tie Bar
- Key Chain
- Expansion Band

\$4.89 SET
Sample, \$6.45

The most powerful seller of all! A stunning set—beautifully boxed . . . HIGH style at a LOW price for terrific profit! Order a sample today!

Exporters • Wholesalers • Manufacturers
382 So. Main St. • MEMPHIS, TENNESSEE

1956 BUYERS' GUIDE

Gellman BROTHERS

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 25-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 117 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, Hosiery, Hatcases, Plaster Stum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum Special, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ALCANTARA PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

CHAIRS • TABLES
IMMEDIATE DELIVERY

138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING

ON CHAIRS MINIMUM ORDER IS 4 DOZ. STATE QUANTITY NEEDED—ASK PRICES

Adirondack Chair Co. Dept. T-4
1140 BROADWAY (273L) N.Y. • MU 2-4824

CIGARETTE LIGHTER

CHROME Table or Pocket Models. Size 1 1/2" x 1 1/2". Guaranteed Regular Value \$6. Each.

1 Doz. for \$8.95

Send Cash, Check or Money Order to

GENERAL R. & S. F. CO.
919 W. Belmont Ave.
Philadelphia 33, Pa.

DUPONT DACRON COMFORTER

Polyester Fibres—French Crepe, Non-Slip Floral Covering. Reversible—solid matching color for double beauty. 100% WASHABLE. EXTRA LARGE 72" x 84" CUT SIZE. Light as a feather—warm! Non-allergenic, non-matting, permanently fluffy. Decorator colors: Pink, Blue, White. Packed in pillow storage bag.

Retail Price \$24.95

\$6.99 ea. in lots of 4 **\$8.15 Sample**

Send today for our FREE 100-Page Color Illustrated Name Brand Catalog, 24-Page Name Toy Supplement & Two Separate Confidential Price Lists.

25% dep., bal. C.O.D., F.O.B. Chicago.

STANDARD INDUSTRIES
1112 S. Wabash Ave., Dept. B-P
Chicago 5, Illinois

464-PAGE GENERAL CATALOG NOW READY

GIFT CATALOG READY

OCTOBER 15th

When requesting catalogs State Your Business.

Halloween Mask Ass't: Consists of 6 dozen each child's and adult's 10-cent Mask, 6 dozen 10-cent adult half-Mask and 2 dozen hair decorated 29-cent adult Mask. Brings dealer \$28.56.

Costs dealer \$18.15

F.O.B. Terre Haute—Postage Extra. Send 25% Dep. With C.O.D. Orders.

LEVIN BROTHERS
Established 1880
TERRE HAUTE, INDIANA

WARRIOR BOYS' RINGS

IM. DOUBLE HEAD CAMEO

61.00 Doz. (min. 3 doz.) plus postage. Or \$7 Gr. in Gross Lots.

Aviation Metal, tarnish-proof, anodized finish with gold color, double-head imit. Cameo. Special adjustment fits all fingers. ALSO SKULL, SNAKE, BIRTHSTONE AND BELT BUCKLE RINGS AVAILABLE. \$9.99 PER GROSS.

Sterling Jewelers, Inc.
1975 E. Main St. Columbus, Ohio

SEND FOR NEW CATALOG

CHAIRS • TABLES

IMMEDIATE DELIVERY

138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING

ON CHAIRS MINIMUM ORDER IS 4 DOZ. STATE QUANTITY NEEDED—ASK PRICES

Adirondack Chair Co. Dept. T-4
1140 BROADWAY (273L) N.Y. • MU 2-4824

Special Report

On

FALL MARKET

A Convention in Print



JOHN WALLACE



JIM TOLISANO



NORM GEFKE

How to Become a Successful Operator in 4 Hard Lessons

- Equipment, depreciation, service location knowledge keys to success
- Cites case history of how 10-cent play was sold, its affect on takes

By JIM TOLISANO
Superior Music Company
Hartford, Conn.

In most cases I believe that competition today forces the average music operator to diversify. For example, game operators in the past 10 years or so have gone into the music field. They apparently strengthened their position with the location owner, because they were able to give him a better deal on the music. Consequently the juke box operator was losing locations.

In order to protect himself the music operator eventually was forced into the game field. It means that the music operators are breaking even on their investment, or losing a little and at best making very little.

I feel that in the next 10 or 15 years you will positively find more operators specializing in music only. First of all this music business is becoming, in my opinion, highly specialized. Even today there are too many people that do not operate their music routes properly. I'll admit that none of us are perfectionists (including myself). However, the operator who has obsolete, dirty, poor sounding, poor programmed and poor working equipment is doing himself, the location, the public and his fellow operator absolutely no good at all.

I just wish that every operator could stop and realize what a wonderful industry this music business of ours is. It is so traditionally American. So many millions of youngsters and oldsters alike depend on this medium for entertainment. With this view in mind the operator should learn to become a sound business man, by:

1. Keeping his equipment as up to date as possible and thoroly clean regardless of age.
2. Learning to type your locations as to the particular brand of music that they like.
3. Putting yourself on a sound

business by using proper depreciation, keeping proper books.

4. Maintaining a neat, uniformed (if possible), polite and efficient service and collection force. I think that the operator who has the above-mentioned thoughts, and others, in mind is going to be the successful specialized music operator 10 to 15 years from now.

I do believe that 10-cent play will be 100 per cent first of all when every conceivable manufacturer positively makes his machines strictly on 10-cent basis. Naturally if we could get machines
(Continued on page 116)

Operating Now Is Volume Business

- Gefke asserts it takes more units to make same money
- Always use new machines to switch to dime play, he explains

By NORMAN GEFKE
Gefke Music Company
Sioux Falls, S. D.

I think more operators are getting into games and other businesses. Reason: The operating business has become more and more a volume business. I believe an operator needs much more equipment on his route than he used to, to make the same money.

I don't believe it's too hard for an operator to decide whether to concentrate on music or get into some other business. If his music will pay for itself, making him a living, and he's satisfied with his income, he can concentrate on music.

I believe that in 10 or 15 years we will see more operators operating music only, altho now an operator almost has to own all the machines in a location to make any money.

I think dime play is 100 per cent possible, but I believe it will be another year before this can be accomplished.

To sell dime play isn't an easy job. Possibly to sell your first location into changing is the hardest. I think a man should take one of his best spots, one who will listen to him and explain the increased cost of operating. If he says he

doesn't want to be first, tell him somebody has to be first—look at Columbus.

The increased earning from a dime play location will help sell other locations automatically. We found here after we changed our first location, others called and asked us to change theirs to a dime.

There's no question in my mind that new machines help make it

PETER & PAUL Expand With New Capital

By AL DENVER
New York

Diversification for music operators—that is, expanding into equipment other than juke boxes, and into other businesses—is fine providing the operator does not use capital from his music business to finance other business. Once an operator begins using money earned in juke box operating as money to invest in something else, the music route is bound to suffer.

Diversification is a trend which has caught up many other businesses. It is not unusual therefore that it is a trend which is growing in the music machine operating business.

It is true that operating firms are growing and it is true that some firms are getting bigger thru diversification, purchases of smaller routes and mergers. But I do not think there are any fewer small operators in the business than before. If anything, the number of small operators is increasing.

How does an operator make money? There are not any substitutes in the operating business for the tried-and-true methods: Good programming, good service, wise program of stepping-down equipment with constant purchase of new equipment.

easier for you to change to a dime.

I think all the operating firms are getting bigger. I don't believe there are as many small operators as a few years ago. I think the trend is bigger firms will be good for the business in the long run. I don't think the operator of today has to worry about the bigger companies if he will do his job well
(Continued on page 116)

Package Deals Aid Location Relations

By J. A. (RED) WALLACE
Wallace & Wallace
Oak Hill, W. Va.

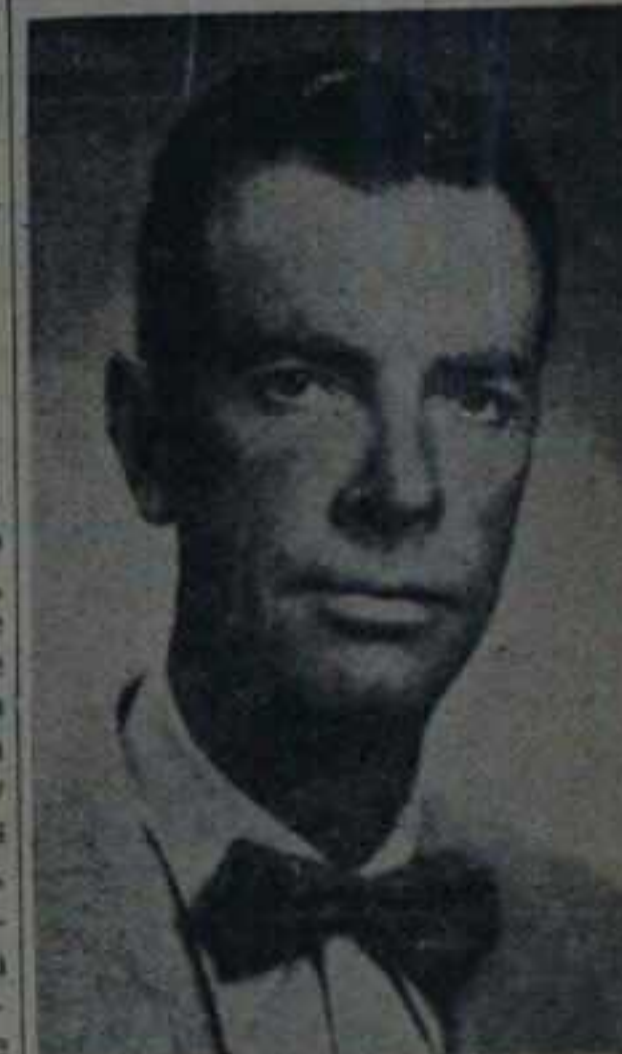
More music operators are diversifying with games and other businesses because it gives them better business relations with their locations. Here's why: It enables operators to provide for more of the location's coin-operated equipment needs. It also gives operators more economic security in case of adverse tax legislation against one particular line of his operation.

Moreover, in small town areas, with few heavily populated centers,

it is almost impossible for a music operator to specialize.

The day of 100 per cent dime play will not come as long as many marginal locations with old equipment must be kept on the route.

In selling dime play, it is very important for the operator to discuss the move with his locations. It is essential that the locations fully understand that for the operator to continue successfully in business, and to provide brand-new—or at least newer—machines well programmed and the best service
(Continued on page 116)



TOM WITHROW



HOWARD ELLIS



AL DENVER

Locations Like 1 Op

By LEONARD BARNES
Leonard Barnes Music Company
Selma, Ala.

Locations like a "package" deal. They like to deal with only one operator for all their coin-operated equipment needs, whether it happens to be juke boxes, games or other equipment. This is why diversification is on the upswing.

Besides that, diversifying helps an operator cut operating expenses. Operators will not specialize in the future because equipment is too expensive.

Altho I do not believe operators will ever see 100 per cent dime play in this country, there are two important requirements in successful selling dime play:

1. Make the price a dime per
(Continued on page 116)



JACK COHEN



SAM RICKLIN



CLINT PIERCE



HIRSH DE LA VIEZ



HARRY SNODGRASS

Specializing Is the Thing In Operating, Says City Op

- Cohen argues highly specialized business requires specialists
- Explains role of depreciation schedules in buying new equipment

By JACK COHEN
J. C. Music Company
Cleveland

The music industry with its present type of equipment has become a highly specialized business. It is my firm belief that an operator can do a much better job if he specializes in music only instead of dividing his time between music and other phases of the coin machine industry.

I have found that by analyzing and concentrating on each individual location, I am getting the most revenue possible from my locations. It is necessary to constantly buy new equipment and move other equipment down the line.

Each new piece which an operator purchases gives him five or six good moves with a chance of increasing revenue in each one of these locations, thus helping to pay for the high-priced equipment, as satisfying five or six location owners. On some of these moves, we have found that a second, or third, or fourth rate location which may have been more or less neglected, in due time becomes a first-rate location.

Survey Stops To Set Plans

- Says op margin is too small to specialize
- Front money will sell 100% dime play, he says

By HOWARD ELLIS
Coin-A-Matic Music Company,
Inc., Omaha

More music operators are diversifying their routes with games or other businesses today because it spreads out the cost of operation. In order to decide whether to diversify, I think that an operator would be well advised to run a survey of his locations to determine what they want.

I do not think that the juke box business in the future will find more music operators specializing in juke boxes because the margin of profit is too small. It requires equipment other than juke boxes to make locations pay.

Dime play will be the practice
[\(Continued on page 137\)](#)

The present day music box is a miniature supermarket. We are finding that there are lovers of high-class music in locations situated in areas where we never dreamed that this type of music would be acceptable. We are constantly combing the markets for old-time favorites and semi-classical music. We take great pride when

Diversify to Buoy Income

- Contends ops must have units besides phonos
- Prices for juke tunes will always vary, he says

By SAM RICKLIN
California Music Company
Los Angeles

Music operators cannot make enough money from operating phonographs alone: That is why more of them are diversifying with games or are getting into other businesses. In order to survive, a music operator must have additional revenue from some source besides juke boxes.

As music machine operating costs
[\(Continued on page 135\)](#)

location owners and customers tell us that we have a beautiful selection.

Ten-cent play, in my opinion, cannot be successful unless the operators in a territory are organized, for it is a job of every operator in the territory to put over 10-cent play. When a machine is on 10-cent play in a neighborhood where the merchant across the street may have 5-cent play on a similar type of equipment, the owner of the latter location will brag to his customers that he is giving them the same music as his competitor for half the price. All a location owner has to hear is a customer or two saying, "Let's go across the street where the music is only 5 cents." He will become panicky immediately and order his operator to convert the machine back to 5 cents.

If only the operators thruout the nation would ever get smart to themselves, they would never operate music at 5-cent play. When we, in Cleveland, first converted to 10-cent play, we experienced a slight drop the first two or three months. After that customer resistance lessened, the public became accustomed to 10-cent play, and soon we found our collections increasing.

Within six months there wasn't one location in the city of Cleve-
[\(Continued on page 134\)](#)

How to Sell Dime Juke Play

- Op's method worked in 148 out of 150 stops
- Explains how to answer typical location arguments

By TED NICHOLS
Kyes-Nichols Music Company
Fremont, Neb.

The best selling arguments for 10-cent play are that the location owner will make more money and have better equipment and service. I know of nothing else that would interest him.

Three-quarters of our machines are on dime (three for a quarter) play. Some have been on dime play for several years, some only several months. We have many 10-cent machines in communities where all other music is 5 cents. These locations have a great deal

of traffic and are not worried about competition.

We have found the most effective procedure in going to 10-cent play is to first sell the location on the idea. This is almost never easy, but we found only two out of 150 we could not sell. Here's our approach:

The location owner may say: "Dime play is okay in some places but not here. We have a different kind of trade. My customers can't afford it. I'd rather keep older equipment and make less on music than risk losing customers who buy beer, meals, gasoline, etc." When we get this argument, we point out that the music buying customer has been accepting 10-cent play for years and that only a few will ever threaten to trade elsewhere.

JUST THE FACTS

How to Talk to Location Buyers

By CLINT PIERCE
C. S. Pierce Music Company
Brodhead, Wis.

The automatic phonograph field is divided into two different types of operations: the big city operation and the more "spread out," or rural operation. Let's analyze the rural or "spread-out" operation first. In this operation many operators are including games and cigarette machines on their routes.

The reason for this is the location asks his operator for a cigarette machine, because he has found out that handling cigarettes behind the counter has not been profitable. This location is also interested in some type of legitimate amusement machine to hold his

customers and pick up additional revenue.

If the music operator who already is in this location will not furnish the other equipment, the location is forced to look to another operator who will furnish the equipment. Very often the second operator refuses to furnish the cigarette machine or game, unless he can also have the music.

Therefore, in many cases the specialized music operator has been forced to include cigarette machines and amusement machines in his operation, in order to protect his music routes.

If the music operator is a good businessman, keeps his equipment
[\(Continued on page 115\)](#)

25-YEAR ADVICE

Diversify to Lick High Fixed Costs

By HARRY SNODGRASS
Border-Sunshine Novelty Company
Albuquerque, N. M.

After 25 years in the automatic phonograph and amusement game business, and four years in vending I am convinced the successful operator will be the one who diversifies to a certain extent. The major problem today is very high fixed

operating costs. That means an operator must increase his gross income without materially increasing his expenses.

The trend to larger, and more expensive, phonographs makes it mandatory that the industry increase its price to at least one play for a dime, four plays for a quarter. I believe that within three years all phonographs will be on some form of dime play, with the possible exception of very old equipment.

I feel that our business is tending to go to larger operating firms. These larger companies will be operating a great variety of equipment. As time goes on this will be good for business, as this type of operation to be successful will use good business practices, thus eliminating many of the bad practices of financially unsound marginal operators.

It is my opinion that only one model phonograph, possibly the 200-play machine, even tho it takes in very little more money than the 100 play, is all that is needed. An operator will take care of his smaller locations with older equipment.

After a great deal of study I feel that the proper depreciation schedule on the present new phonograph equipment should be \$100 salvage value, and the balance depreciated over four or five years on the sum of the digits method.

[\(Continued on page 116\)](#)

WHAT SIZE ROUTE?

Large or Small But Not Medium

- Blatt contends days of "in between" operation are over
- Big enough to stand losses or small enough for one man

By WILLIE BLATT
Supreme Distributors, Inc.
Miami

We operate a fair-sized amount of equipment and at one time or another in the past 35 years we've operated gum, nut and cigarette vending machines, pin games and pretty nearly all other types of amusement machines that were put on the market from time to time.

When we moved to Miami 12 years ago we bought routes that consisted of juke boxes, consoles and pin games. We sold the pin game route and consoles were outlawed, so we began to increase our music route. We also began building a cigarette machine route. When we had about 300 machines on locations, we sold the cigarette machine routes and decided to stick to music. That is how we remained for several years—strictly music.

About two years ago we found it impossible to make ends meet with music alone due to high cost of equipment, labor, parts, records, licenses and shorter working hours for our employees. We gradually started to set out shuffle games, pinball machines, gun games and pool games. We recently began adding routes of scales, hand dryers and cigarette machines so that when a new location opens we can outfit them completely. Our collectors service all the equipment at the same time. We eliminate the possibility that—if we would operate only music machines—and another operator has a gun game or pinball machine in the same location he might decide to operate juke boxes and take the location from us.

I can't see any future in specialization even for the small operator who has up to 50 locations. With so few locations he no doubt visits all his locations personally. With personal contact he can more easily become the "package" operator because of his closer ties with the owner.

I don't believe that we will ever have 100 per cent dime play.

There are certain locations such as lunch rooms, candy stores, school cafeterias, park playgrounds for teen-agers and many others patronized by people to whom a dime is a lot of money. I don't think there are many operators who operate only top equipment and their mar-

ginal equipment can be used profitably in those locations until the time comes when some of them can be reset with better equipment at 10-cent play. We are in the process of changing to dime play one location at a time as we go along.

About five years ago I realized that in the coin machine business the operator must make up his mind that in order to be successful he has to have a large route



WILLIE BLATT

so that he can absorb losses (pilferage of various kinds), or he must stick to a small operation where he can avoid these losses by doing everything himself. In the latter case he could count his own collections. I don't believe there is any room today for an operator who is neither large enough to absorb losses nor small enough to handle his route alone.

I believe there are just as many small operators in existence today as there ever was and they are growing in number because it doesn't take as much money to start or buy a small route as it takes for a large route.

I don't believe that large operations can hamper or hurt the juke box business any more than Ford could the automobile business. The larger the operation the greater their responsibility both to their trade and to their community. Large operators must always be on their toes by having the latest and best kept equipment and service. They cannot depend on friendship and personal contact like the small operator enjoys.

Both the small and large operator of today must try to get written contracts wherever possible. They must keep good books to watch their costs, depreciation and weekly

(Continued on page 136)

200-Plays Doom Nickel But All 10c Play Long Way Off

- Ptacek says there is extra money in well-programmed jumbo machines
- Personal attention potent weapon of small operators against big competitors, he says

By LOU PTACEK JR.
Bird Music Company
Manhattan, Kan.

More and more operators are diversifying their routes. Some do this to keep their locations from the other fellow, who is diversifying his business. Others need more volume to stay in business.

It appears that the trend to diversification is only getting started. We Americans like package deals and big business. The man who can give a location music, cigarettes, amusement devices and even other services definitely has the advantage.

All operators cannot diversify for a multitude of reasons. Some of the main ones being capital, technical knowledge and managerability. The latter being the most important, since diversifying usually means hiring more help. More businesses have failed because of the lack of good management than any other reason.

It seems that, tho, there are

more and larger firms, there are also more small operators. If the coin machine industry enjoys its present rate of expansion there will always be room for the small operators. That's how the big ones of today started.

If we have a slowdown or reversal of business the larger firms will introduce more streamlined methods of service and collection. He will advertise and promote his business in a way that the small firm won't be able to do. But the small operators have one thing that big business can't have; and that is personal attention direct to his customers.

One hundred per cent dime play is a good many years away. There will be nickel music in some places as long as present equipment is on location. It has taken more than 10 years to see prewar equipment disappear. It has been five years since 45 r.p.m.'s became apparent. The present 200's do definitely spell doom for the nickel music.

The most effective way to convert to dime play is to change the equipment. Show your location and his customer that they are getting something more for the increased price. Brand new equipment, if possible, if not, good clean reconditioned machines. Last but not least: Don't throw that nickel back in your customer's face as tho it were a slug or you didn't want it. Take it! Almost all late equipment can easily and cheaply be converted to take two nickels.

Now that the trend has been set, it would seem best if the manufacturing companies standardize on 200. A few times one way or the other would not help. There are plenty of good used 50, 80, 100 and 120 phonos to move into the secondary locations, where they will eventually have to go. The new phonos with fewer selections than the 200's are not enough cheaper in price to pay to buy them.

There is extra money in well-programmed 200's, if lots of standards and old favorites, as well as the sectional favorites, such as polkas, jazz, westerns, etc., are used. These being much easier to get on EP's seems to indicate also that today phonos must have provision to play EP's at a different price than pop music.

Record costs on a 200-selection

machine need not be any higher than on the fewer selection phonos. First cost, of course, is more but once set up should run the same. Service can be cut down. Twice a month on the good locations, possibly with a few exceptions. Once a month where the cash pans will not overflow.

A depreciation schedule that is suited to your particular operation is a must. Taking too much depreciation can be as costly as not enough.

A good current set of books with easy references are also a must to a profitable business. You must know just where you are at a glance to buy wisely and to keep each expense within a well-planned budget.

Talking to Stop Buyers

• *Continued from page 114*

clean and gives good services, there is no reason why he should not make money with the additional lines.

In the case of the city music operator, the long drives for service are eliminated, but the city music operator has many more smaller operators as competitors. The music operator who has steady employment, and operates from three to ten phonographs as a side line is not in a position to give service at all times, and cannot devote enough time to the music field to justify being classed as a legitimate phonograph operator.

It is very important that operators operate their business in a business-like way, similar to the operation of other types of businesses.

This should include a good book-keeping system, workshop and repair department where phonographs can be refinished and reconditioned, the establishment of a commission rate which assures the operator a return on his investment and still gives the location a portion of the collection. This possibly can be handled most satisfactorily by a graduated percentage scale.

A close relationship between the operator and location is very important. A public relations program

(Continued on page 121)

\$ GUIDEPOST

Depreciation Top Concern

- Argues success requires well-planned schedule
- Cites need for tax expert for every operator today

By HIRSH DE LA VIEZ
Hirsh Coin Machine Company
Washington

Music operators are diversifying more today than ever before. At least one of the reasons why, I believe, is because of the improved profit margins on some of the equipment. For example, I remember a long time ago when cigarettes sold for 15 cents a pack from vending machines. At that figure it was not too attractive. Today the profit margin on cigarette vending is better.

More than any other single factor, depreciation seems to me to be the most important for a music operator to watch closely in realizing his top income from his route. A well-planned depreciation schedule

(Continued on page 139)

WHY DIVERSIFY?

Package Deals Make Unit Operation More Efficient

By TOM WITHROW
Texas Music Company
Midland, Tex.

I believe a large percentage of operators are getting into games or other allied businesses for at least two reasons:

1. They may be forced by competition to cover a location with games or other equipment in order to hold the location as a unit.

2. An operation may be made more efficient by adding games or other equipment, thus cutting the unit cost of operation.

There is also a demand from locations for the additional revenue to be received.

If a territory is such that a music operation is reasonably efficient as is, and by adding games it would necessitate additional men and trucks, it would become a question of whether or not a profit could be shown on the new business separately.

In that case consideration must be given to the rapidity of model changes made by the game manufacturers. By the same token a music operation with men and trucks considerably idle could be made more efficient as a unit operation by the addition of other equipment.

I think 100 per cent play is possible. How long it will take will depend mostly on the national economy. If costs continue to rise, as it now appears they will, it will become necessary for new equipment to be placed on 10-cent play. Then, as 10-cent play becomes more universal, it will be more acceptable to those now opposed to it.

It is extremely hard to sell a location on 10-cent play unless his neighbor and direct competitor is also sold.

(Continued on page 135)



TED NICHOLS



LOU PTACEK

FOUR LESSONS FOR SUCCESS

• Continued from page 113

delivered as mentioned above, then gradually the field would be covered 100 per cent as fast as the obsolete equipment is removed. I'd say that 10 years from the time that all new equipment is absolutely manufactured on a dime-play standard, this industry will be fully covered by such.

I stress this matter of dime play and will go into detail as I believe, without a doubt, that it is the most vital and necessary "must" for every operator in the country. You must certainly be on 10-cent play in order to stay in business.

It is very hard indeed to convert one location when all others in the area are on nickel play. The most sensible thing to do is to do it on a planned basis. In the Hartford, Conn., area almost two years ago, about 17 operators belonging to the Music Operators of Connecticut, Inc., decided that the time had come for 10-cent play. We had several meetings and planned what we thought would be a proper method of acceptance.

We agreed that the first sensible step would be to approach one, two or more customers whom we knew personally and also whom we could talk to intelligently and get their co-operation converting to 10-cent play. This proved successful because in about one week we had approximately 35 locations converted. In some of these spots where we already had the latest equipment, we converted on location. Other spots were given new machines already converted. Still another set of locations received machines pulled from spots that had received new equipment.

In other words, as close as possible, our plan was to place new machines, remove the secondary equipment, clean, adjust, convert and then move on down the line

Operating Now

• Continued from page 113

and take care of his business properly.

The ideal number of selections on juke boxes might vary in different locations: 80-100 selections in my judgment is enough in most locations. On the other hand in a dance location a 200-selection machine might work out to a better advantage.

I think by offering a number of different models to locations you can get better commissions, but I have also found when you install a new location sometimes you are better off to take them a machine you think they will like. Chances are they will like it. Maybe if you had let them look at four or five they would become confused and maybe always wished they'd taken a different one.

I don't think the industry should standardize on one model. Myself, I like the 80 or 100 selection. The 200 on the other hand is a fine machine and is doing a good job all over the country. I believe the 200 will make more money than a 100-selection.

We give our top service by constantly being in touch with the office and making our calls as promptly as we can. I have checked into the two-way phone service for cars but decided we were closer to a telephone in a location and spent more time in our locations than in the cars.

I think the new depreciation schedule, e.g. 40-30-20-10, is better than we've ever had and will save operators money.

It's hard to cut record costs, in fact, I think you should probably cut your expenses elsewhere instead of trying to get by with fewer records. Music is what we're selling so let's buy the best music, put it on the machines and sell it.

until we wound up with machines that would be traded for new ones.

It must be understood that in our talks with the location owners we had to convince them that they would realize more revenue, even tho there would be less play. Also the appeal of a new machine with more records and high fidelity music. Extended play records were exploited initially and proved to be a good convincer. Later as acceptance was more prominent some operators saw fit to remove these type records. (This is strictly up to the individual operator.)

We compared notes in future meetings on our mutual experience and it was very gratifying indeed. On the average, gross income was up between 20 to 25 per cent. We were very heartened by the outcome. It was then decided to advertise in the local newspapers. To let the general public know the reasons for our converting to dime play. This as you know consisted of increased cost of equipment and overhead.

Our ads were comparable to those of the telephone business at the time they were making their transition. Simultaneously, with our ads, we contacted newspapers who were very co-operative and gave us numerous good write-ups. We also had the co-operation of disk jockeys.

For example, one deejay before playing a certain hit tune, which was his favorite, remarked how he had previously been out to a coffee shop and put a nickel in the juke box to hear that particular recording. The coin kept returning. Finally he noticed the decals on the machine denoting a dime or three plays for a quarter. He remarked, on the air, that it was about time the music merchants made this move, as they had given the public a big nickel's worth for a long time and deserved to raise their prices the same as others.

After all of these various efforts we actually had location owners calling us to convert their machines immediately. To make a long story short the conversion in our area was a tremendous success. Actually we are at least 95 per cent converted at this date and gradually, from this area, it has spread thru-out our State to the point where conservatively, Connecticut is about 70 per cent converted at this writing.

In the Hartford area after almost two years the acceptance of dime play has gotten stronger and stronger. There is no doubt of the public acceptance.

As I said earlier, we estimated the increase at the outset to be between 20 to 25 per cent. After comparing notes with local operators recently, we estimate that today it has risen to between 40 and 50 per cent. As you understand some locations have a higher average than this and others are lower, but it averages this amount.

I don't mean to mislead anybody and make people think that this conversion business was easy. We had our aches and pains along the way, but perseverance finally won out. We did not quit and above all we did not go back to nickel play as so many others have done.

Personally, I believe that every operator or group of operators converting today will have it much easier because it is becoming more accepted and more and more has and is being written about it and one has the advantage of all the experiences of those people who have done it so successfully.

There is no question that more firms are getting bigger thru expansion, diversification and mergers. I do believe, however, that there are just as many, if not more, small operators than before. (Also,

naturally, more larger operators.) The reason for this is the constant expansion of this nation of ours. If anybody has read recent statistics of the past 10 years and the predictions of the future in reference to increased population, and expansion of all industries, you can readily see how much room there is in the music business for expansion.

Even tho some operating firms are getting larger, this is very good for the business. These firms are becoming specialists in their field and as such should tend to give the public better equipment and service.

The average operator who runs his business intelligently by following good business practices hasn't anything to worry about from the bigger companies.

If anything, he is putting himself in a position where he himself can expand by his sound practices alone, plus the fact that he can buy out other small operators or eventually sell his business at a very good profit to someone else.

This business of selectivity to make more money is very important indeed. I don't think that one can say that any given number of selections is ideal. With the progress that is being made in our industry today it has proven so up to now. We all remember the machine with 10 selections and today's machine with 200. (More if you figure extended play records.)

As long as the manufacturers make new machines and improvements and add more selections intelligently, I'd say it was right. After all, we have to keep going forward in this time of progress. However, selectivity in large or small numbers is not any good without proper programming.

One manufacturer recently came out with an excellent set of EP records for the 15-cent set-up. If this trend were to continue I'd say that it would be a great step forward in programming. The idea being that periodically you would make a complete change of records outside of the hit tunes category. This big change of records all at once would naturally give customers the added incentive of playing more good music.

It would seem to be easy for an operator to sell better and get better commission arrangements by offering different models with varied selections. But actually most locations want the latest and the best. Consequently with that desire on their part, the operator should intelligently be able to arrange profitable commissions.

I don't think we should have standardization because as with other businesses we should have variety for obvious reasons. As mentioned before, however, the largest amount of selections will be in greatest demand.

There is no question about larger gross takes with increased number of selections. As mentioned in a previous paragraph this would enable the progressive operator to program intelligently and therefore be able to keep the public's interest at key pitch always.

I haven't really found any way to cut service costs. I do believe that by operating up-to-date equipment and periodically checking the same, you greatly diminish service calls. By keeping calls at a minimum you naturally save money on transportation, two-way phones and additional manpower.

With depreciation it seems to me that if you are on any given plan and maintain a proper schedule it basically works out. My company happens to be on a four-year plan which has been maintained since 1939 without any variance. I would like to add a thought

How to Sell Dime Juke Play

• Continued from page 114

the number of people in a location, the juke box can double its dollar-per-hour earnings at 10 cents per tune.

Repeat newer equipment and better service possibilities. Give him plenty of time.

Don't use high-pressure selling techniques because the machine once changed to 10 cents must stay at 10 cents, and people high pressured into it sometimes want the machines changed back to 5 cents the next day.

Not first in order but first in importance is instructing location owners in selling his customers on 10-cent play. He must not argue. If a customer is very resentful he should explain: "You are a good customer of mine and if you want music while here I will play the machine for you." Then he should give the customer 25 cents to put in the machine or ask what he would like to hear and play it for him. (We replace this money, asking only that they write it down each time and have found that the privilege is seldom abused.)

This simple approach has worked like magic for me. Keep in close touch with the location the first two or three weeks after converting. Sometimes a location will become discouraged and call other locations in an effort to get all the locations in the community to go back to 5 cents. By keeping in touch with each location you will have a good chance of offsetting negative thinking that is sure to be evidenced.

A by-product of 10-cent play never mentioned is that the music machines and the music man become more important to the loca-

Locations

• Continued from page 113

play and five plays for a quarter. In this way only players of single tunes pay the dime, others still a nickel. It helps to build up volume.

2. Always provide the location with a new machine at the same time the switch to a dime is made. To convert to a dime with the same machine will hurt the operator.

The first of these—five for a quarter—is a rule which is flexible, however. For example, we have recently put our top spots on dime play—in each case providing a new machine. In dance spots we put 10 three plays for a quarter, in country places and beer spots, four for a quarter in some locations close to air bases, five for a quarter.

I believe that an operator can do a better job of merchandising his music to locations by being able to offer a number of different models each with a different number of selections. I prefer to buy juke boxes with 50 and 100 selections. I have found so far that a 200-selection machine does not earn more than a machine in the 100-selection category.

which I think should save an operator an untold sum of money. This pertains to the matter of federal taxes and local licensing fees. It simply requires the operator to place a small container in each machine he operates and at every collection deposit the odd change in it. (Place the container in the cash box.)

This certainly will take care of the federal stamp and an average license fee on a music machine. This might sound very petty, but you'd be surprised how readily acceptable it is to the average location owner. You simply broach the subject in a business-like manner and in the end it is best for all concerned because when the moneys are due neither party has to dig for it.

tion owner as revenue from his juke box increases.

In most cases 200-selection machines have increased collections. Good programming is essential, however.

I believe that we will always need more than one size machine. Some locations do not need or want as many selections as others. It takes time for a music-playing customer to get used to large programs. They are used to looking at the entire program even tho they are interested only in one category of music.

An interesting observation I made: In one location (a fine eating place) dinner music played over extended play records surprised, puzzled, but pleased patrons. They had never heard soft dinner music from a juke box before and this location owner receives many compliments on it every day.

However, diners seldom play these selections. The manager plays the machine himself constantly during busy hours and finds that it still is a better deal for him than background music wired in or originating at his cafe. During off hours employees play his machine, which makes him a good profit.

I believe that people who enjoy this type music do not realize that it would ever be on a "noisy" juke box. Once they realize that it is, they are likely to become regular juke box customers. These people are usually older and have not been juke box customers but love music.

Our business—up to now—simply has not considered them because they are in the minority and music machines have not had enough selections to include music for their tastes. However, they are potential customers, have more money than any customer we have now and would think nothing of dropping a dollar's worth of change in a juke box for pleasant background music while they enjoy an expensive meal.

Package Deals

• Continued from page 113

available, the machine should be switched to dime-a-tune play. In converting to dime play, we also use the earnings figures from one of our best spots to help convince other locations of the value of a dime-a-play.

The days of the small, inefficient music operation are over. Such an operation can no longer exist and the continual trend is for established operating firms to grow thru purchase of smaller routes or by merging.

I think that this trend—the elimination of marginal operations—is good for the juke box business. Because of it, the public in general and taxing authorities in particular will recognize the juke box operating business as a sound, legitimate business with community responsibilities.

At the same time, the small operator has nothing to worry about from big operators, providing he follows good business practices. Such an operator will continue to grow, for he will be in a position to expand thru the purchase of more and later-model equipment.

I believe that there is a definite requirement for juke boxes with different numbers of selections. At the same time, I feel that while an operation can increase gross takes by increasing the number of selections available, there is a limit to the number of selections beyond which diminishing returns set in. Furthermore, I do not think that a 200-selection phonograph would earn as much as a machine with 100 or 120 selections if coin accumulators were the same.

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.

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.

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.

MOST ACTIVE EQUIPMENT

For four-week period ending with issue October 6, 1956

Table with columns: EQUIPMENT TYPE, HIGH, LOW, MEAN ADV. Includes sections for Arcade Equipment, Music Machines, Shuffle Games, and Vending Machines.

PINBALL GAMES

Table with columns: HIGH, LOW, MEAN AVG. Lists various pinball games and their prices.

Main table with columns: GOTTIEB, UNITED, WILLIAMS, and WURLITZER. Lists specific machine models, their high/low prices, and mean averages.

SHUFFLE GAMES

Table with columns: HIGH, LOW, MEAN AVG. Lists shuffle games like Ace Bowler, Advance Bowler, etc.

VENDING MACHINES

Table with columns: HIGH, LOW, MEAN AVG. Lists vending machines like Acorn Sc or Ic, Du Grenier, etc.

Salt Lake City Mulls Proposal To Ban Pins

City was asked last week by Police Chief W. Cleon Skousen. The chief, in a letter to the city commission, asked for a "stronger ordinance against the machines" than that presently in effect in Salt Lake County outside city limits.

such equipment be declared contraband. Salt Lake City has no ordinance against pinballs as such, but only when they are used as gambling devices.

However, recently a number of the five-ball novelty type games made a reappearance in several Salt Lake taverns, restaurants and other spots. The police chief said the department's hands are tied without a law banning the machines.

unless there was evidence of gambling. Two years ago, the county prohibited the operation of pinballs in places of public resort. The Salt Lake City officer, however, wants the city ordinance to include "private" places, such as private clubs where, he said, "the use of these machines has often precipitated complaints."

Expect '56 to Match Last Year in Juke Box Output

• Continued from page 1

enjoy instrumental dinner music. In speaking of this group, Nichols states their potential as juke box customers and at the same time cites an important merchandising problem:

"I believe that the reason people who enjoy this type music so much but do not spend money for it is because they do not realize it would be found on a 'noisy' juke box. Once they realize that it is, they are likely to become regular juke box customers." (See separate story in the special report on the fall market).

The mounting costs of music operating today has moved the operator into other coin-operated equipment lines and even into sideline businesses in their efforts to increase revenue and at the same time hold costs to a minimum.

Cost-cutting has not touched his record programming, however. Naturally, his initial cost of programming of 200-selection machine are higher than for a unit with fewer selections.

But more significantly, is that his record buying for machines with fewer selections—since the 200-

selections have come on the market—has not only held the line, but in a surprising number of instances, appears to have increased slightly.

Jack Cohen, of J. C. Music Company, Cleveland, sums up the attitude of some operators who are solidly sold on selectivity in recorded music:

"As for me, personally, the more records the machines have, the better I like it. My 200-play machines have shown a reasonable increase over my 100-selection units." (See separate story in fall market report for Cohen's special report as well as for operators quoted below).

Lou Ptacek Jr., Bird Music Company, Manhattan, Kan., agrees that there is "extra money in well-programmed 200's," providing "lots of standards and old favorites, as well as the sectional favorites... are used." One cost-cutting procedure he has effected, as has many operators, is in substituting twice-a-month record changes for once-a-week.

Not all operators agree that 200-selection units have increased income. Tom Withrow, Texas Music Company, Midland, Tex.: "I have not found (they) have increased play." Others, who say their earnings haven't increased—other things being equal—with the 200, still say they will buy many of them, some even that they would not buy anything else. Willie Blatt, Miami operator, states that dime play is possible very easily with the 200.

For music operators, the outlook this fall is good despite the fact that credit—and terms—have tightened in most sections of the country in the last few weeks. (See separate report elsewhere in this section).

Snodgrass New MOA Assistant Business Mgr.

Advisory Bd. Sets Up Life Members For \$250, \$1,000

OMAHA—Music Operators of America's advisory board named Harry Snodgrass, MOA secretary and president of the Border-Sunshine Novelty Company, Albuquerque, N.M., assistant business manager of the association.

In a special session of the board called by George A. Miller, MOA president, last week, Snodgrass was named to his new post. His function, said Miller, would be to represent MOA at operator meetings to discuss problems of the operating business and to enlist new members.

Two more special representatives will be named early next year for the same purpose, he said.

At the same meeting, the board set up MOA life memberships in two separate classifications. One, for operators, is for \$250; the second, for associate members (for companies), is \$1,000.

Barney Luckman Joins Central Distribs, Omaha

OMAHA—Bernard W. (Barney) Luckman has been appointed to the sales staff of Central Distributing Company, Wurlitzer distributors here, W. J. Mashek, owner, announced last week.

Luckman will cover Nebraska and Western Iowa, where he has been traveling for many years. He began his duties visiting operators throughout the area last week.

Mashek stated that he was pleased to have Luckman with his organization, and looked forward to the coming year as one of the best in the firm's history.

Iron Country Ops See Brisk Fall

HIBBING, Minn. — Operators in this vast Iron Range territory of Minnesota report that business prospects for the season ahead are brighter than they've been in some time.

With the mines in full operation now that the steel strike is settled and Taconite mineral operations moving ahead into fuller swing than ever before, the economy of the region, made up principally of the communities of Hibbing, Virginia, Eveleth and Chisholm with such surrounding towns as Buhl, Ely, Grand Rapids and others, is definitely on the upswing.

And coin-operated equipment is getting its fair share of the increased spending brought on by the fatter pay checks. Coinmen say they have few complaints about the situation and look ahead to a good fall-winter season ahead.

Shuffle games are getting the bulk of the play on locations, with collections from such equipment reported as good by their owners. Pool tables, which took a summer lag here as elsewhere, are beginning to shake off the lethargy and starting to show they, too, can earn money for the operators.

'Hound Dog' Tops MOA Radio Show

NEW YORK — "Hound Dog," with Elvis Presley on RCA-Victor, is the nation's leading juke box record, according to the Music Operators of America.

The selection was made Saturday night (22) on "National Juke Box," the ABC radio program prepared by MOA.

Other selections on the program were "Lay Down Your Arms," with Ann Shelton on Columbia; "Dancin' Bill Bo' Jangles," with Stephen Fetchit on Ferris, and "Canadian Sunset," with Hugo Winterhalter on RCA Victor.

Named as promising records were "Giant," with Jack Pleis on Decca, and "Pity the Poor Man," with Bobby Scott on Ampar.

Appearing on the program were William E. Hullinger, Delphos, O., MOA vice-president; Howard Ellis, Omaha, MOA director, and William Blatt, Miami, MOA director.

Music long has been a good money-maker and with the jukes converted to dime play, with variations of three or five plays for a quarter, operators are admitting they are making money with their phonographs for the first time in a long while. The changeover to dime play started slowly three or four months ago. Customer reaction to it indicated to the operators that there was no objection to the increase, that the players realized cost of music had to go up along with everything else.

A salesman for one of the distributing firms in the Twin Cities who traveled thru this area last week was assured by three or four coinmen he contacted that so far as the Iron Range territory is concerned, at least, the coin machine business has no kicks.

AMI Service Clinic Held By Southern

MIAMI—Mechanical techniques and working of the AMI 200 selection juke box were minutely discussed at a two-day service school conducted by the Southern Music Company's Miami branch here Saturday and Sunday (22-23).

The sessions were conducted under the direction of George Klearsey, AMI field service engineer, assisted by Joe Collins, AMI regional sales supervisor. Southern Music is AMI's Florida distributor.

Included among those attending were: Tommy Ervest and Steve Sawchuck, S & L Amusement; Eddie Weber, Mort Bernard, Bert Blatt, Dan Hudson, Whitey Feilback, Buddy Smith and Rex Holly, all of Music Makers; Buster Bailey and Jack Waterhouse, Deale Automatic, and Jack Lipsner, Coin Operated Service.

Also Bob Massey, Automatic Equipment Company; Tommy Yesbeck, Glades Music Company; Moe Koepell and Nick Gazik, Magic Music Company, and Ed Mercer, Orange Blossom Amusement Company.

SYMPHONIC SNACKS

Now It's Food Plus Music at Drive-Ins

DETROIT—An electronic controlled ordering system to play music at drive-in restaurants and refreshment stands has been introduced by Fone-A-Chef Corporation here.

Installations of the Fone-A-Chef are tailored to appeal to the juke box or background music operator, according to Herbert Weingarden, president of the firm, with national distribution to be handled thru coin machine distributors.

Similar in design to the drive-in theater automobile sound boxes, the Fone-A-Chef is used for ordering meals and music desired by the customer.

The Fone-A-Chef can be used with either juke boxes or the regular background music system, Weingarden stated. Where a juke box is used, the waitress selects the numbers desired by the occupants in the car.

The sound box hangs inside the car where the music can be clearly heard. The cost of the selections made by the customer is added onto the food bill.

A muted speaker is used so that the box operates only when in an automobile. It cuts off entirely when replaced on the post at the parking space.

The Fone-A-Chef, 6 inches high,

18 inches wide and 10 inches deep operates on a two "bar" system. To operate, the customer pushes the "next customer bar" that sets off an audible signal to alert the operator or waitress inside the restaurant.

Upon answering the call, the operator pushes the "talk bar" which shuts off the audible tone and music to permit a clear connection so the customer can give his order.

The hook-up is such that the music used as background plays continuously as long as the box is inside the car. A card bearing the title of the top 20 tunes is clipped to the side of each Fone-A-Chef unit.

Special menus 30 inches long and 10 inches high are used. Food selections are printed on a translucent plastic which is placed in a cast aluminum housing that sits at car window height and can easily be seen by the car occupants. Each is lighted by a 40-watt cold cathode unit.

According to Weingarden the firm Regal, 30-car installation system, is priced at \$3,000, and the Premiere 30-car system costs \$6,000.

Currently he said the Fone-A-Chef system is being used in Ohio, Pennsylvania and in Michigan.

Op Credit Solid in Boston and Philly

BOSTON—Coin machine distributors here are looking for an upswing in the purchase of equipment this fall. Operator credit is good, and most distributors disclosed they can handle more credit than is currently on the books.

Financial-wise, the distributors checked here generally reported they are holding from 20 to 50 per cent less paper than a year ago. Only one reported an increase from 10 to 15 per cent.

Operators surveyed report the purchase of equipment this year on par, to 25 per cent less, as compared with a year ago. The majority disclosed a cash purchase policy or short term financing up to 12 months, and 18 months at the most.

"Terms," according to the general consensus of the distributors, will be as usual. Mostly cash and 18 months for games and 12 to 24 months for music.

One leading distributor said his terms are thru a bank with 90 days at no interest, and thru a bank at 10 to 20 per cent for up to 2 years.

Sales he reported this year are mostly up to 2 years on music and six months on games. This distributor stated his paper holdings 50 per cent less this year than last.

Another distributor disclosed his plans call for mostly cash payments with 18-month terms for games and 12 to 24 for music. His company is carrying 10 to 15 per cent more paper this year than last, and can take care of a "fair amount" more.

Others report having terms that are "very flexible" and advise operators to finance purchases thru banks, but where necessary arrange plans thru finance companies.

While operators generally reported par on purchasing new equipment, they stated they did

PHILADELPHIA — Coin machine distributors in this area are of the accord the operator's credit is as strong today as it was a year ago.

Most reported they are handling about the same amount of paper as a year ago and feel they can increase the holdings substantially, stating virtually all loans are thru banks.

Financing of juke boxes and coin-operated games here will continue on the pattern as established by the individual distributors over the past few years, a survey disclosed.

Each has individual policies, terms tailored to the operator's ability to pay, with the mean interest 6 per cent on open accounts of 30 days to long-term, no down payment plans ranging up to 24 months.

Operators polled by The Billboard disclosed their purchase of new equipment generally ranged about the same or somewhat higher than a year ago.

Payment plans ranged from a small down payment with a three to six-month period to pay off the balance, to no cash down with long-term payment plans.

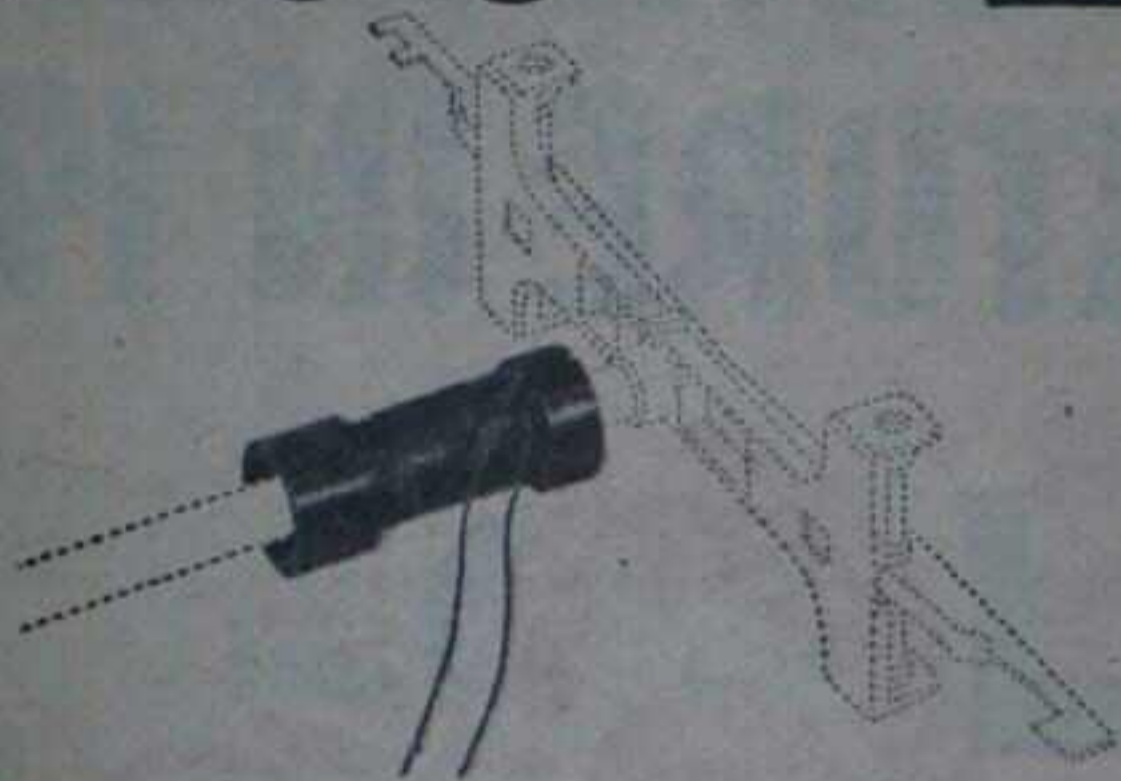
Operators generally reported they are looking for something new and novel to increase grosses, revealing that the type of game nor the price is important provided it proves popular.

"It is the policy of this firm," one distributor stated, "to establish terms in accordance with an operator's ability. About 20 per cent of sales this year have been made with no down payment. The other 80 per cent were made with a 25 per cent down payment."

The usual time period is from 30 to 60 days and the interest rate is 6 per cent, altho it may vary somewhat in unusual cases.

(Continued on page 121)

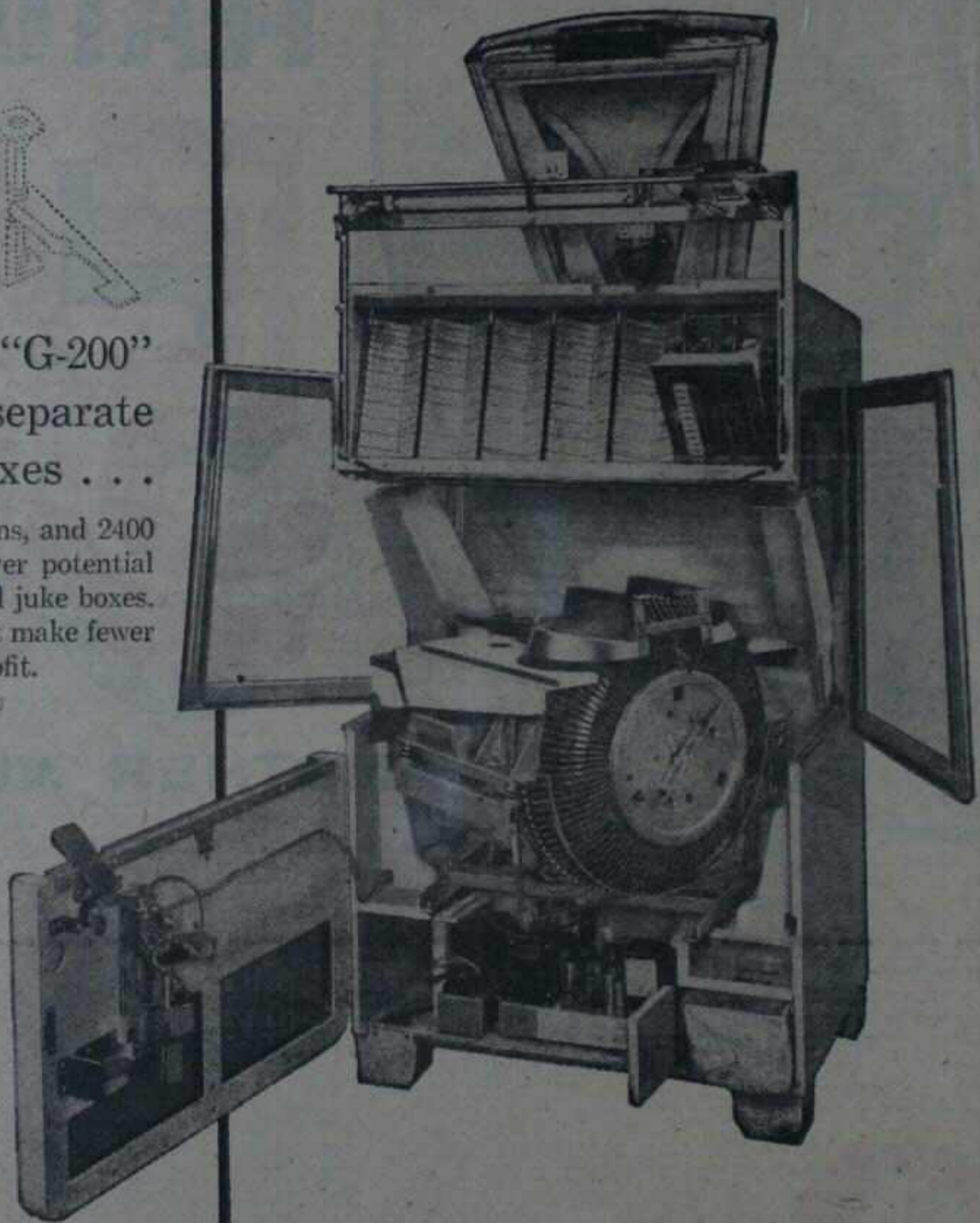
200 to 1



This one solenoid on the "G-200" does the work of 200 separate coils on other juke boxes . . .

It eliminates 400 soldered connections, and 2400 feet of wiring. That means 400 fewer potential trouble spots—and the simplest of all juke boxes. It means your busy serviceman must make fewer calls—can make them faster. You profit.

No Other Juke Box Is So Easily Serviced . . . None Needs So Little Service As the "G-200."



AMI

Incorporated

1500 Union Avenue, S. E.
Grand Rapids 2, Michigan

... music that makes more money for you

ORIGINATOR OF THE AUTOMATIC SELECTIVE JUKE BOX IN 1927 . . . AHEAD THEN, AHEAD NOW

Licensee: Jensen Music Automates,
building the IMA-AMI Juke Box sold through Oscar Siesbye A/S,
5 Palaisgade, Copenhagen K., Denmark.





The Industry's
**GREATEST PROFIT
 MULTIPLYING
 FEATURE IN 1956**

50¢ Play

ANOTHER WURLITZER FIRST



HIGHLIGHTING 100 YEARS OF
 MUSICAL ACHIEVEMENT

**THE 200-SELECTION
 WURLITZER**

CENTENNIAL MODEL 2000

SEE IT, HEAR IT, BUY IT AT
 YOUR WURLITZER DISTRIBUTOR



N. Wis.-Mich. Ops Set 10c Play on New Jukes

SAULT STE. MARIE, Mich. —By stepping up equipment, music operators in the Upper Peninsula of Michigan and Northern Wisconsin are succeeding in establishing dime play.

Operators in the Hurley-Ironwood-Ashland area following a general pattern succeeded in making the transition from a nickel to dime play by insisting on 10 cents a disk for every new juke box put on location.

Originally the northern area operators were reluctant to make the change, averting the brief tourist seasons followed by long, slow winters made the switch impractical.

However, the introduction of new 100 and 200 selection category phonographs altered the picture, and according to reports Northern Wisconsin operators are more firmly established on a dime-a-disk than those in the rest of the State.

Bright Outlook

"Prospects are bright since the switch to dime play was made,"

Bill Cleary, head of the Sault Coin Machine Company here, reports. He recently converted his entire operation to dime music.

Cleary, whose route covers about a 100-mile radius around his headquarters, declared: "The high cost of operations made it necessary to switch to a dime."

Further, Cleary said his firm has been making effective use of the 50-cent slots, and has set play at three for a quarter and seven for 50 cents.

"We insist on dime play for every new 200-selection phonograph we put on location," Francis Nardi, owner of the Upper Peninsula Novelty Company, Ishpeming, Mich., reports. Results have been excellent and collection up, he added.

Increased grosses also are reported by Jerry Lawler, L & L Amusement Company, Hurley, Wis., a pioneer in the dime-a-play disk. Others who converted to dime play include Andy Bema and George Berquist, operators in the Hurley-Ironwood-Ashland territory.

INTEREST RATES UP

Tight Money Policy for Coin Machines to Continue in '57

NEW YORK—Expansion capital for the coin machine industry has been tight this year, and it may be a lot tighter in 1957. That's a joint opinion of executives of two of the major factoring houses here — Art Silbert, of Standard Factors, and Sam Bushnell, of Conditional Sales Credit Corporation. Both firms specialize in coin machine accounts.

Silbert's theory is that with the increased interest rates and tight money policy, the banks have been increasingly selective in paper for juke box, games and vending.

The result has been that finance houses have been getting a larger share of the business. Operators, when possible, will go to banks and make direct loans.

Finance House

But, in the many cases which this is not possible, they will arrange financing thru the distributor or manufacturer. That's where the finance house steps in. The finance house, which borrows money from the bank, discounts it and gives it to the distributor in payment for the purchase made by the operator.

When money is tight and the bank interest rate goes up, the finance house must pay more, and hence charge more for its money. Theoretically, the charge is born by the distributor, who has a larger discount taken off.

Actually, the ultimate cost is borne by the operator who pays the time-cash price rather than the straight list. The time-cash price is not regarded by law as including interest, but, for the operator, it works out the same way.

Bushnell said the current fiscal policy of the Administration hurts the small operator. The government's theory is that higher interest rates make for tighter money and hence reduce inflation.

All this policy tends to accomplish, said Bushnell, is to favor large firms with strong banking connections and make it expensive for the small operator to get expansion capital.

Bushnell favors a tightening of terms and down payments, but a low interest rate. Under such a system, he explained, expansion capital would be available for the little fellow, yet the terms and down payment requirement would disqualify the poor risk operator.

Delinquency Rate

Bushnell said that his firm currently holds about 25 to 30 per cent more coin machine paper—mostly music and games—than it did a year ago and that the delinquency rate continues to be amazingly low—with less than 5 per cent more than 30 days in arrears.

One trend noticed by Bushnell is the practice of a distributor backing an operator and taking a piece of the operation and later withdrawing.

This is done when the operator doesn't have the money and the

distributor is anxious to turn over equipment.

Length of loans is generally 18 to 24 months on vending and music, 12 months on new games and six months on used games.

Paper Double

At Standard Factors, Silbert said that on August 31, the firm had just about double the coin machine paper outstanding as it did a year earlier. Most of this is music and cigarette and coffee vendors, with little in games.

Silbert said that there have been no repossessions and that a slight increase in delinquencies has been noted, it is too small to be considered a factor.

He doesn't feel delinquencies will ever be much of a problem in coin equipment as it is revenue-producing equipment and borrowers are carefully screened before the machines are financed.

New Business

According to Silbert, 25 per cent of the firm's 100 per cent increase over the year is new business. But most of the increase, he added, has come about by failure of the banks to provide capital.

The tight money policy, combined with the high price of existing routes, has made it difficult for new operators to get in the business, according to Bushnell.

Talking to Location Buyers

Continued from page 115

which keeps the location and his employees informed, as to what the operator's service consists of, in furnishing them the latest and best music available for their patrons.

A good policy is a monthly meeting of all the music operators in your area for a round table discussion on general operating conditions.

Ten-cent play, or three plays for twenty-five cents, is a must, if the legitimate music operator is going to stay in business, have good equipment, good up-to-date records, give service and make a profit.

To change from five-cent play to ten-cent play is not an easy matter, especially if the operator has a large route. The first step is for the operator to talk to his locations—explain to them that to give the same service and equipment that their establishment warrants, you are going to have to have ten-cent play. You are dealing with business people and if you tell them they raised the price of coffee and other items when they were forced to do so to make a profit, they generally can see your point.

It is to an operator's advantage to change as many locations in the same area as possible, at the same time. You will have an occasional location who does not want to change—don't try to force this location to change. See the location and tell him to talk to the locations that have changed and let them explain the advantages and extra profits of ten-cent play. Don't misrepresent the conditions.

If possible, change the phonograph in the location when play is changed to ten-cents, by putting in a later model machine, a different make of machine or a new phonograph if the location warrants it. This change pleases the location and creates a feeling that ten-cent play is justified due to the operator's additional investment. Under our American standards, the majority of locations will vend music at ten-cents. The ten-cent price will be necessary where the customer finds the best equipment and records.

The ideal number of selections on a phonograph is certainly questionable. Traffic is one of the main factors. If there is not enough traffic or potential customers for a 100-selection machine to pay its way and how a profit, then a machine with a lesser number of se-

lections and a smaller investment is advisable.

In my estimation, a phonograph with 100-selections will take care of the average location. There are exceptions, however, where a 200-selections machine will prove more satisfactory.

I can see no immediate danger of large companies taking over the operation of the coin industry.

When an operator is confronted with a location's request to purchase a phonograph for his establishment, the operation should have these facts available. I have listed below a few facts for any locations wishing to purchase and operate their own coin-operated phonograph:

1. Be prepared to have enough mechanical skill to repair your phonograph if it is out of order.
2. Stock a complete set of tubes and parts for your phonograph.
3. Carry a stock of the different types of fuses used in your phonograph.
4. Carry a stock of needles, pick-ups, light bulbs, fluorescent bulbs and program strips.
5. Typewritten title strips are a "must." This will require a typewriter and someone who can type your record titles.
6. Have someone capable of selecting the kind of records your customers will spend money to hear, and being able to recognize which number will be hits.
7. Programming is one of the most important factors in operating a coin operated phonograph.
 - (a) Have the ten top tunes on your machine.
 - (b) It is very important that you have the artist that makes the best recording of a certain number, which in turn necessitates purchasing the popular label for this number.
8. Records must be changed at least every two weeks. Your customer is always looking over the program for something new and demands a change if they are going to spend their money.
9. Be prepared to take losses

10. Pay personal property tax, machine license tax and federal license.
11. Purchase additional fire insurance on the machine and personal liability insurance.
12. A coin-operated phonograph calls for a cash purchase or a down payment, with additional sales contracts and notes.
 - (a) Don't forget depreciation, for a phonograph loses value similar to your automobile.

13. The average location requires auxiliary equipment such as additional speakers and volume control under the bar in order to give the proper music coverage.

Don't forget an automatic phonograph is a mechanical device which needs constant attention. Its prime purpose is to serve your customers with music when they desire it. It must be clean and attractive in appearance for it is a specialized instrument which must work when your customer spends his money.

It is very difficult to look into the future and predict what the coin-operated music business will be like in 20 years. We do know that the general public likes music—especially the younger generation. With the increase in population and young people, the music field should continue to improve as more locations will be needed to take care of this increase in population.

There will always be a place in the coin machine field for an ambitious young man with an average education, pleasing personality, and a willingness to devote all his time to the operation of coin-operated machines.

COINMEN YOU KNOW

New York

By AARON STERNFIELD

The Associated Amusement Machine Operators of New York is mapping plans for its annual banquet. Tentatively set for December 8 at the Waldorf-Astoria. Irv Holzman, Flushing Music; Harry Schilcrow, Chipson Amusement, and Dave Lowy, M-J-L Operating, are in charge of the affair.

Bernie Boorstein, Leslie Distributors, is vacationing at Grossinger's. . . . Lou Boorstein's car broke down in the middle of Triboro Bridge

Philadelphia

Continued from page 118

The company is holding about as much paper today as a year ago, reporting it can increase holding "plenty" as it is in a good financial condition.

Another firm disclosed that in most cases no cash down payments are required and that its equipment is sold on open accounts of a 90-day period at 6 per cent interest. However, it does encourage trade-in at the time of purchase.

Several other distributors merely stated they do not deal in any long-term, no down payment plans. However, each reported the operator's credit rating is high and anticipate an increase in business this fall.

Boston

Continued from page 118

not want to overextend and desired to be in the financial position to "catch a live piece."

Generally, the operators expressed the opinion of paying cash whenever possible, but if financing is necessary they try to restrict the payment plan over 12 months only.

and he was tick for a couple of hours. . . . Tom Greco, Glasco, N. Y., operator, was in town last week visiting Joe Young. . . . Ben Mordkoff is a new member of AAMONY. . . . Morris Road, Runyon Sales, took his wife for a second honeymoon to Niagara Falls.

Al (Senator) Bodkin and Perry Lowengrub, Runyon Sales, ran across each other accidentally on the Boardwalk at Atlantic City. For the next two days, their wives heard nothing but shop talk. . . . Jack Hudson, sales manager of Bar-Vend, was in New York to confer with Harry Gerstein, Nu-Matic Machines. . . . Bill Furst, Furst & Schwartz, was in Pittsburgh to show the Stoner line at the meeting of the Pennsylvania Association of Tobacco Distributors.

Art Silbert, Standard Factors, is in Dallas visiting Texas Factors, Inc., a recently acquired SF subsidiary. . . . George Holtzman, Automatic Operating, is in Virginia visiting his grandchildren. . . . Bill Chesnut, Pneumafil Corporation, Charlotte, N. C., was in town last week. . . . Dave Taylor, Canada Dry, took 4,200 gallons of sirup orders from vending operators on the first day of the Popcorn & Concessions Shows at the Coliseum. . . . Sal Trella, Elkay Vending, lost his mother recently.

Gabe Foreman, Suffolk-Nassau Sales, entertained Jack Gershon and Mickey Wishinsky at the Villa Rosa in Freeport, Long Island, where the Italian cuisine is famous. . . . Larry Dentico, Regal Music employee, is home ill. . . . Dan Korman, Penmar Music, and his wife were involved in an automobile accident recently. Neither was seriously hurt. . . . Al Miniaci, Paramount Music, is in the hospital.

Recent 10th Avenue visitors were
(Continued on page 123)

Midwest Music Trade Stable; Game Ops Await New Models

CHICAGO—If the amount of paper held by distributors and finance firms here is any indication, the coin machine trade—especially in the juke box and vending machine fields—is on stable ground.

While interest rates have gone up slightly, they have not effected a slowdown on the buying scene. Most authorities here feel that both the small and large operator has little financing worries at present. On the other hand, cost of new equipment has shot upward over the past two years, and this has been hard for the operator, in most cases, to overcome.

In the amusement game field, used equipment sales have been good, especially on pinballs, shuffle bowlers and gun games, but new game sales—because of a lack of new types of attractions to fill the gap since the fall-off in pool games sales—have been far below the fall seasons of other years thus far.

Move Back Bowlers

Operators, who had a majority of their locations filled with pool games in past months, have moved back shuffle bowlers in many cases, taking some of the sting out of the drop-off in pool game grosses. Almost without exception, operators here fervently await and expect the coming of a brand-new type of game that will rejuvenate the game trade here, as well as around the country. For these operators, the past summer and thus far, the early fall season has been far below other years' business.

Prospects for a favorable change in the city's coin machine licensing system before year's end are good, and this would make the operator's lot a far more bearable one.

A big step forward in the game industry here has been the formation of a game operators' association, the Chicago Independent Amusement Association, which has already accomplished better relations with city officials and promises to strengthen the operating business from within during the coming years.

MILWAUKEE—Coin machine distributors are agreed that the outlook for this fall is an exceptionally bright one. Operators, they note, are reporting they are in good financial shape, and credit standings are generally stable throughout the area. Upstate operators, however, are just winding up a slower-than-average season due to cool summer weather, and some are reported to have come thru difficult months.

Where the operator here is hurting is in the game field, mainly because there's been nothing new for a long time to lure the public. A game that is really new and catches on in this territory has a tremendous market awaiting.

Juke box action thruout the area was boosted this year by a consistent output of hit tunes. The new 100 and 200-play machines have also provided a new and attractive lure to the music-playing public. Whereas operators of jukeboxes in previous summers have complained about serious drops in volume, such talk today is scarce.

Jukes Purchases Up

Purchases of new jukeboxes during the first eight months of the year hit new peaks in Milwaukee. Practically all operators in town were adding new machines to their holdings as the new phonographs made their debut. Most of the major coin firms expanded heavily and bought new machines in quantity, according to reports.

Herb Wagner, partner in the South Milwaukee coin firm, G. & W. Novelty Company, which operates routes of music, games and cigarette equipment, reports that cigarettes and music are currently the primary profit producers. Game purchases have been held back because of the lack of new equipment following the pool boom.

Said Ken Kulow, of the Hilltop (Continued on page 123)

DETROIT — Sales emphasis among distributors here is on music. There is currently little distribution of games for the Detroit market, reflecting both legal restrictions and a quiet market.

Morrie Tophan, manager of Miller-Newmark Distributing Company (AMI), reported: "The music business is terrific, and we expect it to continue. We've moved more in 60 days than we used to sell in a year." Down payments accompanied the majority of the sales.

Brilliant Music Company, headed by Joseph Brilliant, Rock-Ola distributor, is offering the trade the same terms this fall—20 to 25 per cent down, with the balance in 12, 18 or 24 months. About 75 per cent of the firm's customers take 24 months. Interest rate currently is 6 per cent.

Used to Low Price

Regarding the game market, Tony Sanders, partner in the Grande Distributing Company, said games are being financed either on a cash basis or on contract thru the bank. "Operators have recently had one of the lowest-priced pieces of equipment they have had in years, the pool table, and they have made money with it. It will be very hard to get them up into a higher bracket," he said.

Said Carl Angott, Angott Distributing Company: "The biggest thing we have in this business is depreciation. That is the one way we have of selling equipment. The government allows operators from 25 to 50 per cent per year. We try to convince operators to replace old equipment on this basis," he stated.

Angott expects business to be very good this fall—based partly on the best summer of his 21 years in business. No change in finance terms is anticipated, and it's not a problem, he says.

Central Coin Machine Exchange one of the city's two or three top

Iowa to Set Up Music Op Assn.

OMAHA—Iowa will set up a music operator association.

The announcement of the formation of a new association in the Corn State was made at the Nebraska Music Guild convention last week at the Blackstone Hotel here (see separate story).

Ed Ries, of Ries Music Company, Dennison, Ia., was named temporary president, and Robert Martville, of Cedar Rapids, was named

temporary secretary-treasurer. They will both head up the formation of the new group.

George A. Miller, president of Music Operators of America, and Howard Ellis, secretary-treasurer of NMG, will assist in getting the group organized. They were scheduled to fly to Des Moines Friday (28) to meet with Iowa operators in laying initial plans.

No further details could be learned at press time.

Drugstore Juke Ban Is Averted in Boston

BOSTON—The effectiveness of an active music operators' association was demonstrated this week when the possible banning of jukeboxes was averted in Boston drugstores by the quick action of the Music Operators of Massachusetts, Inc.

Jacob Levy, legal counsel for the group said 15 complaints had been received by the Massachusetts Board of Registration in Pharmacy stating that customers in pharmacies had found the music from the machines unfit for such establishments. They referred to high-tonal volume and selections of rock 'n' roll and jive records.

Levy and James J. Geracos, of National Music, Dorchester, met in an hour-long conference with the Board in which the situation was ironed out. The Board asked that certain records not be used and that some system of tone control be instituted, since pharmacists, who frequently were making up prescriptions upon which a life

depended were often upset by the records.

Warning Set

It was agreed that names of all operators with drugstore locations would be listed at Levy's office and in the event of such an occurrence the Board would advise him of the offending location. The operator would then be allowed one day in which to take care of the situation. This would be possible only with members of MOM.

Levy further asked MOM members to impose standards of propriety in regard to drugstore locations upon themselves. He said this move was imperative if operators wished to continue to keep their music machines playing in drugstores in Massachusetts.

Vending Company, reports business during the first eight months of the year to be about 20 per cent ahead of the same period of 1955. This includes the three-month strike period which idled more than 25,000 potential customers.

"We aren't newcomers to this business," said Max Hurvich, "and I can't recall a single year when we gained so much ground as during the past eight months. I'd say sales of new machines were at least 20 per cent ahead of 1955." The firm also had the biggest year in its history in bulk vending machines.

On other fronts, Wolfe Distributing Company, Birmingham, reports sales way ahead of 1955. Said H. Parker, of the firm, "If everything goes as we feel it well, our fall buying should be about 20 to 25 per cent over what we did in 1955."

Said Herman Barber, sales representative for FAB Distributing Company of New Orleans, Wurlitzer distributors, "I'll have an increase of 15 to 25 per cent over last year."

From all signs it would appear that dime play has finally come into its own in this district. Most operators credit the new 200-play jukeboxes for fostering the change. In almost every location where the 200-play, dime-a-disk machines have been installed, profits have risen sharply anywhere from 35 to 100 per cent in top spots.

Most operators report that they are replacing old equipment with 200-selection units wherever they believe the chance of acceptance is favorable.

Said one operator, "If the location is good, a dime will go as good as a nickel. If the location is mediocre or bad, nothing is going to improve it. I don't have a single unsatisfied customer in my good locations."

games distributors, handles mainly shuffleboards and pool games at present. Central does business on virtually a cash basis.

South Enjoys Good Juke Box Fall; Cite Need New Games

MEMPHIS—Music and game distributors here are having their biggest fall season in some time with record sales in both music machines and games.

The buying swing began several weeks ago and distributors are up to their neck in sales to operators in Memphis and the Mid-South territory, which covers parts of Tennessee, Mississippi, Arkansas, Kentucky, Alabama and Missouri.

Parker Henderson, general manager of Southern Amusement Company, reported: "We've already sold out of all new and used phonographs and have 140 new jukeboxes on back order." Total number of games and jukeboxes sold is running to several hundred. The firm is holding 20 per cent more finance paper this year than last.

Increase Paper Holdings

Sammons-Pennington is holding 10 per cent more notes and S & M Sales Company has also increased paper holdings considerably. Both firms report brisk sales with operators, both locally and in the territory, on both music and game equipment.

None of the Memphis distributors are offering any special sales terms to operators this fall. The terms, however, are not out of reach. In general, they range from one-fourth or one-third down, and from 12 to 24 months to pay. (Continued on page 123)

MIAMI—Juke box distributors here are enjoying the best sales they have experienced in years. However, game sales are at a standstill, with a pessimistic view being expressed about future sales unless something new comes along that meets with public approval.

Bringing about the boom in the phonograph field is the record influx of tourists business that has continued thruout the summer and early fall, keeping many locations open which previously closed for the season.

Other factors contributing to the business boom, distributors reported, are the conversion to dime play in the Miami area, the move being made thru the use of new 200-selection machine, and the necessity of replacing many 78 r.p.m. machines due to the difficulty in getting records for this machine.

All distributors reported they had no special merchandising plans, but as an inducement offer operators 60 to 120 days before starting payments.

Terms are virtually the same among distributors with the interest rate generally 7 per cent. Payments run from 12, 24 to 36 months, and all reported holding more paper today than for the same period of a year ago.

Most firms discount paper with banks, and where necessary arrange loans thru finance houses. (Continued on page 123)

BIRMINGHAM—Operators in this industrial district are generally optimistic about all business. After a three-month strike by the district's largest employer, Tennessee Coal and Iron Division of United States Steel, and a spotty summer trade, operators feel they can expect up to a 20 per cent boost in coin business over 1955.

About 20 per cent of new jukeboxes and game purchases are slated to replace old equipment. The remaining 80 per cent is heading for new locations.

Typical of the operator story is Music Box Company, which is now operating about 200 jukeboxes and 150 games. The 35 new jukeboxes and 60 new games they are buying will all be applied toward replacement.

Most operators lament the fact that nothing new is being introduced in the way of games. "To keep games alive," said Hubert Hare, Music Box Company, "you've got to keep offering something new. After pool, nothing new came along."

Want Longer Terms

Operators here are generally in need of longer financing terms. "Twenty-four months should be the minimum," said one.

Distributors for AMI, Seeburg, Wurlitzer and Rock-Ola in this area are extremely optimistic about the fall trade. AMI distributor Max Hurvich, Birmingham

The Oldest ONE-STOP Record Service

All Labels

All Hits

45 RPM 55c

78 RPM 60c

Single EP's 91c

NO EXTRA CHARGES

FREE TITLE STRIP SERVICE

No order too large 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.
Baltimore 1, Md.
Vernon 7-5755

ADMEN of every kind ENDORSE

THE BILLBOARD
as a top selling force

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to the BILLBOARD TODAY!

200 Attend NMG 5-State Confab

OMAHA — More than 200 traders jammed meeting rooms of the regional music operator convention sponsored by the Nebraska Music Guild last week at the Blackstone Hotel here.

Ted Nichols, NMG president, and Howard Ellis, secretary-treasurer, who hosted the two-day meeting (September 22 and 23), characterized it a "whopping success."

Music operators and their wives from five States—Nebraska, Iowa, Kansas, Missouri, and South Dakota—attended. Factory representatives attended from Rock-Ola, Genco, Williams, Chicago Coin, Gottlieb, AMI, United and Wurlitzer.

Sixteen firms—record and machine distributors and equipment manufacturers—exhibited.

George A. Miller, president of Music Operators of America and Sidney Levine, MOA counsel, each spoke on copyright legislation. The

Honorable Mayor John Rosenblatt, of Omaha, attended.

Al Schlesinger, managing director of the National Coin Machine Distributors' Association, and Dick Ford, advertising manager of the coin machine division of The Billboard, also attended.

Factory persons attending were: Art Weinand, Williams' sales manager; Bill DeSelm, sales manager, and John Casola, road representative, for United; Alvin Gottlieb; Mort Secore for Chicago Coin; Al Warren for Genco; Eric J. Dyer, Albert Mason and Henry Hoevenaar for AMI; Carl J. Karle for Wurlitzer; Les Rieck and Frank Schulz for Rock-Ola.

A juke box was donated to the Omaha Opportunity Center, a home for retarded children at the meeting by Lieberman Music Company, Minneapolis and Omaha.

AMI's sound color public relations movie was shown.

Milwaukee

• Continued from page 122

Coin Machine Company—Wisconsin Novelty Company combine, "We never completely stop buying new equipment. There are always spots that require new machines. And, now that we're building dime play on our routes, we're finding it advisable to add an increasing number of 200-play machines."

Need New Games

Joe Beck, head of Mitchell Novelty Company, probably the largest operating firm in Milwaukee, takes a rather dim view of conditions this fall. His firm buys most of its new equipment, normally, during the summer. This July and August, however, they purchased only about 25 per cent of last year's figure.

"On the long-range view," concludes Beck, "I'm optimistic because I feel that the industry will come up with new and attractive games before long to perk things up."

Said Harold Sommerfeld, Southern Novelty Company, "Price alone is not the big factor which determines which model juke box or game we buy. And neither is credit terms offered by distributors the deciding issue. We stay with the machines that give us the least mechanical difficulties. After all, service calls are expensive."

Good Finance Set-Up

On the distributor level, Nate Victor, sales manager of the S. L. London Music Company, Inc., Seeburg distributors, reports that in his opinion: "Operators are generally in better financial shape than ever before in their history." His firm has a policy of not accepting any no-down payment transactions, and insists on a set, reasonable amount with each purchase. "Too easily extended credit and terms has never really benefited any good operator," says Victor. "When an operator feels he has no real equity in his equipment, he does not do a good job."

Sam Cooper, manager of the Paster Distributing Company, distributors for AMI music machines and a wide assortment of game lines, reports that business has been excellent and he looks forward to its continuing in that vein.

"We haven't been able to keep our floor models around here," he says. "Our problem at present is getting enough shipments."

Enthusiasm at United, Inc., over fall prospects is very keen. Harry Jacobs Jr., president, reports the Wurlitzer distributorship is winding up one of its peak years. Outstanding achievement of the year for his firm, says Jacobs, has been their profitable penetration of new territories where Wurlitzer formerly had difficult entry. "We are now selling operators machines in quantity in the Northern Wisconsin and Upper Michigan territory who haven't bought from us in years," he stated.

Miami

• Continued from page 122

Meanwhile, leading operators, who operate both music and games, disclosed they have purchased more juke boxes this year than last, with the trend to continue as they step up location equipment.

As to games, virtually all reported they do not intend to purchase more than absolutely necessary, unless an entirely new piece is developed that wins the approval of the public as the pool games did.

All purchases of equipment, the operators reported, are on 12, 14 or 36-month plans with no down payments. Games that are bought are purchased on a six-month basis with payments starting in 30 days.

COINMEN YOU KNOW

• Continued from page 121

Jim Haley, Middletown, N. Y.; John Tartaglia, County Vending, Port Chester, N. Y., and Lou Nekos, Nekos Vending, Kingston, N. Y. . . . Murray Kaye, Atlantic-New York, said the next Seeburg service school is set for Monday (8), with subsequent classes on alternate

Mondays. . . . Nash Gordon reports that 826 tickets have been sold for the Music Operators of New York annual banquet at the Waldorf-Astoria, October 20. A limit of 1,000 tickets will be sold. . . . Ed Hohman, Hohman's Music, Massapequa, L. I., has joined MONY.

Memphis

• Continued from page 122

Interest rates are at 6 per cent, but expected to go up.

Used machines constitute the down-payment, in most cases, so that the operator is out little or no cash when buying a new piece of equipment. Distributors feel that this is the main selling point in overcoming the question of high prices on new pieces.

Buying Surge

On the whole, the feeling among operators here this fall is that things are looking bright, and they are planning to buy more than they have in some time.

The Mid-South concentrates its game purchases on pool games (banned in Memphis), shuffle games, pinballs and novelties, such as baseball units. Most operators plan to purchase some new juke, many in the 200-selection category.

Of all the operators and distributors interviewed, the prevailing need, it seems, is for something new, bold and different in the game line.

Price, they agreed, is not a deciding factor. What is needed is an item that will capture the fancy of the public.

Twin Cities

By JACK WEINBERG

Harold Lieberman, of Lieberman Music Company, Minneapolis, who spent five days up in the Lake of the Woods territory fishing with his son, Steve, and with Sol Nash, of Twin City Novelty Company, returned in time to attend the five-State operators' meeting and show last weekend (September 22-24) in Omaha. Also attending from here was Lew Ruben, of the Lieberman firm, and Irving Sandler, head of Sandler Distributing Company, who went to Omaha from his Des Moines office where he had gone from his Minneapolis headquarters.

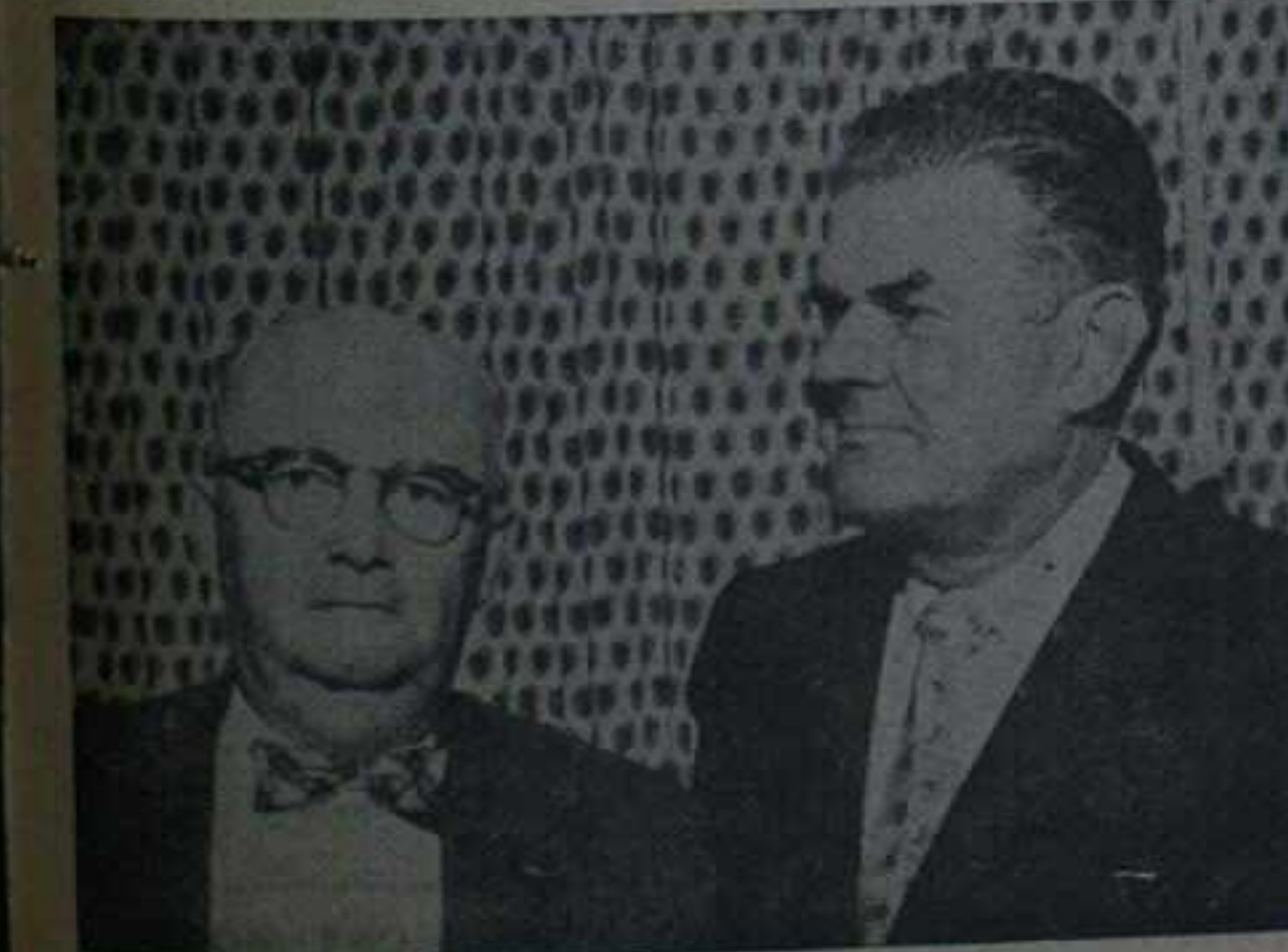
Jim Stansfield, operator from Winona, Minn., reports that dime play for music is working out excellently, especially with the new 200-record juke boxes which are catching on in excellent fashion in his area. What pleases Stansfield most is that the 50-cent coin chute on the models he bought are being exceptionally well accepted by patrons of the places his equipment is on location.



NEBRASKA MUSIC GUILD'S five-State meet last week was attended by 200 (see story). Pictured above at the meet are (l. to r.): Howard Ellis, secretary-treasurer of NMG; Sidney Levine, Music Operators of America counsel; Al Schlesinger, managing director of National Coin Machine Distributors' Association; George A. Miller, president of MOA, and Frank Marasco, Nebraska music operator.



SHOWN ABOVE ATTENDING the five-State operator meet in Omaha last week are Howard Ellis, NMG secretary-treasurer; Ed Zorinsky, of H. Z. Vending & Sales Company, Omaha; Harold Klein, of Lieberman Music Company, Omaha; Ted Nichols, president of NMG, and Warren Tunis.



CLINT PIERCE, PRESIDENT of the Wisconsin Music Operators' Association, and Gordon Stout, president of the South Dakota Music Operators' Association, attended NMG's operator meeting in Omaha last week.

COIN MARKET PLACE
CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and display to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

Business Opportunities

EXCELLENT OPPORTUNITY. SALESMEN calling on coin machine operators in your territory. Straight commission. Complete line parts, supplies. Leading parts supplies house. Side line or exclusively. State territory desired, experience, character references. Block Marble Co., 1425 N. Broad St., Phila. 22, Pa. ch

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vee-dico Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-oc27

Routes for Sale

EXCLUSIVE WIRED MUSIC SERVICE—Town of 40,000, S.W. Missouri. Twenty-five locations, terrific potential \$7,000. Stapleton's 300 E. Walnut, Springfield, Mo. oc4

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Illinois. oc27

FOR SALE—50 JERGENS LOTION 1/2 VENDING Machines complete with display beards. These machines were not in use over one month due to illness. The bowling season and inside activities make these machines just coming into active season again. Original cost \$2,000, will sell for \$750. Mrs. A. Foster, 1115 Prospect St., Lansing, Mich., Pa.; IVanhoe 22181.

CIGARETTE--CANDY--COFFEE--CIGAROMAT

— FACTORY DISTRIBUTORS —

U-Select-It Candy & Coffee Royal "17" and Mercury Cigarette Machines, Walling Scales, Whites Latex and Comb Vendor, Superior 5¢ Gum Machines. Write for information and prices.

TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1048 Amarillo, Texas

FIFTEEN 5¢ ROWE GUM MACHINES, \$100, all-workable, good condition. Webster Coin Service, 402 W. Sprague Ave., Spokane 1, Washington. oc13

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, 25¢ or 50¢ st. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wait Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. Kink & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. oc27

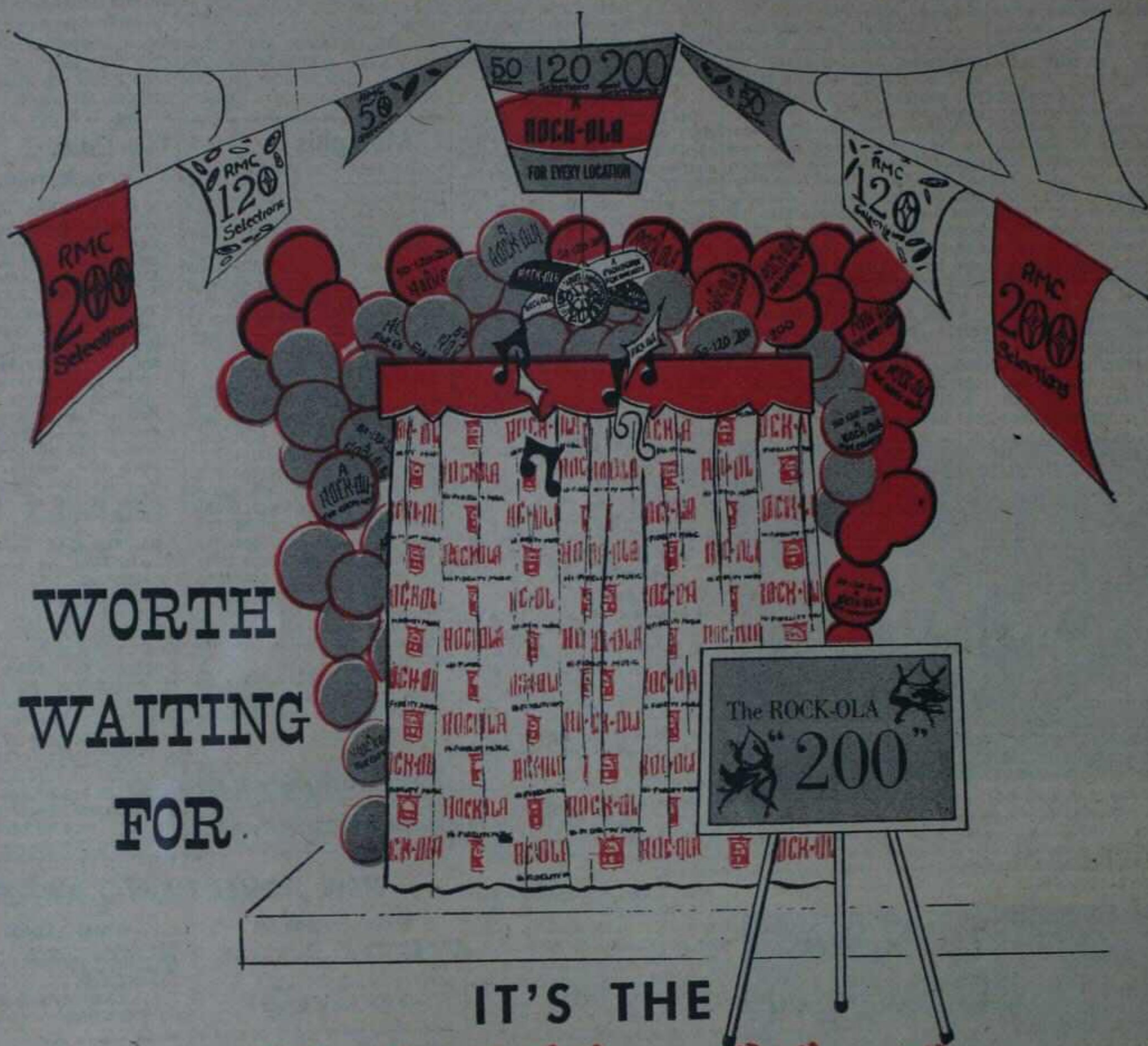
Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. oc27

RECORDS WANTED—RECENT 45 RPM pulled from coin machines, any amount, also 45 rpm and 1rpm give complete info first letter. Phono Records, 334 Oglethorpe Rd., Jacksonville 11, Fla.

VENDING MACHINES WANTED—4 OR 5 Jacks Northwestern 49's, Silver Kings, Acorns, Poppers, Counter Games. Send us your list. Bake, 689C Spring Garden St., Philadelphia 13, Pa. ch-17

WANTED — DU GRENIER, ROWE, MILL'S and N.W. 1/2 Tab Gum Machines, also 5¢ Package Machines. Music Machine Co., Brunswick, Ga. oc27



WORTH
WAITING
FOR.

IT'S THE
ROCK-OLA
"200"

Coming soon . . . AT YOUR ROCK-OLA DISTRIBUTORS
WATCH FOR THE DATES

ROCK-OLA MANUFACTURING CORPORATION • 800 N. KEDZIE AVENUE • CHICAGO 51, ILL.

Hebel to Bow Hot Food Unit At NAMA Meet

ADDISON, Ill. — Announcement of the development of a six-selection, hot canned food vender was made this week by Fred Hebel, president of the Fred Hebel Corporation, manufacturer of ice cream machines.

To be known as the FHC Field Kitchen, it will have a total capacity of 628 8-ounce cans with 228 in the vending section and 200 cans each in pre-heated and unheated storage compartments.

A manually operated dial selector is used, and the six products are displayed in an illuminated panel near the top of the machine. Cans may be vended at any three even figures. The coin mechanism has a price range from 5 cents to \$1.35. Price changes can be made by merely flipping a switch, Hebel disclosed.

The Field Kitchen is 70 inches high, 30 inches wide and 25 inches deep and has 6-inch legs with built-in levelers. No price was announced. According to Hebel, the unit can be used for vending products other than canned foods.

Hebel said the unit will be unveiled for the first time at the 1956 National Automatic Merchandising Association convention December 2-5 at the Conrad Hilton Hotel.

Production is scheduled to begin about the middle of November, with deliveries to get under way about the first week in December.

Cole Products Bows 7-Drink Hot-Spa Unit

CHICAGO — Cole Products Corporation is shipping its Hot-Spa 7, a new seven-selection hot cup vender, Richard Cole, vice-president, announced.

Hot-Spa 7 offers coffee four ways—black, with sugar, with cream, with cream and sugar, plus an extra cream and sugar feature—chocolate and two soup selections.

The new unit eliminates the timer and features a new Cole development, the Grameter, which measures the ingredients, according to Cole. Metal cams and roller switches make up the Grameter that is mounted on the cup mechanism and driven by the cup motor.

Other features include an automatic air bleeder on the hot water tank that eliminates a build-up of water pressure and takes the air out of the lines. The large mixing bowl is electrically heated.

The machine has an 800-cup capacity, a six-gallon heating tank, two heated mixing bowls and is 65 inches high, 24½ inches wide and 22½ inches deep. It lists at \$645.50 with the changemaker—5 or 10 cents—optional at an additional cost of \$35.

Film and Bulb Venders on Mkt.

NEW YORK — The Voss Photo Corporation here is currently distributing film and phot-flash bulb machines manufactured in Germany.

Fred Otto, a company spokesman, said the units will list for \$57.50 each. The film machine

(Continued on page 126)

Cortell Sees Increased Tempo in European Coin Machine Production

Dollar Shortages, Shipping Charges, Duties, Cheap Skilled Labor Pool Major Factors

NEW YORK — The tempo of European manufacturing of coin machines will be quickened in the next few years, according to Arnold Cortell, head of the American Shipping & Trading Corporation, export agency for U. S. manufacturers.

Cortell leaves next week for a six-week European trip to set up manufacturing facilities on behalf of American vending machine firms.

He is export agent for Cole Products, Darioomatic, Du Grenier, Canada Dry, Lily-Tulip, Majestic Enterprises, Vendomatic, Atlas Tool & Manufacturing, Fred Hebel, Sid Lovitt (milkshake vender) and Pintomatic. He also works with European Wurlitzer distributors.

Growing Market

While Europe is still a growing market for U. S. vending, juke box

and game manufacturers, the factors which have held back American importations will probably contribute to the development of European industry.

These factors are dollar shortages, import duties and shipping costs. In France, for example, duties and taxes on a juke box run to 55 per cent more than the equipment would cost here. Add shipping, and the figure becomes 60 per cent.

American manufacturers, of course, are tooled and died up for mass production of coin equipment, and most European manufacturers are not.

Primary Mission

However, Cortell feels it is only a question of time before European manufacturers realize that they can cut deeply into the U. S. export market by producing at home. A parallel development will be the

setting up of European firms by U. S. manufacturers. This is Cortell's primary mission.

Labor costs weigh favorably for the European manufacturer. In Germany, for example, an ample reservoir of skilled labor exists. This labor may be hired for 50 cents an hour. Here the rate would be more than \$2 an hour.

Dollar shortages too should contribute to the development of the European coin machine manufacturing industry. While Western Europe has made an economic recovery over the last decade, most European countries have limited funds for the purchasing on American phonographs and games and not much more for the importation of American vending machines.

Take this shortage, add availability of low-priced skilled labor, and consider duties and freight costs, and all the ingredients are present for the establishment of manufacturing.

In fact, Cortell feels that once the European coin machine manufacturing industry gets rolling, there is a good chance that European machines will be imported here to compete with the domestic product.

IVA Membership 66; Set State Conclave Dec. 2-5

CHICAGO — Membership in the three-month-old Illinois Vendors' Association has reached the 66 mark, G. C. Larsen, executive secretary, announced last week.

Membership in the association currently is restricted only to firms operating merchandise vending machines, or companies in the coin-operated machine field whose merchandise vending is at least 20 per cent of its over-all volume, Larsen said.

With the mailing of member-

ship cards, Larsen also announced that plans are now being made for a constitutional meeting of the IVA to establish a permanent organization. The meeting is to be held during the National Automatic Merchandising Association's annual convention, December 2-5, at the Conrad Hilton Hotel here.

Assn. Objective

Primary objective of the State association is to combat unfair legislation and taxation, and to actively promote the expansion of automatic merchandising.

Temporary officers are Bernard J. Kiley Jr., Airport Vending Service, Inc., president; Norval Rader, Automatic Canteen Company of America, Chicago, vice-president; D. C. (Dinty) Moore, D. C. Moore Automatic Merchandising, Rockford, Ill., secretary, and Warner G. Sylvester, Serv-U-Vending Company, Geneva, Ill., treasurer. The association headquarters are at 1144 South Kostner Avenue, Chicago 24.

Member firms are: Acme Vendors, Industrial Coffee Service, and Pepsi-Cola Alton Bottling Company, Alton; The Barrington Vending Company, Barrington; Vern's Vending, Belleville; B. W.'s Specialty Company and McCleary Coffee Vending Company, Bloomington.

Chicago Members

Chicago firms include: Airport Vending Service, Inc., Allied Vending, Automatic Canteen Company of America, Austin Vending Company, Automatic Vending Company, Automatic Merchandising Company, Bay Port Vending Service, City Wide Milk Vending Service, Coffee Bar Service, Vern Fox Company, Illinois Vending Company, Johnson Tobacco Company, Kafe Coffee Service.

(Continued on page 128)

Chicago Firms Face FTC Blue Sky Charges

WASHINGTON — Charges of making false promises in their advertisement concerning candy and gum vending machines have been placed against two Chicago firms, and an officer of both by the Federal Trade Commission.

The firms are the Illinois Continental Machine Corporation and Copperite, Inc., and the individual is Lawrence F. Ellison. Hearing has been set for November 14 in the Chicago office of the FTC.

The commission charges the firms with false advertising, alleging the claims that purchasers of machines can earn \$100 weekly in spare time, or \$10,000 to \$20,000 annually in a business "set up for you" requiring nothing more than supervision.

Further challenged was the promised exclusive sales territories and "liberal financing assistance for expansion." Other complaints in-

(Continued on page 127)

Am. Tobacco to Bow Hit Parade

NEW YORK — The American Tobacco Company will introduce a king-size, filter-tip brand called Hit Parade, named after the firm's television program.

The brand will be introduced in California in October. Wholesale price will be \$9 a thousand, the same as most other filters.

Package will feature a red wrapper with a white oval name panel. The filter tip will be white.

Newspaper advertising and radio and television spot campaigns have been planned for 13 weeks.

Taxes, Ins. Hold Attn. Of W. Coast Bulk Assn.

LOS ANGELES — A continued study of group health insurance was voted by members of the Western Vending Machine Operators' Association at its regular monthly meeting Tuesday night (25).

Reports on the association's drive to combat per-machine taxes in nearby municipalities, the California Automatic Vendors' Association meeting, use of a new membership application form and prices of decals were heard. Robert

Biro, secretary, showed a film of the 1956 Indianapolis automobile races to close the meeting.

President Leo Weiner reported he had investigated the feasibility of a group hospital plan, but had been unsuccessful in making the necessary arrangements. He volunteered to continue the study if members wanted him to do so.

Insurance Statistics

Byron Uhrich, a part-time operator (who also has an insurance business), suggested that information be compiled as to the number of members, number of employees, number of male and female employees and ages be gathered to facilitate obtaining an underwriter. Weiner reported that much of this data was on file. With additional facts, Weiner will seek proposals from other insurance companies.

Weiner also discussed the new membership application blank that is to be used. In the future prospective members will be sponsored by two members in good standing and accepted into the organization by a majority vote.

Daniel Lally, association treasurer, reported that he had discussed per-machine taxes in Gardena with an official there. The matter, he declared, was under advisement with the assurance that it would be beneficial to the operators.

Phil Sreden gave a brief summary of the CAVA meeting at the

(Continued on page 128)

Rowe Adapts Milk Unit For Double-Quart Sale

NEW YORK — The Rowe Manufacturing Company has adapted its outdoor quart milk machine for multiple sales, vending two quarts at a time for a lower price than two singles.

The multiple vending idea was originated by Ruth Lassoff, of the Rowe Milk Vending Advisory Service, after she noted a supermarket selling paired quarts.

A mechanical adjustment in the outdoor machine, which has two coin chutes for simultaneous sale of separate items, converts it to a single-selling operation. The machine then dispenses two quarts in return for coins dropped in one of the mechanisms, turning change.

The unit is being tested by Miller Dairies, West Nyack, N. Y., which vends two quarts for 47 cents and singles for 25 cents. The machine accepts two quarters, delivers two quarts and gives 3 cents change.

The location is near a chemical-drug plant and housing development at Pearl River, N. Y. A two-unit and standard outdoor vender are housed in one shelter. Products dispensed are quarts of white milk and half pints of chocolate milk for 10 cents.

According to the operator, Saturday and Sunday sales have averaged more than 200 quarts and 100 half pints each day.

Continental to Make Venders in Fla. Plant

WESTBURY, L. I., N. Y. — Continental Industries here will use its newly acquired manufacturing facilities in Miami for the production of vending machines.

The plant was acquired recently with the purchase of the Bert Lane Company, kiddie ride manufacturer. Ride production will be discontinued at Miami.

Currently the firm makes the Corsair cigarette machine at its Westbury plant. Miami production will be on a type vender to be disclosed at a later date.

Meanwhile plans call for December 1 installation of machinery in the new addition to the Westbury plant. The addition, contiguous to the main factory will contribute 32,000 square feet of production space. Construction will be of brick, prefabricated aluminum and glass, matching the original building.

According to President Harold Roth, the Miami acquisition and the Westbury addition will triple the firm's manufacturing facilities.

WE HAVE
OAK'S
"PREMIERE"
STANDARD SPECIALTY CO.
5115 E. 14th St.
Oakland, Calif.



Film and Bulb
• *Continued from page 125*
dispenses packaged film in 120, 820 or 127 sizes with the insertion of two quarters. Another coin mechanism, taking 50-cent pieces only, will be introduced.
The heavy-gauge steel cabinet is painted with a two-tone enamel finish for indoor or outdoor placement. A well bracket is available to secure the vender to an outside wall.

deep and 30 inches high. Weight is 33 pounds.
The bulb vender is of the same construction. It dispenses packs of two flash bulbs for 25 cents a pack. Capacity is 15 packs. Slug rejectors and automatic coin returns are standard equipment on both machines.

Otto said the prime market for the venders is the retail photo supply shop. He added that the machines are sold both thru direct sales and distributors.

25 Rolls
Otto said the machine will hold about 25 rolls of film. Dimensions are 9.5 inches wide, 7.5 inches

OPERATORS! MAKE MONEY!
with Route of "FUN SHOPS"
Earn STEADY PROFITS supplying stores with our FAST-SELLING Jokes, Tricks and Puzzles on self-service display racks. Popular priced, all-year-round sellers! \$250 investment required to start. Write or wire TODAY for complete details.
D. ROBBINS & COMPANY, Dept. 88-4
127-R West 17th Street, N. Y. C. 11

12 MM Alphabet Poppit Beads
New! Educational! Amusing!
Price \$3.00 per M.
OAK SALES CO.
2033 Fifth Avenue
Pittsburgh 19, Penna.
Atlantic 1-6478

Ball and VENDING GUMS
LOW Factory Prices
BUBBLE • CHICLE
CHLOROPHYLL and TAB
Bubble Ball Gum, 140-170 & 274 lb 210 ct. 274 lb
Chicle Ball Gum, 130 ct. 256 lb
Clar-a-Vend Ball Gum, 405 lb
Clar-a-Vend Chicks, 320 ct. 405 lb
Chicle Chicks, 320 & 520 ct. 364 lb
Bubble Chicks, 320 & 520 ct. 274 lb
Tab (short stick), 100 ct. 284 box
T-Stick Gum, 100 packs \$1.90
F.O.B. Factory, 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
8th & Mt. Pleasant • Newark 4, N. J.

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.
21056 Armstrong St. Morris, Ill.



MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1/2 or 3/4	\$12.99
N.W. DeLux 1/2 & 3/4 Comb.	12.99
N.W. 225 1/2 Port. B.G.	7.95
N.W. 233 1/2 Port. B.G.	6.98
Columbus 1/2 Bulk	6.50
Silver King 1/2 B.G. or Mds.	7.45
ABT Gum	30.90
Acorn, 1/2 or 3/4	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.80
Pistachio Nuts, Layer Tulp	.77
Pistachio Nuts, Vendor's Mix	.78
Pistachio Nuts, Shell	.57
Cashew Whole	.46
Cashew Butts	.43
Peanuts Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 525 ct.	.28
Rainbow Peanuts	.25
Boston Baked Beans	.25
Jelly Beans	.28
Licorice Gems	.35
Leaflets (similar to M. & M.), 500 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Hershey-ets	.42

Rain Bio Ball Gum, 40 ct. \$.38
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.38
Rain Bio Ball Gum, 100 ct.32
200 lb. minimum, prepaid, on all Rain Bio Ball Gum.
Adams Gum, all flavors, 100 ct.45
Wrigley's Gum, all flavors, 100 ct.45
Beech-Nut, 100 ct.45
Hershey's Chocolate, 200 ct. 1.48
Minimum Order, 15 Boxes Assorted
Complete line of Party Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices ... Write

OPERATORS!
ARE YOU LOOKING FOR SOMETHING NEW!

Average \$40.00 to \$100.00 per month net profit per location.
Small investment — investment returned in 6 months.
Machine placed in Drug and Super Markets on a consignment basis.
Customers save money on service charge and test their own tubes.
BesTest Tube Tester is built for years of trouble-free service.
We have all the necessary forms and information for an immediate start—including sales and marketing plans, plus operating forms and inventory controls.
BesTest machine is only 19" x 19".
Operators—get in on the Bonanza!
There will be \$350,000,000 worth of Radio and TV tubes sold this year. Be first in your territory and get the best locations.
Operators — WRITE, WIRE, PHONE — and we will advise you location of your nearest distributor.
Distributors — we still have some open exclusive territory.
BesTest Tube Testing Company
19963 Livernois Ave., Detroit 21, Mich. Diamond 1-2316



THE HOTTEST MACHINE IN 25 YEARS!
★
Oak's Premiere Card Machine
★
Machines and Cards on hand for IMMEDIATE DELIVERY.
★
Write or Phone Today!

Rake Coin Machine Exchange
609-A Spring Garden St.
Philadelphia 23, Pa. LOmbard 3-2676

THERE ARE BIG PROFITS IN
GUM
GET YOUR SHARE WITH
Northwestern
TAB
You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.
NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St. New York 18, N. Y.
LOngacre 4-6467



VICTOR'S NEW SUPER MART VENDORAMA
A combination vender! Vends capsules filled with charms or other bulk merchandise and 210 gum!
Operates with either pennies or nickels. For every 6¢ played it vends five (5) balls of gum and one (1) capsule!
Write for details and prices on this money-maker
BIRMINGHAM VENDING CO.
540 Second Avenue, N.
Birmingham 4, Alabama




ONLY THE BILLBOARD —
among over-all entertainment weeklies—is a member of the
AUDIT BUREAU OF CIRCULATIONS.

ARLO Super-Locks protect your investment better than any other locks
Revolutionary, exclusive cylinder and key design

- Gives new, unheard-of protection against tampering.
- Stops duplicate key problems.
- Eliminates risks due to missing keys.
- You can change combinations—any time... Keep safe all the time!
- Saves lock replacement costs... just change combinations.
- No master keys to worry about—ever.
- Speeds and simplifies collections.

Hundreds of operators have standardized on Super-Locks for worry-free, profitable protection. Write for full information, prices, to:
ARLO LOCK CORPORATION
5435 State Line Ave., Hammond, Indiana
Super-Locks protect your investment



MAKE MORE MONEY IN VENDING!
Read The Billboard Every Week
For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry
Enter a Money-Saving Subscription Now!
Fill out this coupon and mail today
Saves you more than 20% on newsstand price

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$12.
(Foreign rate, one year, \$24) 985

Name.....
Address.....
City..... Zone..... State.....
Occupation.....





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

WE HAVE
OAK'S
"PREMIERE"



BUYMORE SALES CO.
6 Bayview Avenue
Lawrence, L. I., N. Y.

DON'T BUY BEADS...
UNTIL YOU GET OUR PRICES!
SAMPLES—FREE ON REQUEST

NEW—Alphabet #12 SNAP BEADS
—MIX
Alphabet SNAP BEADS—FEATURE
15MM—Fancy SNAP BEADS

SNAP EARRINGS
12MM ROUND SNAP BEADS
10MM ROUND SNAP BEADS

Get MORE for Your Money!

BELL NOVELTY COMPANY
1540 Broad St., North Bellmore, L. I., N. Y. CAstle 1-0122

PLUG-IN BEADS
Pearlite Colors

NEW 210 COUNT GUM SIZE
BETTER? They vend 1
for a penny.

DIFFERENT? Many have an extra hole on the bottom so that figures, animals, etc., can be formed.

In 25 M lots. \$3.50 per M.
Less than 25 M. \$4.00 per M.

Send 35c for Regular
Sample Kit of Charms

SURE LOCK—the perfect capsule
Outstanding Items. Send \$2.50 and
receive 100 high quality filled cap-
sules. Contains our complete line

EXCLUSIVE NAT'L
SALES AGENT
FOR
NEW IMPROVED
PENNY-NICKEL
ATLAS MASTER



World's Largest Selection of Miniature Charms

PENNY KING COMPANY
2538 MISSION STREET
PITTSBURGH 3, PA.

INTRODUCTORY OFFER!

MODERNIZE YOUR ROUTE—LOW COST:

Believe it or not, the unretouched actual photo is our new MODERN DISPLAY FRONT put into a Rowe 8 col. Crusader. We install NEW MODERN DISPLAY FRONT, new panel, four packs and new plexiglass front—no mirrors to break! Can be placed in any location at low cost!

ALL MACHINES READY FOR LOCATION:

All machines completely refinished inside and out by trained experts. We use new two-tone speckled paint. Stays cleaner longer—looks richer! All machines made up to your order—specify colors and brands desired when ordering. All buses cut down—order now!

Compare These Low Prices!

8 COL. ROWE CRUSADER, 25c & 30c, NEW DISPLAY FRONT... \$149.50
10 COL. ROWE CRUSADER, 25c & 30c, NEW DISPLAY FRONT... 159.50
8 COL. ROWE DIP. ELEC., 25c & 30c, NEW DISPLAY FRONT... 139.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D., F.O.B.

ECONOMY VENDING SERVICE, Dept. BB
2949 LONG BEACH ROAD OCEANSIDE, NEW YORK
24-HOUR PHONE—ROCKVILLE CENTRE 6-3200

Chicago Firms
Continued from page 125

cluded the claim that equipment will be insured for property and liability by "Lloyds of London" plus fire and theft insurance.

Such insurance, the Commission stated, was found to be made available only at additional cost. It also labeled false a 100 per cent money-back guarantee.

Another claim challenged by the FTC is that a purchaser is required to have good references, a car and the money to pay for the machines. The latter is the only requirement, the complaint charged.

While the two firms have different Chicago addresses, they share a common office. This is due to the location of the building.

Ellison, Copperite's sole stockholder, is also manager of Illinois Continental Machine Corporation. He lives in Laguna Beach, Calif., and his home is also the main address of Copperite.

It was noted in the charges that

the firms, under the direction of Ellison, have for more than three years been engaged in the promotion, sale and distribution of vending machines and supplies. Contrary to implications in the companies' advertisements, vendors offered are not manufactured by either firm.

Brand and prestige association was gained, it was charged, by use of such phrases in the advertisements "... handle wholesale Hershey's, Peter Paul, Dentyne, Beech-Nut and other named-brand items."

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.



COLUMBUS VENDORS
Always Dependable
Easy to Service

The Columbus Vending Co.
2005 E. Main St.
Columbus 9, Ohio



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.

ROY TORR
Lansdowne, Pa.

Giving friendly service & liberal financing since 1910



\$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 1-2722
Cable Address: WATLINGTE, Chicago

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY
on 25c and 30c Coin Mechanism Conversions for

ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS
NATIONAL 930, 950, 750, 9A

UNEDA ALL MODELS

Also • ROWE PRICE DIFFERENTIAL BARS
Available: • NEW CIGARETTE MAGAZINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION.

CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
DuGrenier Champion, 11 Cols., 420 Cap.	115.00
National 950, 9 Cols., 370 Cap., 25c & 30c	115.00
Rowe Dip Cig. Vendor, 8 Cols., 340 Cap., 25c & 30c	145.00
National 930, 9 Cols., 270 Cap., 25c & 30c	110.00
King or Reg	
Rowe President 8 Cols., 340 Cap., 25c & 30c	130.00
King & Reg	

All Equipment Unconditionally Guaranteed
COMPLETELY RECONDITIONED AND REFINISHED
Trade Prices, 1/3 deposit, balance C.O.D.

Uneda VENDING SERVICE, INC.
The Nation's Leading Distributor of Vending Machines
250 Nassau Street • Brooklyn 6, N. Y. • NEgeman 3-6295




ROWE CRUSADER
8 COLS., 340 CAP.
VENDS AT
25c and 30c
\$130.00

MONEY BACK GUARANTEE

Victor's New Super Mart Vendorama (Regd. U. S. Pat. Office), is the greatest bulk vendor ever devised! It's a Combination Vendor! It vends capsules filled with charms or other bulk merchandise and 210 gum! It operates with either pennies or nickels, and for every 6¢ played it vends (5) five balls of gum and (1) one capsule! Super Mart Vendorama will take in more money than your present vendors. It's guaranteed to satisfy you 100% or send it back and your money will be refunded. We will give you 30 days to test this great vendor and if you don't think it's the best super-salesman you ever had on location, please return it. Super Mart Vendorama is packed and sold two machines to the case; only \$24.95 per machine. Or ask for special deal of (1) one Super Mart Vendorama filled with 210 ball-gum and capsuled charms. Takes in \$15.50; pay location 25% or \$3.88; leaves you a net profit of \$11.57. Cost of Special Deal Complete, ready to set on location, only \$30.95. Try this deal today and be convinced. You will be back for more. Watch the pennies and nickels roll in! Only Super Mart Vendorama can do this for you! Full certified payment with all orders; no COD's; FOB Chicago.

VICTOR VENDING CORP., 5701-13 W. Grand Ave., Chicago 39, Ill.



GIMMICKS that made VENDING HISTORY

You can count on the floozers of one hand the GIMMICKS that made VENDING HISTORY SUCCESS.

You know them as well as we do. PLASTIC GROCERY CHARMS, LUMINOUS BULBS, FALSE TEETH, RECORD CHARMS and FINGERTIPS.

Each GIMMICK by itself emptied machines in fastest time, most frequently. Imagine what will happen when you feature all "FIVE" of these GIMMICKS together. Would be most interesting to see what happens. We expect "miraculous success immediately."

	5,000	1,000 to 4,000
PLASTIC GROCERY CHARMS	8.00 M	\$10.00 M
LUMINOUS BULBS	7.00 M	8.75 M
FALSE TEETH (Plastic)	7.00 M	8.75 M
RECORD CHARMS	10.00 M	13.50 M
FALSE FINGER-TIPS	12.00 M	15.25 M

If this appeals to your imagination, your sense of operating and your faith in these dynamos of Gimmicks, order your requirements and go to it.

The HOUSE for OUTSTANDING GIMMICKS

SAMUEL EPPY & CO., INC.
91-13 144th Place
Jamaica 25, L. I., N. Y.

All the news of your industry every week in The Billboard . . .

NVA Picks Chicago 1957 Conclave City

CHICAGO — National Vendors Association's 1957 convention will be held in Chicago next May. Moe Mandell, Northwestern Sales and

Service, New York, president of NVA, announced.

Tentative plans were also approved by the board of directors for two regional meetings to be held during the year, Mandell stated. The first in Los Angeles and the other in Philadelphia.

Dates and hotels will be selected by the directors at the next meeting. Paul Crisman, King & Company, Chicago, will continue to serve as convention chairman. Bob Guggenheim, Karl Guggenheim, Inc., was appointed chairman of the publicity committee.

The directors also discussed the new proposed sanitation code being drafted by the Public Health Service of the United States, and adopted a resolution re-emphasizing its strong stand on sanitation.

It further urged that all members continue to maintain the high standards approved by the NVA.

Attending the board meeting in addition to Mandell were: M. J. Abelson, Personality Charms, Pittsburgh; Leonard Quinn, Confection Products Company, Columbus, O.; Robert Guggenheim, Karl Guggenheim, Inc., N. Y.; and Bob Kantor, Confection Specialties, Inc.; Harry Bell, Lawndale Candy Sales; Paul Crisman, King & Company; Rolfe Lobell, Leaf Brands, Inc.; Phil Sparacino, S & S Vending; Herman Fischer, Ceenar Vending, and attorney Milton T. Baynor, NVA general counsel, all of Chicago.



VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each

\$12.75 Each 100 or more

30 day money-back guarantee if not satisfied

1/3 deposit on all orders

Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER

As High As \$6.00 Per Machine On VICTOR TOPPERS

Send Us Your List.

VEEDCO SALES CO.

2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1442

West Coast Assn. • Continued from page 125

Ambassador Hotel on September 14 (The Billboard, September 29), Association Deal

A lengthy but informal discussion followed on the plan for the association to have decals made for members' machines. The decal will include the operator's name, address, telephone number and sales tax number, the latter required by California law. The bottom of the sticker will read: "Member of the Western Vending Machine Operators' Association." Seymour Elias was asked to contact a manufacturer and bring designs in two and three colors and prices to the next meeting.

Door prizes consisting of two 10-pound and one five-pound packages of vending candies were awarded respectively to Weiner, Ulrich and Parke Hammer. The candies were donated by Acme Vending Machine Company.

The next meeting will be held October 30.

IVA Membership • Continued from page 125

Mercury Confections, Midwest Vendors, Refresher, Inc., Reliable Automatic Service, Variety Vendors, Vending Consultants, Inc., Vend-O-Matic Company and Vend-Way Merchandising.

Others are: Fraser Vending Service, Dealer; Canteen Service and Walter C. Knick Company, Dixon; Canteen Service Company, East Moline; Victor B. Neiswander, Elgin; Miller's Vending Machines, Freeport; Serv-U-Vending, Geneva; Industrial Vendors, Inc., Hammond, Ind.; Gra Mar Vending Company, Jacksonville; Quad City Canteen Company, Joliet; Canteen Service Company, Kankakee; Harry

Galtes & Sons, Madison, and Canteen Service Company, Miller.
Pontealonia, Morrison; Vending Business, Mundelein; Coffee Vending Service, Oak Park; Canteen Service Company, Oklawaha Branch & West Plaza Vending Company and Tri State Canteen Company, Quincy.
Rockford Firms
Rockford companies are: Anderson Coffee Service, Chicks Catering Company, H. H. Eriksen Automatic Vending, Johnson's Coffee Service, Kwik Kafe Services, Inc., La Pointe Automatic Sales, Moore Automatic Merchandising, Rockford Canteen Service Company, Rockford Sales Company and Spess Vending Service.
Others include: Clark Service Company and Lockes Vending Service, St. Charles; Rockford-Belton Canteen Company, South Beloit; The Colonial, Inc. and Kwik Kafe, Springfield; J. G. Vending Service, Inc. Director; Automatic Canteen Company of St. Louis, University City, Mo., and Canteen Service Company, Urbana.

NEW LOW PRICES

14 MM. POPPIT (210 SIZE)

Pearlized finishes, 3 dark shades, 3 light shades.

100M—\$3.50/M

Less than 100M—\$3.00/M

12MM Pearlized POPPITS

Write for new prices effective October 10.

Finest quality available!

BIG FEATURE!

CALIFORNIA

BJL 623

\$12.50 per 1,000

Exact reproduction of colors and number for each state. Polished nickel metal frame as used by Disabled Veterans.

Order your TRADING CARDS Now

1,000,000 \$1.50/M

100,000 1.75/M

10,000 2.25/M

Signify type machines operating.

PLASTIC PROCESSES INC.
63 HANSE AVE. FREEPORT, N. Y.

the new OAK'S "PREMIERE"

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



oak's "GOLD MINE" tab gum selector

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.



contact your DISTRIBUTOR or

West Coast Factory Sales Office
OPERATORS VENDING MACHINE SUPPLY
1023 So. Grand Avenue, Los Angeles, California

East & Midwest Factory Sales Office
M. J. ABELSON, Phone: AT 1-6478
2033 Fifth Ave., Pittsburgh, Pa.

OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, California

Vacuum Plated 12 MM ROUND AND FACETTED

Poppit Beads

15 MM Poppit Beads

Snap-It Plastic Earrings

Snap-It Metal Earrings

Oval Shaped Poppits with 14 Stones

AVAILABLE AT YOUR DISTRIBUTORS

M. J. ABELSON
2033 Fifth Avenue
Pittsburgh 19, Penna.
ATLantic 1-6478

J. SCHOENBACH

Distributor For

oak Manufacturing Co., Inc.

1645 BEDFORD AVE., BROOKLYN 25, N. Y.

President 2-7900

PHONE or WRITE FOR PRICES

All the news of your industry every week in The Billboard . . .



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

48-page catalog complete with all items needed in bulk vending machine operation. Write for your copy today.

BERNARD K. BITTERMAN VICTOR VENDING Sales & Service

4701 E. 27th, Kansas City, Missouri

Victor's SUPER MART VENDORAMA

(Trade Mark)



"Symbol of Progress in the Bulk Vending Field"

U. S. Patent Pending

Write for complete details and prices

Our specialty is helping more operators make more money.

STANDARD SPECIALTY CO.
5115 E. 14th St. Oakland, Calif.
Phone: AN 1-9037



CHRISTMAS SHOPPING MADE EASY!

Be Sure to Watch for the Big Christmas Merchandise Section in the October 13 issue

Where you will find a large array of attractive premium products and Gift Items economically priced for your Christmas needs.

New—For Additional Income ADVANCE AMCO® HANDY POCKET COMB VENDOR

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last. To deliver a comb for each coin deposited and is guaranteed against mechanical defects.

SPECIFICATIONS

Sturdy all steel construction, fine white enameled finish, silk screened in blue lettering; height, 23 1/2" width, 4 1/2", shipping weight 22 lbs.; base and handle on top; coin mechanism gives good coin deflection; coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet, capacity approximately 200 combs; size of comb, 4 1/2" long, 1 3/4" wide, 7/84" thick.

Prices quoted are net. F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

PRICE OF MACHINE 10c Operation— Each

Single	\$24.50
2 to 11	18.25
12 to 49	16.00
50 or more	17.00

PRICE OF COMBS

1 to 34 gross	\$3.50
35 to 49 gross	3.25
50 to 100 gross	3.00

Immediate Delivery on Machine and Combs. Order Today!
Write for information on other types of vending machines & merchandise

J. SCHOENBACH 1645 Bedford Avenue, Brooklyn 25, N. Y.

VENDING SUPPLIES

Salted Spanish Peanuts 27¢ lb.
 Cashew Butts 47¢ lb.
 Whole Cashews 70¢ lb.
 Leaf Gum, 210, 170, 140 30¢ lb.
 Centuries 32¢ lb.
 Freight prepaid on 300 lbs. of gum.
 Boston Baked Beans (Pee Wee) 28¢ lb.
 Excel Mix (Pee Wee) 28¢ lb.
 Charms (Penny King & Baby) packed
 100 to bag

Send for complete price list.
ASTER NUT PRODUCTS CO., INC.
 1004 Main Street, Evansville 8, Ind.

News Vending Margin Too Thin for Operators

COLUMBIA, Pa.—J. J. Wisler, president of the United Sound & Signal Company here, doubts whether the firm's newspaper vending machine will ever become operator equipment.

Currently the firm's venter is being used by 150 daily newspapers, with current sales running about 15 per cent ahead of last year.

Biggest problems are locations—primarily because of the restricted requirements. Any location which will sell less than 25 papers a day may be unprofitable. Most locations which sell more than 50 papers a day probably would support a newsstand. So locations are primarily limited to stops which will sell between 25 and 50 papers a day.

Small Margin

The profit margin on papers is generally too small to attract operators, and the newspaper is probably the most perishable of all commodities vended, it's practically worthless in a few hours.

Hence, virtually all the sales have been to the circulation departments of newspapers. Newspapers can operate the machines at little or no profit because increased circulation may mean increased advertising and higher advertising rates, and hence may be responsible for an indirect profit.

According to Wisler, vending sales are best to newspapers in competitive areas. In New York, for example, The Times, Daily News and Mirror all have vending divisions in their circulation departments.

30 Machines

However, sales aren't restricted to large dailies. One paper with a circulation of 7,000 in Warsaw, Ind., has 30 machines around town. The Allentown Call-Chronicle, in a relatively small city, has 100 machines in use.

Some papers use vending machines for long-range circulation. For example, The New York Times has a vending machine at the University of Cincinnati. Theory is that college students will be valuable subscribers in a few years, and by catching them when they are young, The Times is building for the future.

One of the factors slowing up the growth of newspaper vending is the standard delivery system. Most delivery trucks dump off their papers at the curb in front of their

stops and move on without shifting gears.

On a vending stop the truck would come to a complete stop, and the driver or his assistant would have to remove the returns and stock the machine with new papers.

United Sound & Signal is currently field testing magazine vendors for Time, Life and The Saturday Evening Post.

Northwestern TAB VENDING EQUIPMENT

You'll hit the jackpot with this selective tab venter. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



Our Specialty is Helping MORE OPERATORS MAKE MORE MONEY!

STANDARD SPECIALTY CO.
 5115 E. 14th St. Oakland, Calif.
 Phone: AN 1-9037

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 CHAMPION CIGARETTE, 11-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

GIVE TO DAMON RUNYON CANCER FUND

Glass Container

Factory shipments of machine-made glass containers during August totaled 15,998 thousand gross, according to Commerce Department. Returnable beverage containers accounted for 572 thousand gross of the total, a decrease of 288 thousand gross from the July figure. Shipments of non-returnable beverage containers accounted for 111 thousand gross, a decrease of 30 thousand gross from July.

ASC Exhibit Set

UNION CITY, N. J.—American Shuffleboard Company will exhibit its line of coin-operated games at the International Recreation Congress to be held the first week in October at the Bellevue-Stratford Hotel, Philadelphia.

TIME AGAIN FOR Christmas Tree ORNAMENT CHARMS



\$15.00 per thous.
 • 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

A GIVEAWAY!

4 VICTOR STANDARD TOPPERS

PLUS 10,000 SNAP-ON BEADS PLUS 25 LBS. OF 210 BALL GUM \$74.50 TOTAL COST



Cash with order or 1/3 dep., bal. c.o.d. TIME-PAYMENT PLAN ARRANGED

PIONEER VENDING SERVICE

Syd Rubenstein
 590 Albany Ave. Brooklyn 3, N. Y.
 President 4-3358

amco[®]
 SINCE 1900

COMB VENDOR



People are always losing comb! You sell them new ones at 10c a vend—making yourself a neat profit.

This sturdy unit has a mechanism that's trouble free. It's easy to service. A separate lock on the cash box helps protect your earnings.

write for CIRCULAR AND NAME OF NEAREST DISTRIBUTOR

HARMON
 MACHINE CO.
 INC.

BOX 147, WICHITA, KAN.

DESIGNERS AND MANUFACTURERS OF QUALITY VENDING MACHINES

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

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!

- MONTHLY FEATURES**
- Candy Gum & Nuts
 - Beverages
 - Tobacco
 - New Products
 - Trends
 - Industry News
 - Market Place
 - Articles
 - Editorials

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
 Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$8.
 (Foreign rate, one year, \$8)

Name
 Address
 City Zone State
 Occupation

MONEY BACK GUARANTEE

Victor's New Super Mart Vendorama (Regd. U. S. Pat. Office), is the greatest bulk vendor ever devised! It's a Combination Vendor! It vends capsules filled with charms or other bulk merchandise and 210 gum! It operates with either pennies or nickels, and for every 6¢ played it vends (5) five balls of gum and (1) one capsule! Super Mart Vendorama will take in more money than your present vendors. It's guaranteed to satisfy you 100% or send it back and your money will be refunded. We will give you 30 days to test this great vendor and if you don't think it's the best super-salesman you ever had on location, please return it. Super Mart Vendorama is packed and sold two machines to the case; only \$24.95 per machine. Or ask for special deal of (1) one Super Mart Vendorama filled with 210 ball-gum and capsuled charms. Takes in \$15.50; pay location 25% or \$3.88; leaves you a net profit of \$11.57. Cost of Special Deal Complete, ready to set on location, only \$30.95. Try this deal today and be convinced. You will be back for more. Watch the pennies and nickels roll in! Only Super Mart Vendorama can do this for you! Full certified payment with all orders; no COD's; FOB Chicago.



Logan Distributing Co., 916 Milwaukee Avenue, Chicago 22, Illinois

POPPERETTE

FULLY AUTOMATIC POPCORN MACHINE

- POPS FRESH FRAGRANT POPCORN ON INSERTION OF COIN
- GLASS BOWL ON TOP FOR RAW CORN RESERVE
- AUTOMATICALLY SEASONED
- 10c PLAY • BIG PROFIT MARGIN
- 5 FEET 5 INCHES HIGH

TERMS: 1/3 deposit with order, bal. C.O.D. PRICE \$159.00

Write, Wire or Phone

Mayflower Distributing Co.

2218 University Ave. St. Paul 4, Minn. Midway 6-7901



U. S. Ct. of Appeals Rules Bingo Pins Not Gaming Units

Holds Machines Which Do Not Eject Own Payoff Not Subject to \$250 Tax

CHICAGO—The U. S. Court of Appeals Friday reversed a Federal District Court ruling that bingo pinballs, in which a payoff is made, constitute gambling under terms of the gambling stamp law.

The Chicago Tribune reported Saturday that the appeals court indicated in its opinion that the principal question was whether ma-

chines which do not eject their own payoffs can be considered slot machines within the definition specified by Congress in the gambling stamp law.

The court decided that the legal definition did not cover the devices in which the payoff was made by the bartender.

U. S. Attorney Ticken indicated that the government was undecided on whether to appeal to the United States Supreme Court, according to The Tribune report.

The court reversed the conviction of a Lake County tavern owner, who was fined \$750 by Judge John P. Barnes December 5, 1955, on a charge of operating the machines without purchasing \$250 federal gambling stamps for slot machines.

The arrest of the tavern owner had been termed a test case by Assistant U. S. Attorney William A. Barnett. In his ruling Judge Barnes said the element of skill was reduced to a minimum.

Mfrs. Display Latest Games At Omaha Meet

Genco Shows Gun, Gottlieb, Williams Present Five-Balls

OMAHA — Amusement game manufacturers, for the first time, joined juke box producers in exhibition equipment at the five-State Nebraska Juke Box Show here September 22-23.

The show, held at the Blackstone Hotel, was presented by the Music Guild of Nebraska, and brought together operators from

Six Pocket New Fischer Regular Pool

TIPTON, Mo.—Six Pocket, a coin-operated miniature model of a regular pool game, was shipped to distributors last week by Fischer Sales & Manufacturing Company here.

The new game brings to seven the number of Fischer pool games

(Continued on page 141)

Williams Expands Sales In Europe, Scandinavia

CHICAGO—In a move to expand overseas sales of new coin-operated amusement games, Williams Manufacturing Company last week named three new distributors, with more appointments due within the next few weeks.

The move is a result of the recent four-and-a-half-week tour of Europe and Scandinavia made by Sam Stern, executive vice-president. Stern said that while many of these countries are currently impeded by restrictions, high import duties and premiums, the situation is improving and the potential sales market is great.

Stern met with coin machine operators and distributors in Germany, Belgium, Holland, Italy, Switzerland, France, Sweden and Denmark.

Three firms were named last week to handle the Williams game line abroad: Lezzaroni and Schrei-

600 Philly Coin Ops Jam 7-Hr. Banquet

By HARVEY POLLACK

PHILADELPHIA — The Amusement Machines Association of Philadelphia is laying plans for bigger and better banquets in the future after the success of their shindig on September 23 at the Latin Casino nitery here.

The affair, the first at the site, was a tremendous success after a four-year lull. President Sam Stern is certain four years won't lapse again before another banquet is held. In fact, he thought it likely that next year another one would be held.

A sellout crowd of more than 600 attended the affair which ran for well over seven hours. It was an evening of good fun and the serious side was held to a minimum. In fact, there were no speeches permitted to mar any of the festivities.

There were several short presentations, but they went off so quickly that the celebrants didn't even raise the roof. All of the association officers were given cameras in recognition of their service to the organization. Business manager Joe Silverman made the presentations.

The recipients included President Sam Stern, Vice-President Joe Levin, Secretary Sam Moss, Treasurer Frank Urban and Financial

Secretary Jules Sloan. The six members of the board of directors also received cameras. The sextet includes Jerry Locks, Bill Slawe, Frank Fromowitz, Sam Klein, Al Swerse and Bob Weisblatt.

At the same time, Silverman himself was honored for his 18 years as business manager of the association. He received a plaque from president Stern.

In addition to the operators, there were many dignitaries present, including many city officials and also banking officers. The most prominent ones were introduced to the crowd.

Martha Raye headed the floor show and she directed many of her asides to the frolicking crowd.

Chi Coin Unveils Shuffle With New Score Set-Up

CHICAGO—A new-type shuffle game, Miami Shuffle, was introduced to the trade last week by Chicago Coin Machine Company. Samples were shipped to distributors. List price is \$349.50.

While utilizing an entirely new type of scoring system, the new shuffle, played with aluminum pucks over a Formica playfield, somewhat resembles shuffle target games first introduced in 1954.

Champion Has Obstacle Pool, Table Top Unit

CHICAGO — Champion Distributing Company here introduced to the trade last week a new coin pool table top, Obstacle Pool, providing a new version of the bumper pool game.

The game is played similarly to the regular bumper pool game, but has four playfield holes and features banking shots, blocking opponents' shots, and penalties for landing in obstacle holes.

Two players or teams compete in each game. The top lists at \$29.95.

According to Michael Detzek, Champion owner, the new top makes for a faster game, with most games winding up under three minutes. Champion now has a line of seven different playfield tops for coin pool games.

CALL FOR VARIETY

New Equipm't Lag Besets Arcade Ops

CHICAGO — There's only one thing the nation's Arcade operators want more than a greater selection of new equipment—and that's higher net takes. And the two principal ingredients of successful Arcade operations, high takes and a variety of machines, work hand in hand.

Arcade operators have had their pick of more than 15 new models fit for Arcade locations so far this year, but that's not half the number they would like to choose from.

In practically every survey made by The Billboard of the Arcade field over the past two years, one comment is foremost among these operators: There is a relative scarcity of good new Arcade equipment.

Smaller Volume Possible

Why the scarcity? Manufacturers say that the smaller demand and lower volume orders in the Arcade location field (game for taverns, restaurants, bowling alleys, etc.) make production of Arcade-type machines less profitable. For instance, during the big boom periods of the shuffle bowler, gun game and pool game, manufacturers generally concentrated on producing just one type of equipment—the type that was most popular at the time. This meant that Arcade equipment had to take a back seat to orders for location games.

When the pool game finally dropped off in sales after a one-year period of high popularity, manufacturers once again found time to replenish the Arcade field with new equipment, and brought

out half a dozen new models within a few months' time.

This leaves the Arcade operators at the mercy of whims of the public, for the production of new Arcade equipment takes a back-seat to new location games, when those games are in greater demand.

Below Average Output

While the 1956 crop of Arcade equipment is not sparse, it is relatively small compared to previous years. Only a handful of brand new types of Arcade units have been introduced.

These consist of seven kiddie ride pieces, three baseball games, one game gun, one fortune teller and just three novelty items fit

(Continued on page 132)

Exhibit Ships Jungle Hunt, New Gun Game

CHICAGO — Jungle Hunt, a new coin-operated gun game which gives operators a choice of 45 caliber pistol or .22 rifle model attachments, was shipped to distributors last week by Exhibit Supply Company.

Featured are a gun recoil system that gives the player a realistic "kick-back" when the trigger is pulled, and 10 different animal targets that each make an appropriate animal noise when hit. For example, the lion roars, the monkey squeals, the tiger screams when

(Continued on page 140)

Union Needed? CIIA Game Ops Debate Question

CHICAGO—Do Chicago game operators need union help, or can they handle their own location problems?

Brisk debate on this question marked the monthly meeting of the Chicago Independent Amusement Association at the Congress Hotel Tuesday (25).

The nine-month-old association has made meritorious progress as an independent group working to

(Continued on page 131)

New Equipment, Dimes To Boost Shuffleboard

CHICAGO — New coin-operated models operating on dime play are expected to increase shuffleboard grosses around the nation this fall. Another strong indication of a pick-up in this once widely popular game is an ever-increasing percentage of sales made to distributors and operators.

Sol Lipkin, field supervisor for American Shuffleboard Company, Union City, N. J., revealed to The Billboard here last week that about 40 per cent of an estimated 150,000

shuffleboards on location throughout the country are owned by tavern locations. But the trend, he said, is definitely in the other direction—the majority of new pieces are sold to distributors and operators.

Practically all of the new boards are set for coin operation, he said, and 75 per cent of these are on dime play.

Take Less Space

The new shuffleboards take up considerably less space than those

(Continued on page 133)

NATIONAL—The Best in Games!

ATTENTION, N. ILLINOIS and IOWA OPERATORS!
YOU'RE A WINNER WITH GOTTLIEB'S NEW SPEEDY ACTION THRILLER

AUTO RACE

IMMEDIATE DELIVERY—ORDER NOW!

LATE 5-BALLS

DERBY DAY	\$240
HARBOR LIGHTS	225
EASY ACES	215
WISHING WELL	195
SOUTHERN BELLE	185
SLUGGISH CHAMBER	175
SWEET ADD-A-LINE	165
S-BELLES	160
DAISY MAY	145
JOCKEY CLUB	115
LOVELY LUCY	115
PINWHEEL	110
SHINDIG	110
QUEEN OF HEARTS	90
GUYSDOLLS	75
SKILL POOL	75
FLYING HIGH	65
4-PLAYER SCOREBOARD	325
2-PLAYER GLADIATOR	325
3-PLAYER MARATHON	325
3-PLAYER TOURNAMENT	275
2-PLAYER DUETTE	225

Reconditioned Like New!
Williams
DIAMOND SCORE POOL. \$75 EA.

WANTED CASH OR TRADE

Gottlieb
4-Player SUPER JUMBO
4-Player JUBILEE

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. Phone: BUckingham 1-6466 CHICAGO 14

GET THE REAL McCOY

For a small investment you can have new pool tables. You'll increase your take tremendously, too.

RACK POOL PLAYFIELDS

Immediate Delivery

NO. 1—REGULAR SIZE—32"x48", 3 hole, bumpers besides holes.	
Tables away from cushion or close to cushion. Includes ball rack	\$25.95
NO. 2—BUMPERLESS PLAYFIELDS, 3 hole, away from cushion or close to rail. Includes ball rack and 3 1/4" cue ball	25.95
NO. 3 STYLE OR NO. 2 STYLE IN KING SIZE—32"x64"	39.50

REGULAR BUMPER POOL LINED 2 OR 3 HOLE PLAYFIELDS
SPECIAL PRICE \$22.95

Be Sure to Specify Style When Ordering.
Playfields consist of NOVOPLY bases. Covered with top-quality billiard cloth.

GENUINE ROTATION POOL BALL SETS

REGULAR ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/4"	Per set \$18.50
ARAMITH ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/4"	Per set \$19.75

Rule cards and instruction sheets packed with each set

DELUXE CUE BALLS, 2 1/4"	Each \$2.50
REGULAR CUE BALLS, 2 1/4"	Each \$1.95
2 1/4" 10 BALL RACKS	Each \$1.50
KELLY POOL BOTTLES	Each \$1.50
TALLY BALL SETS (Peas), Nos. 1-10, Incl.	Per set .65

For Top Quality Bumper Pool Supplies—Every Item You Need
... Write for Our Special Price List for Bumper Pool Supplies.

We are as near to you as your telephone or mail box

TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

MARVEL BILLIARD SUPPLY CO.

1804-05 W. LAKE ST., CHICAGO 12, ILL. Phone: MOnroe 6-8855

QUALITY IS REMEMBERED
LONG AFTER PRICE IS FORGOTTEN

SHUFFLE ALLEYS

C.C. 4-Pl. Derby	\$175.00
Ex. Twin Rotation	125.00
C.C. Advance	95.00
C.C. Criss Cross	150.00
C.C. Hi-Speed	85.00
C.C. 10th Fr. Triple	85.00
Keeney Team	75.00
Build Up	400.00
Chief	95.00
Cascade	85.00
Clayton	45.00
Classic	85.00
Delux	85.00
Derby Ball	175.00
League Bowler	125.00
Olympic	75.00
Rainbow	95.00
Royal	95.00
Speedy	145.00
Team Bowler	125.00
10th Frame	60.00
4 Pl. Original	80.00
Bally Victory	150.00
Bally Rocket	175.00
C.C. 10th Fr. Dbl.	80.00
Score	80.00
Genco 8 Pl.	80.00
Rebound	80.00
Genco Shuffle Pool	85.00
Build Up, new	Write
Select Play	Write

CIGARETTE MACHINES

LEHIGH 12-Col., NEW	All Coin Combination	\$225.00
Mercury, 7 col.		\$145.00
National 950, used		95.00
National 950		110.00
7, 8, & Col.		85.00
Electro 3 Col.		95.00
Hills 5-Col. Candy		45.00

All used equipment shipped and refinished with 35c and King size.

BINGOS

Evans Saddle & Turf	\$195.00
A.B.C.	50.00
Beach Club	45.00
Brite Lites	40.00
Brite Spot	45.00
Cabana	50.00
Lead	50.00
Nevada	45.00
Palm Springs	45.00
Palm Beach	45.00
Spot Life	45.00
Stars	45.00
Singapore	75.00
Surf Club	95.00
Tropicana	45.00
Flax	230.00
Caravan	375.00
Circus	30.00
Frelic	30.00
Spot Lites	60.00

THIS WEEK'S SPECIAL
Keeney Electric Cigarette Vendors, 9 Col., King & Standard Size. Capacity 432 packs. Refinished like new—all coin—all price denominations—\$125.00.

KLOPP COIN CHANGERS

3 models, all denominations, now, \$89.50.

RIDES

Merry-Go-Round	\$350.00
T.V. Ride	375.00
Bally Moonride	275.00
Stutt Bear Cat	250.00

COUNTER GAMES

Kicker & Catcher, New	\$43.50
Adv. Shocker, new	17.50
A.B.T. Challenger	25.00
Three of a Kind	20.00
Pop Up	30.00
Champ Basketball	30.00
Ship Wizard	30.00
Whiz	20.00

ARCADE EQUIPMENT

Bally Big Innings	\$85.00
Bally Defender	125.00
Balleonomat, new	395.00
Balleonomat, F.S.	345.00
Coon Hunt	150.00
C.C. Heckey	75.00
Champion Heckey	125.00
Dale Gun	80.00
Evans Bat-A-Score	145.00
K.O. Filter, F.S.	350.00
Life A League	75.00
Midget Movies	125.00
Mute Card Vend.	35.00
Mute Photomat	350.00
Mute Lord's Prayer	395.00
Phonograms	375.00
Silver Bullet	135.00
Shoe Brush Up	95.00
Shoe Shine Machine	130.00
Twin Heckey, new	Write
Sidewalk Engineer	\$165.00
Telequiz	95.00
Quizzer	95.00
Harvard Metal Typers	125.00
Boomerangs	65.00
Vibrators, F.S.	150.00
Zodiac, new	395.00
Zingo	65.00
Chester Ballard Football	75.00
Ex. Love Meter	35.00
Keeney Air Raider	125.00
Keeney Submarine	125.00
Liberator	75.00
Rapid Fire	110.00
Skill Jump	45.00
Mute Voice Recorder	375.00
Wms. Crane	285.00
Genco Quarterback	350.00
Photomatics	1,495.00
Auto Photo	85.50
Zodiac Vendors	135.00
4-Player Derby	130.00
Fish Heckey	150.00
Atomic Bomber	131.00
Genco Champion Baseball	275.00

GENCO UPRITES

25 Jumping Jacks, 400 & Gold	Nuggets \$45.00 ea.
Silver Chests	\$8.00 ea.

Union Needed?

• Continued from page 130

advance the interests of game operators in this city. Relations with city officials have been advanced, with the result that a city move which might have hampered shuffle bowler operations has been defeated, and a successful arbitration board has been set up to handle location problems within the membership. Progress is also being made to change the city licensing system to prorate licenses and make licenses transferable from one machine to another.

Still, seemingly unsolvable problems exist. Association membership, currently standing at approximately 84, does not embrace the greater number of game operators in the city. And there remains the problem of how to fight against local troublemakers who use unethical means to get locations.

Union membership, it was argued by several of the 50 operators attending the meeting, would do much to solve these problems. Still, the majority of the operators present expressed the view that the association should remain independent, and overcome these problems by strengthening the membership, thus making the association more effective.

The CIAA board of directors will meet in the near future to further discuss these questions, and put forth some proposals to be voted on by the membership at the next meeting.

Chi Coin Unveils

• Continued from page 130

shooting, one puck at a time. The game has a double dime coin chute.

The game is adjustable to offer from two to five frames per game. Players shoot all eight pucks in each frame.

Scoring is semi-automatic. After each frame, scores are registered on the backglass by pressing buttons on the front molding. One button rings up scores by tens, the other, by hundreds. (A player can make a possible score of 430.)

The game is a bit longer than the average shuffle bowler, measuring 8 1/2 feet by 2 feet wide. Aluminum pucks are anodized.

Double Scores Awarded

Double scores are awarded the player sinking a puck in either of the two 10-point holes at the far end of the playfield, and players making in-line scores (by landing pucks in either set of three diagonal holes forming the arrow point) make an added 100 points per frame.

Following each frame, player pushes a start button, which automatically lifts the pucks from the playfield holes. Pucks are returned by the player to start off each new frame.

LOWEST RATES

FINANCE

QUICK SERVICE

ALL TYPES OF VENDING MACHINES

CONDITIONAL SALES CONTRACTS

Strict Confidence

JARIS TRADING COMPANY

26 COURT ST., BROOKLYN 7, N. Y. • TR 5-5790

Rosen Sale

We ONLY Advertise

What We Have In Stock

ALL MACHINES 100% CLEAN AND CHECKED

Refund in 10 Days If Not Satisfied

PIN GAMES

WILLIAMS

Colors	\$120.00
Twenty Grand	30.00
Big Ben	85.00
Nine Sisters	48.00
Peter Pan	139.00
Sky Way	85.00
Lu Lu	169.00
Dealer	95.00
Cue Tee	79.00
Thunder Bird	25.00
Paratrooper	49.00
Arms-Navy	49.00
Disc Jockey	195.00
Red, White and Blue	89.00
Split Fire	245.00
Can Can	

GOTTLIEB

Happy Go Lucky	\$ 39.00
Skill Pool	39.00
Niagara	29.00
Bowling Champ	25.00
Rose Bowl	49.00
Lovely Lucy	215.00
Washing Well	325.00
Score Board	

POOL TABLES

Williams Bank Pool	\$ 99.50
Williams Score Pool	125.00
Williams Diamond Pool	175.00
Williams Klirk	145.00
Williams Star Pool	175.00
Williams Imperial	185.00
Williams Olympic	99.50
Chicago Coin Champion Pool	99.50
Chicago Coin Clover Pool	145.00
Chicago Coin Advance Pool	195.00
Chicago Coin Hoolligan Pool	145.00
Chicago Coin Rotation	155.00
Genco Standard	99.50
Genco Baseball Pool	125.00
Genco Deluxe	99.50
Genco King Size Tables	145.00
Bally Booster Pool	175.00
Slate Tops	89.50
Marklite Pool Table	245.00

ARCADE and GUNS

Genco Hi-Fly	\$435.00
Genco Champion	300.00
Big Top	335.00
Sky Rocket	295.00
Rifle Gallery	150.00
Exhibit Shooting Gallery	345.00
Sky Gunner	95.00
Chicago Coin Home Run	175.00
Genco Super Basketball	145.00
Sidewalk Engineer	30.00
Cue Ball	30.00
Pokerino	45.00
Pokerino Jr.	45.00
Golden Nuggett	45.00
Keeney Cigarette Machine	50.00
Horoscope	145.00
Pitchee & Batter	75.00
Crack Shot Pistol	30.00
Automatic Movie Pistol	30.00
Keeney Automatic Aircraft	25.00
Auto-Photo	1,800.00
Mutoscope Photomatic, post war	350.00
Mutoscope Velox-O-Graph	350.00
Exhibit Vacuumatic Card Vendors	145.00

BINGOS

United Tropics	\$59.00
Bally Ice Frolics	89.00
Gayety	99.00
Palm Springs	69.00
Dude Ranch	69.00
Cabana	49.00
Tahiti	69.00

IMPORTANT: Inventory changes every day. If you don't see what you want, write, wire or phone today. ACT QUICKLY—ORDER TODAY! 1/3 with order, balance C.O.D.

MUSIC

AMI

Model "F" 120	\$700.00
Model "E" 80	645.00
Model "E" 120	485.00
Model "E" 80	430.00
Model "D" 80	325.00
Model "D" 40 (converted)	245.00
Model "C" 40 (converted)	175.00
Model "B" 40 (converted)	145.00
Model "A" (converted)	125.00
40-Record Wall Boxes	19.50

WURLITZER

1500	\$295.00
1250	175.00

ROCK-OLA

1428	\$ 95.00
1432	135.00

SEEBURG

100-Record Wall Boxes	\$ 55.00
Cellar Jobs—HM-100A	245.00

FILBEN

Maestro	\$125.00
---------	----------

MISCELLANEOUS

\$25 up	
Wurlitzer 1615	Rock-Ola 1423
Seeburg 146	

RIDES

Bert Lane Fire Engine Horse	\$595.00
Bert Lane Bear Ride	350.00
Horses	175.00
Tanks	125.00
Jeeps	75.00
Rocket Ships	50.00
Chicago Coin Round the World Trainer	295.00
Chicago Coin Super Jet	195.00
Mutoscope Drivemobile	395.00

SHUFFLE ALLEYS

Chicago Coin Criss Cross Target	
Chicago Coin Criss Cross Bowler	
Chicago Coin Hollywood	
Chicago Coin King Bowler	
Chicago Coin Advance Bowler	
Chicago Coin Crown Bowler	
Chicago Coin Super Frame Bowler	
Chicago Coin Star Lite	
Chicago Coin Triple Score	
Chicago Coin Super Match	
Chicago Coin Deluxe	
United Imperial	
United Super	
United Shuffle Target	
Genco Shuffle Pool	
Keeney Shuffle Target	
Keeney Diamond Bowler	
Keeney Main Liner	
Keeney Bikini	
Bally Champion	

LATEST MACHINES

Williams Hot Diggity	
Williams Super Score	
Williams Piccadilly	
Williams Surf Rider	
Williams 4 Bagger Baseball	
Williams Crane	
Chicago Coin Blondie	
Chicago Coin Capri	
Chicago Coin Hockey	
Chicago Coin Steam Shovel	
Genco State Fair	
Genco State Fair with Match Features	
Gottlieb Sea Belles	
International Mutoscope Lord's Prayer	

DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

GIVE TO DAMON RUNYON CANCER FUND

CHRISTMAS SHOPPING MADE EASY!

Be Sure to Watch for the Big

Christmas Merchandise Section

in the October 13 issue

Where you will find a large array of attractive premium products and Gift items economically priced for your Christmas needs.



SHAFFER RECONDITIONED PHONOGRAPHS

SEEBURG	WURLITZER
M100-C \$545.00	1550-A \$249.50
M100-B 425.00	5207 WALLBOX 62.50
M100-A 225.00	5204 WALLBOX 25.00
3W1 WALLBOX 59.50	

AMI	
G-80 WRITE	E-120 \$425.00
F-80 \$550.00	D-80 299.50

Send for Illustrated Catalog

Shaffer MUSIC COMPANY

In the Coin Machine Business Over 25 Years

Columbus, Ohio 349 N. High St. AXminator 4-4614
 Cincinnati, Ohio 1200 Walnut St. MAin 1-5310
 Indianapolis, Ind. 1327 N. Capitol Ave. MErose 4-3571

Call for Variety

• *Continued from page 130*

for Arcade use. With manufacturers currently in a drive to find the industry a new type location game, it is doubtful that many more Arcade pieces will be unveiled this year.

In comparison, the 1955 Arcade crop consisted of six baseballs, seven rides, three fortune tellers and a wide selection of 18 other novelty type units fit for Arcade play.

Top '54 Selection

The 1954 Arcade output included 15 gun games, seven rides and a whopping selection of 31 other novelty machines.

Principal new novelty games to make their appearance on the 1956 Arcade scene were two kiddie construction pieces, Williams Manufacturing Company's Crane, and Chicago Coin's Steam Shovel, and a hockey unit, Chicago Coin's Twin Hockey.

Capitol projectors premed several new versions of the kiddie ride variety, including the Thunderbird Car, new Auto Test machine, and a Drive-In Movie piece with sound attachments. Other new equipment in this line includes Bert Lane's Hobby Horse and Steam Fire Engine kiddie rides. Gym Cycle Company produced a new line of Bike Rides.

A new Grandma Fortune Teller machine was introduced by Genco Manufacturing & Sales Company, and this firm also produced the one gun game to appear on the 1956 scene thus far, State Fair Rifle Gallery, a compact .22 rifle unit.

Three Baseball Games

The 1956 baseball game crop was under par, in terms of quantity of models and units produced, but included several popular models, United's Star Slugger, Genco's Hi Fly and William's Deluxe 4-Bagger.

With Arcades around the country tending to move to outlying locations which cater to family groups as opposed to the downtown city Arcades more prevalent in years gone by, the demand is greater today than ever before for new and different equipment. Thus far, the Arcade business, thru no fault of its own, has not kept pace with the other forms of the entertainment world in providing the public with new attractions.

OMAHA AND H. Z. VENDING Are the Focal Point of Coin Machine Activity in the Midwest

Many thanks to the Music Operators of Nebraska, Missouri, Iowa, Kansas and South Dakota for their unanimous acceptance of the New Rock-Ola 200 Phonograph which was shown for the first time at the Nebraska Music Guild's 5-State Convention. Our reconditioned equipment is the finest you will find anywhere.

HERE ARE OUR NEWEST MONEY MAKERS

GOTTLIEB—Sea Belle, Auto Race WILLIAMS—Super Score
 GENCO—State Fair, Davey Crockett

EXCLUSIVE DISTRIBUTORS: ROCK-OLA, GOTTLIEB, GENCO AND WILLIAMS

H. Z. VENDING & SALES CO.

1205 Douglas Street Phone: ATlantic 1121 Omaha, Nebraska

ATLAS . . . ALL MUSIC GUARANTEED!

SEEBURG 3W-1 WALL-O-MATIC,
 100 Sel.—Chrome—
 Latest Features \$65

A.M.I. MODEL C	\$150
WURLITZER 1400	225
WURLITZER 1250	175
WURLITZER 1500	245



RECONDITIONED — REFINISHED LIKE NEW!
 Terms: 1/2 Dep., Bal. C.O.D.

ATLAS MUSIC COMPANY

A Quarter Century of Service.

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

Altmitage 6-5025

Exclusive Distributors for
 AMI-Chicago Coin-Exhibit-Genco-Gottlieb-Keeney-Williams

GOTTLIEB	WILLIAMS
FOUR STARS \$ 75.00	FAIRWAY \$ 55.00
GUYS & DOLLS 64.50	KING OF SWAT 325.00
GYPSY QUEEN 179.50	NINE SISTERS 99.50
JOCKEY CLUB 115.00	SCREAMO 99.50
MARBLE QUEEN 94.50	STRUGGLE BUGGIE 49.50
MYSTIC MARVEL 149.50	TIMES SQUARE 85.00
POKER FACE 95.00	TWENTY GRAND 49.50
QUARTET 75.00	
QUINTET 95.00	ARCADE
SOUTHERN BELLES 195.00	BASKETBALL \$185.00
SWEET ADD-A-LINE 175.00	HOME RUN, 6 PLAYER 175.00
WISHING WELL 195.00	JET FIGHTER 150.00
DRAGONETTE 185.00	JET GUN 89.50
	LORD'S PRAYER 369.50
	QUARTERBACKS 275.00
	RIFLE GALLERY 185.00
	SIDEWALK ENGINEER 165.00
	SKY GUNNER 115.00
	SKY ROCKET 300.00
MUSIC	
AMI MODEL A \$ 69.50	
AMI MODEL B 99.50	
AMI MODEL C-40 129.50	
AMI MODEL C 99.50	
ROCK-OLA 1434 150.00	
SEEBURG M-100-A 195.00	
WURLITZER 1650A 350.00	
WURLITZER 1700 550.00	
WURLITZER 1800 750.00	



Miller-Newmark distributing company
 42 Fairbanks, N. W. Grand Rapids, Michigan GL 6-6807
 5743 Grand River Avenue Detroit, Michigan TYler 62230 — 62231

SKEE-BALL

REG. U. S. PAT. OFF.

DOESN'T COST—
 IT PAYS

STEADY EARNINGS AND PROFIT ARE FACTORS WHEN MAKING AN INVESTMENT, SO

IF IT'S PROFITS YOU WANT, BUY SKEE-BALL

SOLD ONLY BY

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL STREET PHILADELPHIA 44, PA.
 Serving the Amusement Industry Since 1904



ATTENTION, New England OPERATORS!

WE HAVE
 an extremely large export order
 to fill.

WE NEED
 250 USED PHONOGRAPHS

including

Seeburg M100A's, B's, BL's, C's, G's & R's
 Wurlitzer 1700, 1800, 1900 & 2000's
 AMI E120, F120, G120 & 200's
 Rock-Ola 1438, 1446 & 1448's

TRADE NOW
 FOR THE SENSATIONAL
 SEEBURG V200

TRIMOUNT'S OFFERING
 TERRIFIC DEALS

Call, Write or Wire TODAY

Exclusive Gottlieb, Williams, Seeburg, Genco and
 International Mutoscope Distributors

TRIMOUNT

Remember
 IN NEW ENGLAND
 IT'S TRIMOUNT

40 WALTHAM STREET
 BOSTON 18, MASS



GUNS

Seeburg Coon Hunt	\$125.00
Bally Submarine	50.00
Genco Rifle Gallery	225.00
Genco Sky Rocket	350.00

ARCADE EQUIPMENT

Genco Quarterback	\$275.00
Genco Champion Baseball	275.00
Walling Scale	60.00
POOL GAMES—NEW AND USED— PRICED LOW	

W. B. Distributors, Inc.

1012 Market St. Louis 1, Missouri

COIN MACHINE SERVICE, INC.

VALLEY MFG. CO. DISTRIBUTORS
 422 Wilson St., Santa Rosa
 CALIFORNIA
 Phone Paul Spear
 Santa Rosa 1498
 or write for prices

Joe Ash says . . .



We will pay **CASH** for
Wurlitzer 1700's & 1800's
and ALL 1955-'56 ALLEYS

State Quantity and Price in First
Letter OR CALL US TODAY!

EXCLUSIVE DISTRIBUTORS
FOR WURLITZER &
C. GOTTLIEB & CO.
IN S. Jersey, Del. & E. Penna.

ACTIVE

AMUSEMENT MACHINES CO.

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

666 N. Broad St. Phila. 30
FRemont 7-4493
Write or wire for prices

OCTOBER BEST BUYS FROM BILOTTA!

MUTOSCOPE'S
LORD'S PRAYER
MACHINE

• THE VENDING MACHINE OF THE YEAR
• TERRIFIC CROWD PLEASER

MUTOSCOPE'S
ROCK 'N' ROLL
STILL GOING STRONG

WILLIAMS'
SUPER-SCORE

COTTLIEB'S
AUTO RACE
SEA BELLES

O
N
W
U
R
L
I
T
Z
E
R

BIG TRADES



2
0
0
BEST
MONEY MAKER!
WURLITZER 2000

Bilotta Distributing Company

224 N. MAIN ST., NEWARK, N. Y. | 1226 BROADWAY, ALBANY, N. Y.
JACK SHAWCROSS PHONE 598 | BOB CATLIN PHONE 625041

America's LEADING Manufacturer

SUN-GLO



Pucks
Products
for
Shuffleboards
(Sun-Glo Patent 2704211)



Combination



Paste Wax



Super-Glide

EXPORT
INQUIRIES
INVITED

COMPLETE
EXPORT
SERVICE

Laboratory and Field Tests
Prove Sun-Glo Best
SEE YOUR LOCAL DISTRIBUTOR TODAY!

Sun-Glo Shuffleboard Supplies, Inc.

MANUFACTURERS

115 HECKEL STREET BELLEVILLE 7, N. J.

WHAT'S NEW IN COIN MACHINES!
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS
DOING!

Find out every
week in

The
Billboard

Order NOW at LOW Subscription Rates.
Fill in and Mail Coupon Today!



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$12.
(Foreign rate, one year, \$24) 984
Name
Address
City Zone State

New Equipment

• Continued from page 130

predecessors, and models are available in 9 by 3-foot and 12 by 3-foot models, besides the 22-foot standard unit. Majority of the models are sold equipped with an electric scoreboard.

The average shuffleboard will operate in first-class condition for from three to five years—five years with re-surfacing. And, according to Lipkin, most owners get their investment cost back within four to six months.

"Most shuffleboard owners who operate out-dated or worn-out equipment—while they still earn profits on it—could triple their takes by investing in new pieces," Lipkin stated, indicating that the top sales challenge in this field is to convince owners to replace the old with the new.

Legal Everywhere

An advantage shuffleboard holds over other games is the fact that it is legal anywhere in the country and requires no federal tax. State, county and city tax, where levied, averages \$5 to \$10 a board, per levy. A disadvantage is the fact that the game has continued and increased in popularity in many sections of the country, but has little or no foothold in other sections. Another sales challenge exists in this respect.

The East has long been the stronghold of shuffleboard, and most of the eastern cities avidly support the game. The game is widely popular in New York, Buffalo, Rochester, N. Y.; Baltimore, Englewood, N. J., and many other areas.

Other top-flight shuffleboard towns are Seattle, Omaha; Roanoke and Norfolk, Va.; Cleveland, Detroit; Youngstown, O.; Atlanta, Birmingham, Houston, Dallas, and the Florida cities.

American Shuffleboard, according to Lipkin, sold over 750 new boards in the five boros of New York and part of New Jersey over the past 3½ years. In one instance, he said, 50 new boards were put on location at one time on a 30-day trial basis and averaged from \$270 to \$300 in grosses per month.

ONE DOLLAR

Will Increase Your
MUSIC BOX PLAY OVER 30%
By just giving each location one
of our

JUKE BOX DICE

The greatest trade stimulator today. Sold on a money-back
guarantee.
Send \$1.00 for sample and
quantity prices.

CHAMPION DISTRIBUTING CO.
3833 W. Division St.
Chicago 31, Ill.
Phone: Albany 3-3272

**SAVE MORE MONEY—
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

MUSIC SPECIALS

WORTH 3 TIMES MORE!
COMCO • WALL . . \$11.95
SPEAKERS • CORNER . . 15.95
• CEILING . . 11.95

It's the "BALANCED Tone"
Many other models. State your requirements
GUARANTEED 100% SATISFACTION

ALL EQUIPMENT RECONDITIONED—READY FOR LOCATION
TERMS: 50% DEPOSIT, BALANCE SIGHT DRAFT
EXPORT INQUIRIES INVITED

GUARANTEED
AMI "B" . . \$125.00
AMI "C" . . 125.00
WURLITZER
1500 . . 245.00
WURLITZER
1800 . . 825.00

COVEN MUSIC CORPORATION

3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210
Cable Address: COVENMUSIK—1/2 Deposit, Balance C.O.D.

Make **WORLD WIDE** Your Guide
to Profitable Equipment Buys!

4 Williams' CRANES
FLOOR SAMPLES
Only \$245 EA. CALL NOW!

**ARCADE
EQUIPMENT**

Genco WILD WEST . . . \$315
Genco BIG TOP . . . 225
Genco SUPER BIG TOP . . 225
United DLX. CARNIVAL . 210
Ex. SHOOTING GALLERY 125
Ex. COON HUNT . . . 125
Ex. GUN PATROL . . . 62
Ex. SIX SHOOTER . . . 62
Ex. JET GUN . . . 43

SPECIAL! ROCKET PATROL
KIDDIE RIDE—Only . . \$195

NEW GAMES

Bally BIG SHOW
United BRAZIL
Gott. AUTO RACE
United HANDICAP
Bally CONGRESS

**GOTTLIEB
5-BALLS**

4-PL. SCOREBOARD . . \$345
2-PL. TOURNAMENT . . 275
2-PL. DUETTE . . . 225
GYPSY QUEEN . . . 175
LOVELY LUCY . . . 125
QUEEN OF HEARTS . . . 75
CYCLONE . . . 40
CHINA TOWN . . . 40

**BINGO
GAMES**

NITE CLUB . . . \$475
BROADWAY . . . 385
BEACH BEAUTY . . . 345
MIAMI BEACH . . . 345
BIG TIME . . . 225
GAY TIME . . . 195
GAYETY . . . 110
VARIETY . . . 145
STARLET . . . 225
PIXIES . . . 225
TRIPLE PLAY . . . 175

PHONOS

A.M.I. C-40 . . . \$135
A.M.I. D-40 . . . 185
A.M.I. E-120 . . . 495
SEEBURG M 100-A . . 245

BOWLERS

DLX. LIGHTNING . . . \$245
DLX. CLIPPER . . . 265
DLX. CAPITOL . . . 295
C. C. HOLLYWOOD . . 265
C. C. CRISS CROSS . . 145
United ROYAL . . . 95
Bally VICTORY . . . 145
Bally JET . . . 185

Cable Address:
"GAMES,"
Chicago

Terms: 1/3 Deposit, Balance
Sight Draft.



Chicago 47

2330 N. Western Ave.

Phone: Everglade 4-2300

GIVE TO DAMON RUNYON CANCER FUND

PURVEYOR'S SPECIALS

BRAND NEW

**POOL
TABLES**



\$150.00

2 or 3-hole play; also
Jumbo Light-Up
Bumpers.

SHUFFLE GAMES

KEENEY Speedlance . . \$275.00 American . . . 225.00 Century . . . 195.00 Diamonds . . . 160.00 Carnival . . . 85.00 Ten Player . . . 70.00	UNITED Mars . . . \$185.00 Team . . . 115.00 Leader . . . 115.00 Imperial . . . 100.00 League . . . 110.00 Chief . . . 100.00 Royal . . . 90.00 Olympic . . . 70.00 Classic . . . 80.00	Genco Match Pool . . \$ 80.00 C.C. Criss-Cross Target . . . \$ 99.50 Advance . . . 100.00 Gold Cup . . . 110.00 Triple Score . . 75.00
---	--	--

BINGOS
Broadway . . . \$350.00
Beach Beauty . . 360.00
Miami Beach . . \$225.00
Big Time . . . 225.00

SUPPLIES
Cue Sticks, Ea. . \$ 2.50
Chalk, Gr. . . . 3.50
10-Minute Cement . . . 20
Tube 25
Cue Clamps, Ea. . . 25

Playfield Cloth \$ 9.50
Set of 8 Pucks . . 12.00
Shuffle Game Wax 3.50
Shuffle Board Score
Pads, 1,000 . . . 7.50



**USED POOL
TABLES**

\$75.00 and up
All models in ex-
cellent condition.

PURVEYOR
DISTRIBUTING CO. Better Buys

4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

Exclusive Distributor For

BALLY ROCK-OLA

SHUFFLE ALLEYS		PINBALLS	
Bally Gold Medal	\$300.00	Beach Beauty	\$375.00
Bally Jet Bowler	175.00	Beach Club	65.00
Bally Magic Bowler	275.00	Variety	150.00
Keeney Pacemaker	50.00	Tropics	45.00
Keeney Bonus	75.00	Atlantic City	49.50
Keeney Bikini	150.00	Bally Night Club	45.00
Bikini	125.00	Bally Broadway	450.00
Bonus Bowler	95.00	Miami Beach	245.00
Century	175.00	Gaytime	275.00
Gold Medal	200.00	Dude Ranch	65.00
Imperial	175.00	Gayety	150.00
Magic	50.00	Yacht Club	50.00
Pacemaker	100.00	Tahiti	50.00
Rainbow Shuffle Alley	250.00	Nite Club	\$25.00
Arrow	75.00	Beauty	65.00
Bonus Bowler	275.00	Big Time	275.00
Hollywood	195.00	Dustie	235.00
Playtime Bowler	195.00	Gold Star	180.00
Thunderbolt	275.00	Frolic	85.00
		Cabana	45.00
		Surf Club	45.00
		Booster Pool, New	175.00
		Havana	75.00
		Hawaii	150.00
		Pixie	150.00

MUSIC
 Rock-Ola 1448 Hi-Fi, 130 Select. Write
 Rock-Ola 1446 Hi-Fi, 130 Select. \$645.00
 Rock-Ola 1438 Compt. 130 Select. \$75.00

WALL BOXES
 Seeburg 3W1 Hammerloid \$49.50
 Seeburg 3W1 Chrome \$5.00

ARCADE
 Bally Bull's-Eye Kiddy Gun Write
 Bally Hot Rod Write

POOL TABLES? WE HAVE THEM
 Bally Boosters
 Chicago Coin Advance
 Center Hole Plugs Use as a 3-Hole or 3-Hole Game
 Light-Up Bumpers or Regular Bumpers
 King Size or Regular Size
 End Holes in or End Holes Out
 3-Sided Play or 4-Sided Play
 Used Pool Tables \$100.00 & Up

Calderon

Distributing, Inc.
 450 Massachusetts Ave.
 Indianapolis, Indiana
 MEIrose 4-8468

GIVE TO DAMON RUNYON CANCER FUND

Specializing Is the Thing

• Continued from page 114

land, to my knowledge, that didn't do as much, if not more, with 10-cent play; some locations increased from 50 to 100 per cent. We had a newspaper advertising campaign telling the public of our rising costs, and a great many people who were resentful of 10-cent play, agreed with us that we were justified—after hearing our side of the story.

We have been on 10-cent play for two years, and our only regret is that we didn't listen to Phil Levin, of Chicago, several years prior to that when he told us what would happen. We experienced the same results as they did in Chicago.

If a smaller operator sells himself to a location owned by giving him the proper equipment, the proper records, and the proper service, he has less worries about competition from larger operators than the phonograph operators who operate in a slipshod manner. Here again a good organization in the territory is beneficial to all operators, large and small.

As for me personally, the more records the machines have, the better I like it. My 200-record machines have shown a reasonable increase over my 100-record machines. A 200-record machine gives us the opportunity of leaving the hits on a little longer, and also as previously mentioned, it gives us the opportunity of presenting to the public certain types of records which we never realized before would meet with considerable approval.

The new method of depreciation which the government allows us offers an inducement to purchase new equipment every year. If an operator just buys for one year and stops buying, this may not be a big help to him, but I am resigned to the fact that I will have to purchase a certain amount of new equipment each year, and I may as well let this depreciation system help me to make these purchases.

WANTED GOOD BINGO MECHANIC

This is a real opportunity with excellent salary and fine working conditions for a good man. Christmas bonus, sick pay, vacation, etc. Write

BOX #858
 c/o The Billboard Chicago, Illinois

BINGO SPECIALS!

CLEAN GAMES READY FOR LOCATION

GAYETY	\$75.00	BALLY BEAUTY	\$50.00
HI-FI	60.00	ICE FROLICS	50.00
SURF CLUB	50.00	BEACH CLUB	45.00
PALM SPRINGS	50.00	FROLIC	40.00
CONEY ISLAND	\$35.00		

Immediate delivery
 1/3 DEPOSIT
 FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616

RECONDITIONED EQUIPMENT

Due to the tremendous values we have been offering in previous issues of The Billboard, we now have a completely new supply of reconditioned games. At this writing we have in stock the following equipment ready for location.

BALLY GAY TIME	\$175.00	UNITED MANHATTAN	\$125.00
BALLY GAYETY	115.00	BALLY VICTORY BOWLER	90.00
BALLY VARIETY	115.00	BALLY MYSTIC BOWLER	175.00
UNITED TRIPLE PLAY	150.00		

H.M. BRANSON DISTRIBUTING COMPANY

811 EAST BROADWAY Phone: WAbash 1343 LOUISVILLE 4, KENTUCKY
 EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

EXCLUSIVE FACTORY DISTRIBUTORS AMI-CHICAGO COIN-GENCO-EXHIBIT

BOWLERS	MUSIC
Bowling Teams \$275.00	AMI D-40 \$310.00
Bonus Score 275.00	AMI A 99.50
Triple Strike 235.00	Seeburg M100A 225.00
Fireball 195.00	Wurlitzer 1500 225.00
Playtime 175.00	Wurlitzer 1450 215.00
Feature Frame 125.00	
Super Frame 100.00	
Crisis Cross Bowler 135.00	
Advance 95.00	
Flash Bowler 145.00	
King Bowler 95.00	
Crisis Cross Target 150.00	
Triple Score (Lgo. Pins) 75.00	
Mystic Bowler 245.00	
Rocket Bowler 150.00	
Royal 75.00	

1/3 deposit with order, balance C.O.D. or sight draft

MONROE

COIN MACHINE EXCHANGE INC.
 2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

QUICK FACTS THAT CINCH BIG MONEY for Operators!

1

FIRST 5-BALL

with National Slug Rejector Coin Mechanism As Standard Equipment!

2

NEW

smooth as silk ball shooter mechanism!



Williams SUPER SCORE

NOVELTY or REPLAY

More PLAYER APPEAL Than Ever Before...

- Spelling "S-U-P-E-R" lites center hole for Special!
- Spelling "S-C-O-R-E" lites center hole for Special!
- Spelling "S-U-P-E-R S-C-O-R-E" scores 1 replay and lites center hole for "Super Special."
- Making numbers 1 to 6 lites center hole for Special!

4 Thumper Bumpers

2 Cyclonic Kickers

2 Flippers

HIGH SCORES!

Bottom Center Kicker
 Puts Ball Back in Play!

Plated Cigarette Holders on Siderails!
 Chrome Cabinet Guards Around Flipper Buttons!

3

NEW SCORE CARD HOLDER!

NEW OPERATOR CARD HOLDER!



Twin Chutes at slight extra cost.

PROVED!

It captured the crowds in all test locations!



CREATORS OF DEPENDABLE PLAY APPEAL

4242 W. FILLMORE ST. CHICAGO 24, ILL.

Package Deals

Continued from page 113

If 10-cent play is desired, location owners of the same type, that is, bars, taverns or restaurants—who are direct competitors in one section of a town or city must be sold on the idea simultaneously. A good selling job should be done to the location concerning his increase in revenue as well as its necessity for continued late equipment in the future. It is desirable to change equipment when possible to new or later equipment on a location at the time it is changed to dime play.

It becomes increasingly easier to convince other locations of the value of dime plays, once a certain section has been converted.

Buoying Income

Continued from page 114

continue to mount, operators will continue to increase their diversification of income in order to maintain their level of earnings.

Dime play will never be accomplished in 100 per cent of the country's locations. Music is a luxury item and, as such, prices for it will vary just as they do on all luxury items.

The time to sell dime play to a location successfully is when equipment is changed—when a new machine is installed. When larger equipment comes out, it makes sense for operators to try to sell dime play to their locations.

Prior to World War II, large routes were broken up into smaller ones. Now small routes are expanding into large ones. However, I don't see the disappearance of the small music operator.

The trend to larger operating companies is good. It means that the job of organizing the operating business thru associations is easier. And it is the organizing process which can do much to stabilize the operating business.

The best weapon against competition is service—which includes good programming. Our company has servicemen on duty almost around the clock.

I believe that 100 selections is a sufficient number for a juke box. If a patron approaches a 200-selection machine and immediately picks several selections he has in mind, and then looks over many before selecting any others, that is fine. But generally, when a customer will look over all 200 selections before pressing his first tune, revenue is cut down.

Some of the ways I have managed to cut costs is with two-way radio telephones, 24-hour telephone service, servicemen on duty until midnight even on Sundays and holidays. I do not think that operators should attempt to cut costs by failing to change a sufficient number of records. On my locations, records are changed every two weeks, usually ten at a time.

I think it is true that there is a good number of operating firms becoming larger by merging and/or expanding, but I do not feel that this is necessarily bad for the business as a whole.

It will, however, become necessary for the smaller operator to employ better business practices, such as good bookkeeping, having location contracts, better programming and keeping equipment up to date.

If there is an "ideal" number of selections for a phonograph it could be the 100. One hundred selections is plenty for any location. Since comparatively few new selections can be added to a phonograph each week, there is still plenty of room for old favorites to remain.

I have not found in my experience that more than 100 selections on a juke box, other things being equal, have increased play. In fact some location owners complain that their customers consume a lot of time "looking over" so many selections in the case of the 200.

I feel, if manufacturers standardized on 100 selections, it could better serve the industry by cutting their own costs of production as well as giving the public an adequate number of selections from which to choose.

If an operator is to cut costs he first must have an adequate system of bookkeeping so that he may be able to determine his unit cost of operation.

Transportation costs may be cut some by having the serviceman call the office upon completion of a previous service call.

Concentrate locations in the smallest area possible. Leave outlying locations which may be a burden in time and transportation to an operator who might be nearer. Diversify with other equipment in order to concentrate your route and become a more efficient unit operation.

Operations that show a good profit and turn it back into a considerable amount of new equipment each year, usually find a

savings in taxes by using either the declining balance or sum of the digits methods of depreciation. Otherwise the straight-line method might be better.

In either case a realistic period of time, usually four or five years is acceptable, for depreciation, should be used to prevent being put into a high tax bracket when depreciation is exhausted. Should the period be too long, full advantage cannot be taken on depreciation.

Programming by the use of record hit surveys, can be of considerable help to maintain good selections while keeping record costs at a minimum.

GET BACK TO THE BIG TAKE with NEW RACK POOL TOPS for All Tables

Brand-New Panels—Brand-New Cloth highest grade, rubber backed, hand sewn—
Brand-New Cues (2)—Ball Rack and Oversize Cue Ball. **\$35** ea. 8 or **\$30** ea. More

Like New Tables, Balls and Sticks with RACK POOL Tops.

BALLY BRIGHT SPOTS Only **\$55**

CHARLEY PIERI

Monarch Coin Machine, Inc.

Reconditioned Specials!

GOTTLIEB POKER FACE	85
GOTTLIEB HAPPY DAYS	65
WILLIAMS SKYWAY	110
WILLIAMS 9 SISTERS	85
WILLIAMS DEALER	65
WILLIAMS DAFFY DERBY	75
WILLIAMS SEA JOCKEY	85
WILLIAMS HAYBURNER	95
WILLIAMS LUCKY INNING	45

Reg. Size **\$95** Jumbo Size **\$145**

Get Our List, New-Used Games, All Types
2257 N. Lincoln, Chicago 14, Ill.
Lincoln 9-3996-7

NYACK HAS THE ANSWER TO GREATER POOL TABLE COLLECTIONS...

SLATE

GUARANTEED TO BE FINEST TOP MADE... OR YOUR MONEY BACK!

- ONLY PURE 3/4" SOLID SLATE USED
- NO DETERIORATION OR WARPING
- PRECISION GROUND
- NO PLYWOOD BACKING, GLUE OR STAPLES
- CHANGE CLOTH IN MINUTES
- EASY-TO-INSTALL

WE MAKE JUMBO and REGULAR TOPS—ALL SIZES
Call Today for Your Nearest Distributor: NYack 7-2464

NYACK SLATE CO., INC.

SPECIALIZING IN ALL KINDS OF SLATE POOL TABLE TOPS
84 SO. FRANKLIN STREET NYACK, NEW YORK

WANTED!

SEEBURG B-C-G-R-V AMI D-E-F-G
GOTTLIEB 2 and 4 Player Pinballs
CASH OR TRADE

5 BALLS

GOTTLIEB		GOTTLIEB	
Wishing Well	\$215.00	Twin Bill	\$195.00
Hit 'n' Run	75.00	Jubilee	375.00
Poker Face	110.00	WILLIAMS SUPER SCORE	
Queen of Hearts	110.00	Big Ben	\$145.00
Grand Slam	100.00	Grand Champion	125.00
Chinatown	85.00	Times Square	85.00
Shindig	125.00	Jolly Joker	95.00
Happy Days	95.00	Race the Clock	275.00
Marble Queen	125.00	9 Sisters	125.00
Green Pastures	135.00	Peter Pan	175.00
4 Stars	75.00	Spitfire	135.00
Gold Star	150.00	Skyway	145.00
Pinwheel	115.00	Army-Navy	95.00
Mystic Marvel	175.00	Can Can	275.00
Hawaiian Beauty	160.00	Jalopy	95.00
Stage Coach	195.00	Timbuctu	195.00
Daisy Mae	175.00		
Cypsy Queen	185.00		

POOL GAMES

Priced Way Below Cost!

Magic Top	De Luxe Tournament
Genco Baseball Pool	Keeney Flicker Pool
Williams Star Pool	Exhibit Spanish Pool
Chicago Clover Pool	Valley Pro Pool

A Complete Stock of Used Pool Games of Every Make

TAKE YOUR CHOICE..... **\$75.00**

GRAPHOSKOP World's Finest Coin-Operated Telescope

Made in Germany. Deluxe construction throughout. Guaranteed tamper-proof cash box.

ARCADE

UNITED'S NEW PIRATE GUN

Genco State Fair—WMS. CRANE	WRITE
Genco Quarterback, New	\$289.50
Coin Recordie	\$175.00
Mutoscope Photomatic (Pre-war)	295.00
Heavy Hitter	49.50
Bally Moon Ride	275.00
Slidewalk Engineer	195.00
Grandma Horoscope, New	495.00
2-Player Basketball	195.00
Telequiz	99.50
AA Gun	99.50
Space Ranger	295.00
Muto Football	275.00
4-Player Derby	125.00
Flash Hockey	99.50
Undersea Raider	125.00
Set Shot Basketball	275.00
Flying Saucer	99.50
DeLuxe Baseball	145.00
Super Home Run	175.00
All Star Baseball	175.00
Champion Baseball	295.00
DeLuxe Ranger Gun	295.00
Sportsman	175.00
Shy Rocket	295.00

BINGOS

UNITED BRAZIL	Manhattan	\$125
BALLY BIG SHOW	Surf Club	95
Miami Beach	Palm Springs	75
Big Time	Dude Ranch	75
Pixies	Beach Club	75
Gay Time	Atlantic City	75
Coyote	Yacht Club	75
Variety	Palm Beach	75
	Bright Spot	75
	Bright Light	75

1/2 Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

SHUFFLE GAMES

United VOGUE
United HANDICAP

Lightning	\$275.00
Clipper, High Score	275.00
Capitol, Match Score	275.00
Venus, High Score	225.00
Comet, High Score	145.00
Banner, Match Score	175.00
Ace, Match Score	175.00
Speedy, High Score	175.00
Leader, Match Score	125.00
Chief, High Score	125.00
Rainbow, High Score	175.00
League, High Score	125.00
Mars, High Score	195.00
Bally Magic	195.00
Cross Cross	125.00
Team, Match Score	125.00
Royal, High Score	95.00
Olympic, High Score	75.00
Cascade, High Score	75.00
Hollywood	275.00

PORTABLE COIN COUNTERS

KLOPP Model D-2—Extremely Light
STANDARD-RAPID—Made in Germany
Try either one on a 30-day money-back guarantee

Klopp Coin Changers

2 MODELS
Dispenses 5 nickels for quarter
Dispenses 2 dimes and 1 nickel for quarter

PRECISION PUCKS

Manufactured for Shuffleboard and All BOWLING GAMES

YES

We Do Make KING SIZE PUCKS

PRECISION PUCK & NOVELTY CO., INC.

7534 South Chicago Ave. Chicago 17, Ill. Phone: REgent 4-6101



★★★ **ROYAL** ★★★

DISTRIBUTING, INC.

BEACH CLUB \$ 45.00
MIAMI BEACH 200.00
VARIETY 100.00

CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"

Ask For Ben Mackie or Harold Hoffman
 3726 KESSEN AVE. CINCINNATI, O. MOntana 1-5004

GIVE TO DAMON RUNYON CANCER FUND

Large or Small, Not Medium

• Continued from page 113

income from every location. The old-time operator is a thing of the past and is fast becoming extinct like the dodo bird.

If all juke boxes never had any more than 80 selections it would be no great loss to the average operator or location. We have proved

by checking our play meters on several hundred machines that by far the greatest majority of records have only up to five plays (including some not played at all) and only about 20 records take in almost all the money.

We have found that the most economical way to operate is get the best help available and pay them top wages; operate only top equipment; give your accounts immediate service; keep all machines in tip-top shape. Put a margin on every machine and every location of say \$5 and if that machine or location does not earn more in 90 days—and you cannot get a guarantee or front money—pull the machine.

But by far the biggest money saver is to collect and change records once every two weeks instead of every week. We have cut our overhead by 25 per cent by doing so.

Every operator should set aside a 20-record section in his machines and cater to the type of patrons and nationalities that that particular location enjoys. He can maintain a small library of 25 records of each type and rotate them because most folk songs are practically classics. By catering to the few individuals he will make a hit with the location and his customers because they will consider that a personal favor and the machine will increase its earning power.

As long as the operator has to purchase a certain percentage of

new machines for his top locations and for some new locations and the manufacturer builds 200-selection equipment, the operator will buy 200's and step down older equipment. We won't buy any machine with fewer than 200 selections as long as the manufacturer builds them even if he builds machines with fewer selections.

I don't believe that a 200-selection machine in itself will earn more than a 100-selection machine. But the 200-play machine will by itself attract a few more people. It is true that we can accomplish the same thing by just switching from one type of juke box to another. But we can install a new 200 at a dime in any of our locations and increase our earnings up to about 50 per cent as long as the location takes in at least \$20 gross.

2 POSTWAR PHOTOMATICS
 1 PREWAR VOICE-O-GRAPH
 10 "A" MODEL SEEBURGS

Will accept any reasonable offer.
Variety Distributing Co.
 285 Grant St. S.E. Atlanta 12, Ga.
 Jackson 3-3322



\$64.00

**CHROME COVERS
 100 SELECTIONS**

***SPECIAL
 VOLUME
 PRICES**

SEEBURG Wall-o-matic

Reconditioned — Davis Guaranteed

New Selection Buttons — New Instruction Plates

Income can be doubled in many locations by adding

100 selection wallboxes.

The \$64 Answer for Greater Income

Pre-set for 10c play if requested

***CANADIAN AND AMERICAN OPERATORS**

PHONE—Collect—Syracuse 75-1631

WIRE—Private Western Union Wire

WRITE—738 Erie Boulevard, East
 Syracuse 3, New York

**Davis
 Guarantee**

- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Professionally Refinished

For Davis Guaranteed Phonographs
 our only address in Europe is:

HOLLAND—BELGIE—EUROPE

403 Ave. Louise, Brussels, Belgium
 Phone 47.66.63

Cable Address: "Hobeueurop-Brussels."

All currencies accepted:
 Francs, pound sterling, lire, guilders, marks, etc.

Cable Address: "DAVDIS." 1/3 deposit required.

WORLD EXPORT

WESTERN EXPORT

DISTRIBUTING

Exclusive Seeburg Factory Distributor

738 Erie Boulevard East
 Syracuse 3, N. Y., U.S.A., Ph. 75-1631

Corp.

Davis

vis jis

**FOR THE BEST
 VALUES IN USED
 JUKE BOXES, BE SURE
 AND COME TO**

**GATEWAY
 DISTRIBUTING CO.**

3622 W. North Ave., Chicago, Ill.
 Phone: Dickens 2-1214

Ask for Fred Minter

KANSAS DISTRIBUTOR-WURLITZER

Wurlitzer 1800 Phonograph . . . \$725.00	Wurlitzer 1400 \$195.00
Wurlitzer 1700 Phonograph converted to dual title strips 550.00	Seeburg Model "C" 525.00
Wurlitzer 1650, 45 rpm Hi-Fi 325.00	AMI D-80 295.00
	AMI D-40, 45 rpm 245.00

UNITED DISTRIBUTORS, INC.

902 W. SECOND WICHITA 12, KANSAS HO 4-6111
 HO 4-3504

Selected USED BINGOS

MANHATTAN \$135	PIXIE \$235
STARDUST 325	STARLET 250
TRIPLE PLAY 150	GAYETY 115

1/3 Deposit, Balance Sight Draft

Write for New List of Thousands of All Type Machines

**SOUTHERN AUTOMATIC
 MUSIC COMPANY, INC.**

ESTABLISHED 1923

1535 Delaware Ave., Lexington, Ky.
 735 S. Brook St., Louisville 3, Ky.

1000 Broadway, Cincinnati, Ohio
 129 W. North St., Indianapolis, Ind.

Attention, Coin Machine Men!

WANTED

**WURLITZER
 1650's
 1700's
 1800's**

FOR SALE!

1500's . . . \$185
 EXPORT AGENTS, WRITE!
1500A's . . \$285
 WURLITZER 1550's \$185
 WURLITZER 1550A's 285

**WRITE!
 WIRE!
 PHONE!**

**MUSIC
 DISTRIBUTING CO.**

2001 Fifth Ave., Pittsburgh, Pa.

**Atlantic
 1-1745**

COIN MACHINE SERVICE, INC.

ROCK-OLA DISTRIBUTORS FOR NORTHERN CALIFORNIA
422 Wilson St., Santa Rosa CALIFORNIA
Phone Paul Speer Santa Rosa 1498 or write for prices

Survey Stops

Continued from page 114

in 100 per cent of the nation's locations as soon as every operator realizes that he must have front money. It is very important in selling dime play to provide new equipment.

Altho more operating firms are getting bigger, I think that there are as many small operators today as ever, but today more of them have a source of income besides music operating.

The ideal number of selections on a juke box is 100 or more. All other things being equal, a 200-selection juke box will earn more than one in the 100-selection category in a top location. But in an "average" or marginal location, 200-selection equipment does not help.

It's very important to me that I'm able to offer locations a number of different models with different numbers of selections.

My record costs are held at a minimum today with this programming procedure:

Locations which we service each week receive two new tunes and one standard. Each gets a total of three records a week and no more. Locations we service every two weeks each get five records—three new releases and two standards.



IT'S TIME TO VISIT REX FOR FALL BUYS!

UNITED

CLIPPERS	\$175
YANKEES	100
LEAGUE BOWLERS	95
CHIEFS	65

CHICAGO COIN

FIREBALLS	\$145
SUPER FRAME	95
CRISS-CROSS	75

WURL 1250's, 45 rpm \$125

REGULATION 5-BALLS

Write for Prices.

POOL GAMES Top Names (NEW)—Electric—Name Price

REX

COIN MACHINE DISTRIBUTING CORP.
321 So. Salina St. Syracuse 3, N.Y.
Phone: 2-8255

SPECIAL CLOSEOUT! ON GOOD USED

Rides Pool Games (NEW and USED)

Shuffle Alleys

WANTED

USED

Bingo Games

In Perfect Condition

associated amusements, inc.

8 RUGG ROAD
STadium 2-4010
BOSTON, MASS.

PINBALL GAMES

Bally Yacht Club	\$45.00
Bally Turf King	49.50
Bally Citation	39.50
Gottlieb Grand Slam	55.00
Gottlieb Green Pastures	75.00
Gottlieb Slug Fest	35.00
Williams Dealer "21"	49.50
Williams Grand Champion	64.50
Williams Spiffire	75.00

ARCADE EQUIPMENT

United Carnival Deluxe... \$150.00

SHUFFLE GAMES

United Olympic \$50.00

USED POOL TABLES—All Kinds
Only \$65.00

BOYLE AMUSEMENT CO.

522 N. W. 3rd St. Oklahoma City
REgent 6-5631

MUSIC

10 SEEBURG V-200

Like New—WRITE—WIRE—CALL

Also in Stock:

SEEBURG 100 A-B-C-G-W-R

WURLITZER

1100	1250	1400
1500	1500A	1650
1700	1800	

ROCK-OLA's and AMI's

ROUTE WANTED in NEW ENGLAND!

We have a customer who wants to pay CASH for a large route of Music and Games in N.E. Write or call Si Redd.

NEW ENGLAND OPERATORS!

THE BIGGEST GROUP of HIT MACHINES in HISTORY!

Bally ABC and CONGRESS Bawlers
Bally BIG SHOW (Bigger than Big Time)
Chicago Coin CAPRI and MIAMI SHUFFLE
Exhibit's New JUNGLE HUNT GUN

Get on the profit parade NOW!

WANTED—Will pay CASH \$\$\$ for all models of used MUSIC MACHINES, KIDDIE RIDES and LATE BALLY BINGO MACHINES! MIDGET MOVIES.

WRITE—WIRE—PHONE

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040



Exclusive distributors for
WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

Greatest Money Maker Today

BEST IN VENDING HISTORY

the activated

LORD'S PRAYER VENDOR

for the popular RELIGIOUS GOOD LUCK MEDAL



EARNING SENSATIONAL GROSSES EVERYWHERE

From every section of the nation the reports on the Lord's Prayer Vendor are truly phenomenal. Going big in every type of location* and producing more money for operators than any other vendor ever made.

Combines the strong religious attraction of the Lord's Prayer medal with the newest twist in vending. An illusion that makes it seem the copper penny is being pressed into the finished medal as you watch it perform. Time cycle 15 seconds. Interest continuous. Sales fantastic. And it will continue to sell big for years to come.



* Stores in the Liggell Drug Chain, Neisner Department Store Chain and a growing number of Greyhound Bus Terminals are typical of the locations around the country where installations are being made.

Details On Request—Immediate Delivery Order From Your Local Distributor or from

INTERNATIONAL MUTOSCOPE CORP.
44-02 Eleventh Street, Long Island City 1, N. Y.
STillwell 4-3800

Patent Applied For by International Mutoscope Corp.



METAL TYPERS

Vending Aluminum Identification Discs Are In Demand Because:

- * They Are Service Free
 - * Bring In Dimes
 - * Require No Electrical Outlet
- Write for Information Today



STANDARD HARVARD
METAL TYPER, Inc.
1318 N. WESTERN AVE.
CHICAGO 22, ILL. • EV 4-3120

Cigarette Production Up

Cigarettes manufactured in July totaled 33,314,347,739, an increase of more than 2,866,921 thousand from the number produced in July, 1955, according to the Treasury Department. Cigarette consumption increased by more than 2,598,193 thousand during July from the same month last year. Figures for the first seven months of this year set consumption at 245,123,933,322, an increase of more than 7,176,686 thousand over the same period a year ago.

Supply of peanuts held in off-farm positions on August 31 totaled 376 million pounds, 84 per cent greater than the 204 million pounds held in similar positions a year earlier, according to Agriculture Department. Peanuts reported used in making candy, salted peanuts and peanut butter for the period September, 1955, thru August of this year totaled 609 million pounds, about 8 per cent greater than reported for a year earlier. Amounts used in each of the three main products were above the previous year.

WRITE FOR WICO'S NEW 1957 PARTS AND SUPPLIES CATALOG WITH PICTURES

FREE

NUMBERED POOL BALLS—Two numbers on each ball. Numbered 1 to 5 RED and 1 to 3 WHITE. Set \$14.95
CUE STICKS—Non-warp. Each 2.25

WICO CORPORATION

2911-13 N. Pulaski Road
Chicago 41, Ill.

CHAMPION PRESENTS A CONVENTION SPECIAL

A brand new Pool Game Top. The FASTEST, most profitable top. (3 minutes average play.)

OBSTACLE POOL

All new Novoply Board with four holes, live bumpers, screened; top grade Billiard Cloth complete with instruction card. Top is 32"x48" size. Fits all conventional ball returns. \$29.95 each

Location tested. Try one and be convinced.
CHAMPION DISTRIB. CO.
3833 W. Division St., Chicago 51, Ill. Phone: Albany 2-3272

Make It BIG This Season!
See Us "FIRST"! Get a "Whale" of a Deal on "First"-Class Equipment from our Huge Selection!



SHUFFLE GAMES

FIRST-Conditioned SPECIAL!
THIS WEEK ONLY Chicago Coin DOUBLE FRAME BOWLER Only \$45

- CHICAGO COIN**
- *HOLLYWOOD \$275
 - *PLAYTIME 225
 - FLASH 195
 - *STARLIGHT 165
 - SUPER FRAME 155
 - CRISS CROSS TRGT. 125
 - *GOLD CUP 115
 - TRIPLE SCORE 85
 - *NAME 65
- UNITED**
- POOL ALLEY \$275
 - *DeL. VENUS 225
 - *DeL. MARS 215
 - *ACE 175
 - LEAGUE 115
 - CHIEF 105
 - ROYAL 85
 - CASCADE 70
 - *STAR 10TH FRAME. 60
 - SUPER 10TH FRAME KEENEY 60

- *DIAMOND \$175
 - BIKINI 150
 - *BONUS 125
 - PACEMAKER 95
 - CHALLENGER 95
 - *DOMINO 75
 - CARNIVAL 65
 - 10 PLAYER 55
 - 6 PLAYER 45
- BALLY**
- *MAGIC \$250
- GENCO**
- *MATCH POOL \$ 75
 - SHUFFLE POOL 55
 - *Indicates Match Play

NEW GAMES!

We've Got 'Em All!

Exclusive Distributors for

CHICAGO COIN • EXHIBIT INT. MUTOSCOPE

You've Got to Operate MIAMI SHUFFLE!
Chicago Coin's MILLION-DOLLAR HIT!
PRICED LOW! LOW! LOW!
DELIVERING NOW!

- CHICAGO COIN**
- BLONDIE
 - CAPRI
 - STEAM SHOVEL
 - TWIN HOCKEY
 - ROTATION POOL
- INT. MUTOSCOPE**
- LORD'S PRAYER
 - MANY OTHERS!
- GENCO**
- STATE FAIR
 - GOTTLIEB
 - AUTO RACE

- EXHIBIT**
- WATCH FOR NEW RELEASES—COMING SOON!
- UNITED**
- VOGUE Shuffle Alley
 - HANDICAP Shuffle Alley
 - BRAZIL
- WILLIAMS**
- SUPER SCORE
 - CRANE
- BALLY**
- BIG SHOW
 - DLX. ABC BOWLER
 - DLX. CONGRESS BOWLER

TARGET GUNS

FIRST-Conditioned
America's Finest Reconditioned Target Guns

- GENCO WILD WEST \$325
- Ex. "500" GALLERY 245
- Un. DEL. CARNIVAL 210
- Ex. SPORTLAND 185
- GENCO RIFLE GALLERY 185
- Seeburg BEAR GUN 145
- Mutos. SUPER BOMBER 145
- Mutos. SKY FIGHTER. 135
- Wms. JET FIGHTER .. 135
- UNDERSEA RAIDER .. 125
- C. C. PISTOL PETE ... 75
- Ex. SHOOT THE BULL 70
- Ex. DALE GUN 55

ARCADE

NEW Chicago Coin STEAM SHOVEL Chicago Coin TWIN HOCKEY

- FIRST-Conditioned**
- Bally SPACE SHIP .. \$265
 - Bally MOONRIDE 235
 - GENCO BASKETBALL .. 195
 - SIDEWALK ENGINEER 185
 - Mut. DRIVEMOBILE .. 165
 - C.C. BASKET CHAMP. 145
 - C.C. MIDG. SKEEROLL 145
 - Wms. DEL. BASEBALL. 135
 - Cap. MIDGET MOVIES 135
 - Bally BIG INNING .. 95
 - Chi Coin GOALEE ... 95
 - TELEQUIZ (w/film) .. 95
 - Evans TEN STRIKE ... 85
 - Scien. BATTING PRAC. 75
 - Amusa. BOOMERANG 65

BINGO 5-BALLS

FIRST-Conditioned SPECIAL!
THIS WEEK ONLY SPOTLITE ONLY \$39

- BALLY**
- NIGHT CLUB \$465
 - BROADWAY 385
 - BEACH BEAUTY 355
 - MIAMI BEACH 225
 - CAYTIME 195
 - GAYETY 110
 - BIG TIME 245
 - VARIETY 145
 - HI-FI 85
 - PALM SPRINGS 75
 - DUDE RANCH 75
 - PALM BEACH 75
 - YACHT CLUB 75
 - ATLANTIC CITY 75
 - BRIGHT SPOT 65
 - BRIGHT LIGHT 65
 - CONEY ISLAND ... 65

UNITED

- TAHITI \$ 90

BRAND NEW POOL GAMES

LATEST MODELS!

- 1—Jumbo Plastic Light-Up Bumpers
 - 2—Three-Hole Play
 - 3—Levelmatic Adjusters
 - 4—Finest Materials and Workmanship
 - 5—By Leading Manufacturer
- Now Only \$125**



POOL GAMES FIRST-Conditioned

All Models Refinished Like New!
REGULAR MODELS—from \$65

- ELECTRIC SCORING POOL GAMES:**
- Chicago Coin AUTOMATIC POOL \$115
 - Exhibit SKILL SCORE 115
 - Chicago Coin HOOLIGAN POOL 135
 - Chicago Coin ADVANCE POOL 175
 - Exhibit SUPER STAR—NEW! 135
 - Chicago Coin CLOVER POOL SPECIAL!

SPECIALS!
Evans SADDLE & TURF
Club Model \$225
United DERBY ROLL 215
Universal 3-STAR 65

WE'RE BUYING!
What Have You—Trade or Sell?
Send Your List Today for Highest Offers!

EXPORT BUYERS: Depend on our experience for First-Quality Equipment and fast, reliable servival Write for literature and price list.
CABLE ADDRESS: "FIRSTCOIN," Chicago.

FIRST COIN MACHINE EXCHANGE, INC.
Joe Kline & Wally Finks
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

5-BALL GAMES

- FIRST-Conditioned GOTTLIEB**
- HARBOR LIGHTS \$250
 - EASY ACES 225
 - DEL. SLUGGIN' CHAMP 195
 - GREEN PASTURES ... 125
 - GUY'S-DOLLS 95
 - FLYING HIGH 85
 - CROSS ROADS 75
 - SKILL POOL 75
 - SPOT BOWLER 59
- WILLIAMS**
- GRAND CHAMPION .. \$ 95
 - FOUR CORNERS 75
 - SEA JOCKEY 75
 - HAYBURNER 75

1st AND STILL GROWING

FIRST

YOUR REGISTERED KEY



...plus exclusive **ROUND** keyway stops coin box bandits cold!



CHICAGO ACE LOCKS

Stop theft! Specify—or replace with—rugged ACE Locks. Unique 7 pin-tumbler mechanism provides over 80,000 key changes... plus private registration for your exclusive use. Duplicate factory keys can only be obtained on your authorization. What's more, only ACE Locks have the patented ROUND keyway that resists strong forcing tools. These are some of the reasons why ACE Locks are the first choice of the people who require maximum security. Protect your take! Write today for catalog which also describes the full line of sturdy, budget-priced single and double-bitted Chicago Locks.

CHICAGO LOCK CO.
2036 N. Racine Avenue • Chicago 14, Illinois

Leaders in Locks for Coin Operated Equipment

In Baseball

The Big Show Last Week Was Sal Maglie's No-Hitter...

In Politics

The Big Show Next Month Will Be the Election...

But now! TODAY!

The Big Show in games is

Bally's Big Show

THE GREATEST MONEY MAKER OF ALL TIME

Immediate Delivery—ORDER NOW

★ ALSO IMMEDIATE DELIVERY ON

Bally's Deluxe ABC Bowler

Exclusive dist. for Bally in E. Pa. and Rock-Ola in E. Pa., S. Jersey and Del.

WANT TO BUY

• **Rock-Ola**
1438
1446
1448

• **Seeburg**
M 100A
M 100B
M 100BL
M 100C
M 100G
M 100H

• **Bally**
Beauties
Beach Clubs
Palm Springs
Surf Clubs
Ice Follies
Yacht Clubs
Hi-Fi
Variety
Gayety
Gay Time
Miami Beach
Big Time
Beach Beauty
Broadways
Nite Clubs

INTERNATIONAL SCOTT CROSSE COMPANY

SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET, PHILADELPHIA 20, PA.
Rt. 1, Philadelphia 6 7712

BROOKLYN 219 821
Copyrighted material

KEEP YOUR EYE ON THE EXHIBIT SUPPLY CO.

GOOD BUYS

BROADWAY\$345.00
BIG TIME 195.00
MIAMI BEACH	... 185.00
GAYTIME 175.00
VARIETY 110.00
GAYETY 85.00
SURF CLUB 90.00
STAR DUST 305.00
PIXIE 225.00

1/2 Deposit, Bal. Sight Draft

GENERAL DISTRIBUTING CO.

1609 ORLEANS AVE., NEW ORLEANS, LA.
TULane 6729

\$ Guidepost

• Continued from page 115

—worked out by a competent tax expert—will go far in helping an operator to keep up-to-date equipment on his locations. With the depreciation schedule I use, for example (which, of course, was designed only for my operation), the oldest equipment on my route is not more than three years old.

Altho I prefer 100-selection-type equipment, I don't believe the big problem today is in the number of selections as much as in providing automatic volume controls for music equipment. I strongly believe that with such devices—which would provide equal tone levels regardless of the type of music played—juke boxes would enjoy higher receipts.

An important factor in our operation is in selling to the public our music service. We provide a music programming service to 150 disk jockeys in Maryland, Virginia and the District of Columbia. In our programming we also allow the juke box playing public to get in on picking hits by programming what we call "preview" tunes on our machines.

Finally, each location gets the same tunes each week or every other week as the care may be. Our servicemen are not required to do anything more in changing records than to program those which we provide in envelopes for his locations each week. In this way we have not only held our records costs in line but we have also held to a minimum the number of location requests.

the game that lasts and lasts



In the past twenty years many good games have appeared on the market. Many of these have just been overnight sensations—fads that are popular one day and forgotten the next. The one game retaining constant popularity throughout the years is shuffleboard . . . still the "Bread and Butter" game of operators. An American shuffleboard—bought today—will still be in style . . . and still raking in the profits for you . . . five years from now.

Get the full facts. Catalog and brochures sent on request.

American

UNION 5-6633

SHUFFLEBOARD COMPANY

210 PATERSON PLANK ROAD UNION CITY, NEW JERSEY

Your American Red Cross Is Always There After Disaster Strikes

GOTTLIEB PRESENTS...

AUTO RACE



Featuring...

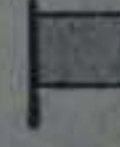
THE SPEED OF THE INDIANAPOLIS "500"
THE ACTION AND THRILLS OF THE FRENCH "LE MANS"



Up to Six Complete Races Per Game



3 Cars Compete for Winning Honors



Cars Finishing Race Light Holes for Specials



Pop Bumpers Light for Super High Score When Cars Line-up After Race has Started



See AUTO RACE at Your Distributor NOW!

Subject to AMUSEMENT TAX Only!



D. Gottlieb & Co.

1140-50 N. KOSTNER AVE., CHICAGO 51, ILL.

...Products of Consistent Dependability

Amusement Pinballs
as American as Baseball and Hot Dogs!

BUY THE BEST... WE DO...

CLOSING OUT
BRAND NEW POOL GAMES
 REGULAR AND KING SIZE
AT BELOW COST!!
 (ANTI-WARP ADJUSTERS INCLUDED)

POOL SUPPLIES

Cue Sticks	1.50
Chalk, Gross	2.50
Plastic Cups, red, white, yellow	.50
Plastic Bumpers, red or white	.50
Pool Balls, set of 10, 3 1/2"	10.00
Overhead Lights w/brkt.	10.00
Anti-Warp Adjusters, set of two	2.95
Billiard Rail Brush, set.	4.00
Cue Repair Kit	4.95

Write for complete list of parts.

Put New Life Into Your Old Pool Games With . . .
New ROTATION PLAYFIELDS
 (incl. triangle and oversize cue ball)
 FITS ALL REGULATION SIZE TABLES!!!
 Write.
 Rotation Balls 1 to 10 \$18.50 set

MARVEL MFG. CO. 2845 W. Fullerton Chicago 47, Ill. Tel.: Dickens 2-3434

Exhibit Ships
 • Continued from page 130

hit. Sound volume can be controlled by the operator.

The "jungle" target unit is connected to a separate gun-mounted coin box thru streamlined wrought-iron tubular legs. The result is to give the player an actual scale target at which to shoot . . . one that requires skill and accuracy on his part to hit the target. The heavy weight of the cabinet holds it firmly in place, protecting it

against jostling and accidental bumping.

The jungle scene itself is designed to attract customers by means of a life-like dimensional lighting effect when game is not in use. When a coin is inserted, lights dim and lighted targets appear.

The "hunter" gets a total of 20 shots. He takes the first 10 animals at his choice of all 10 animals which appear at once. The lights dim and the wild animals appear one at a time for the final 10 shots. Progressive high scoring adds competitive excitement to the game and the customer can win a free play for high scoring.

Latest Games
 • Continued from page 130

Nebraska, Iowa, Kansas, Missouri and South Dakota. (See separate story in Music Machines section.)

Genco Manufacturing & Sales Company unveiled its new junior-size .22 rifle gun game, Davy Crockett. The gun will be shipped to distributors at a later date. Currently the firm is in shipment on State Fair Rifle Gallery, another rifle unit.

Williams Shows Pin

Williams Manufacturing Company showed its latest new five-ball game, Super Score. The game was first introduced to the trade a few weeks ago. (The Billboard, September 22.)

D. Gottlieb & Company exhibited Auto Race, latest five-ball pin produced by the firm. Auto Race was just recently shipped to distributors. (The Billboard, September 29.)

The meet was well-attended, with operators taking part in business sessions, banquets, association meets and viewing exhibits and films.



YOU LIKE MONEY?

YOU'LL LOVE
GENCO'S Sensational
STATE FAIR
FAIR
MOVING TARGET
RIFLE GALLERY

Featuring an **ENTIRELY NEW IDEA**
 Never before seen on a Rifle Game

FREE-ROLLING BALLS

Roll down 2 Lanes — Just Like a Real Rifle Gallery . . . the player tries to shoot them off.

PLUS ALL THESE GENCO ATTRACTIONS:

- Flip Over Targets
- 2 LIGHTED CANDLES snuff out when hit
- Adjustable Replay — Optional Match
- Easy Back-Door Servicing
- Playfield Designed to Look Like a Real Rifle Gallery (with an unusual degree of depth)
- Beautiful, Bright "EVER LAST" Cork Finish

Compact, Modern Cabinet — only 50" x 29" x 70" high

WATCH FOR DAVY CROCKETT



WANT-FOR CASH

Horses, Bally and Exhibit; Around the World Trainer; Drive Yourself Drive-Mobile; Late Guns and Arcade Games. Price and details in first letter.

ECONOMY SUPPLY CO.
 577 TENTH AVE. NEW YORK, N. Y.
 (Tel.: Chickering 4-8613)

TRY A USED GAME RECONDITIONED THE PREMIER WAY!

MORE MONEY

A wide selection of games ALL thoroughly reconditioned to look and perform like new.

Our **MONEY-BACK GUARANTEE** means greater collections at a very low cost for each machine you buy at **PREMIER.**

WRITE FOR FREE PRICE LIST ON ALL TYPE GAMES

Premier COIN MACHINE DIST., INC.
 214-20 S. Howard St. Baltimore 1, Md.
 Phone: MULberry 5-1420

REBUILT GAMES THAT WORK AND LOOK LIKE NEW
GUNS: \$110.00 EACH

Exhibit Six Shoot, Gun Patrol, Jet Gun, Space Gun, Muto, Sky Fighter and Ace Bomber, Seaburg Chicken Sam, Parachute.

Atomic Bomber	\$ 85.00
Eroney Submarine	85.00
Kooney Air Raid	125.00
Bally Rapid Fire	125.00
Exhibit Silver Bullets	125.00
Rull's-Eye Pistol, New	100.00
Chi Coin Pistol	95.00
Exhibit Dale Gun	85.00
Williams Jet Gun	175.00
Liberator or Periscope	85.00
Night Bomber	125.00
Evans Tommy Gun	110.00

BASEBALLS:

Bally Big inning	\$100.00
BATA Ball, Console	50.00
Evans Bat-A-Score	100.00
Back-On World Series	85.00
Scientific Batting Practice	125.00
Scientific Pitch'em & Bat'em	75.00
Western or Lite-a-League	85.00
Western Major League	85.00
Williams World Series	85.00

Chi Coin Midget Snow Ball . . . \$142.00
 Chi Coin Basket Ball . . . 145.00
 Chi Coin Goalie . . . 95.00
 Muto, Drive Mobile . . . 130.00
 Sidewalk Engineer . . . 175.00
 Muto, Moxie, Complete . . . 85.00
 Telesque . . . 85.00

FREE: 1956 Catalog—300 Illustrations.

MIKE MUNYER
 577 Tenth Ave., 1st Fl., New York 14, N. Y. BR 6-9577

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

BEST IN THE MIDDLE WEST

PINS

- 2 SCOREBOARDS (2 Player) . . . \$295.00
- 2 GLADIATORS (2 Player) . . . 295.00
- HARBOR LITES . . . 225.00
- WISHING WELL . . . 185.00
- STAGE COACH . . . 165.00

ARCADE

- 2 SIDEWALK ENGINEERS . . . \$125.00
- 2 C. C. SUPER HOME RUN . . . 175.00
- GENCO CHAMPION BASEBALL (2-Player) . . . 295.00
- GOLDIE . . . 50.00

GUNS

- GENCO SUPER BIG TOP . . . \$335.00
- GENCO SKY ROCKET . . . 295.00
- GENCO RIFLE GALLERY . . . 185.00
- UNITED JUNGLE GUN . . . 150.00
- SEEBURG BEAR GUN . . . 75.00
- EXHIBIT SPORTLAND . . . 175.00
- EXHIBIT SHOOTING GALLERY . . . 125.00

Complete Selection of BINGOS, BOWLERS and POOL TABLES
1/2 deposit, balance C.O.D. or 5/D

UNIVERSITY Coin Machine Exchange
858 No. High St. Columbus 8, OHIO
Tel: AXminster 4-3529

Six Pockets

• Continued from page 130

in production and shipment. Others include both slate and regular models of bumper pool.

Six Pocket, as its name indicates, has the customary six pockets of the regular pool game. It is the same size, however, as the jumbo models of bumper pool, but has no table bumpers.

The game is played with 15 balls, 2 1/8-inch size, similar to the balls used with bumper pool games. Any version of regular pool can be played, including rotation, eight-ball, kelly, etc.

Balls are trapped as they go into pockets, being released only after deposit of coins. The cue ball, however, returns to the play-field whenever a player makes a scratch.

R. W. Weikel, Fischer general sales manager, Chicago said Six Pocket is designed to list at under \$275. He said the new model is an addition to the Fischer "family of pool games" and reported good location test results.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

Lowest prices in the Industry

3/4" REPLACEMENT

SLATE TOPS

FOR REGULATION SIZE POOL TABLES

Giant Size Bumpers • Live Rubber Bumpers.
Best Quality Rubber-Backed Billiard Cloth.

DISTRIBUTORSHIPS STILL AVAILABLE

WRITE, WIRE OR PHONE *George Ponser* SALES MANAGER

Eastern Novelty Distributors, Inc.

123 West Runyon Street Bigelow 3-7422 Newark 5, New Jersey

Your American Red Cross Is Always There After Disaster Strikes

NEW

LOW PRICED!
The Answer to Every Operator's Dream!

**HIGH IN EXCITING
PLAYER APPEAL!**

chicago coin's
Miami Shuffle

NEW

- * In-Line Scoring
- * Double Scoring
- * Double-Double Scoring

NEW Attractive
Colorful
Anodized
Pucks!

NEW Player
"Participation"
Scoring!

2 Player
Game
10c per player

NEW
Simple
Fool-Proof
Mechanism!

Have You Seen
chicago coin's
FIRST
Novelty Pin Game
In Years!

Capri

chicago coin
MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.

Bally®

presents a really new scoring idea
with record topping earning-power



EXCITING NEW TRIPLE-DECK ADVANCING SCORES

Magic Squares
Spot Numbers
Corner Scores
Ballyhole
Extra Balls

Separate advancing-scores for each of 3 different color-lines—red, yellow, green—building up, up, up to really exciting man-size scores! AND PLAYER SCORES SEPARATELY IN EACH OF 3 COLORS! No wonder BIG SHOW is getting biggest cash-box applause in pinball history! Get your share! Get Bally BIG SHOW on location today!

NOW AT YOUR
Bally DISTRIBUTOR
DE LUXE ABC BOWLER
DE LUXE CONGRESS BOWLER (Match) • PIN-POOL
BALLY MANUFACTURING COMPANY
2649 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Bally® BIG SHOW

PROFIT-PROVED IN-LINE PLAY...plus new Triple-Deck Scores

for best deals on biggest money-makers \$ \$ \$ \$ \$
\$ \$ \$ \$ \$ SEE YOUR *Bally* DISTRIBUTOR

UNITED'S

BRAZIL

WITH

NEW BUILD-UP SELECTION FEATURE

Arrows Flash to Lite

SELECT-A-ROW

Choice of 3 Spot Numbers

Up to 15 Numbers to Select from

New 4-Corners Score for 5-in-Line

4th and 5th Ball Selections

3-IN-LINE ★ 4-IN-LINE
5-IN-LINE SCORES

**LITE-A-NAME
PENNANT
FEATURE**

EXTRA BALLS

**SEE YOUR
DISTRIBUTOR**

UNITED
OPERATORS
ARE
SUCCESSFUL
OPERATORS



UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

6-Player Shuffle-Alley Bowlers • In-Line Games • Pool Games • Novelty Games



Program for Profit

with both single and E.P. records!



Singles

No modern music system would be complete without a diversified selection of current popular releases. The V-200 provides for programming this kind of music under appropriate classifications . . . hit tunes, rhythm and blues, folk and western.

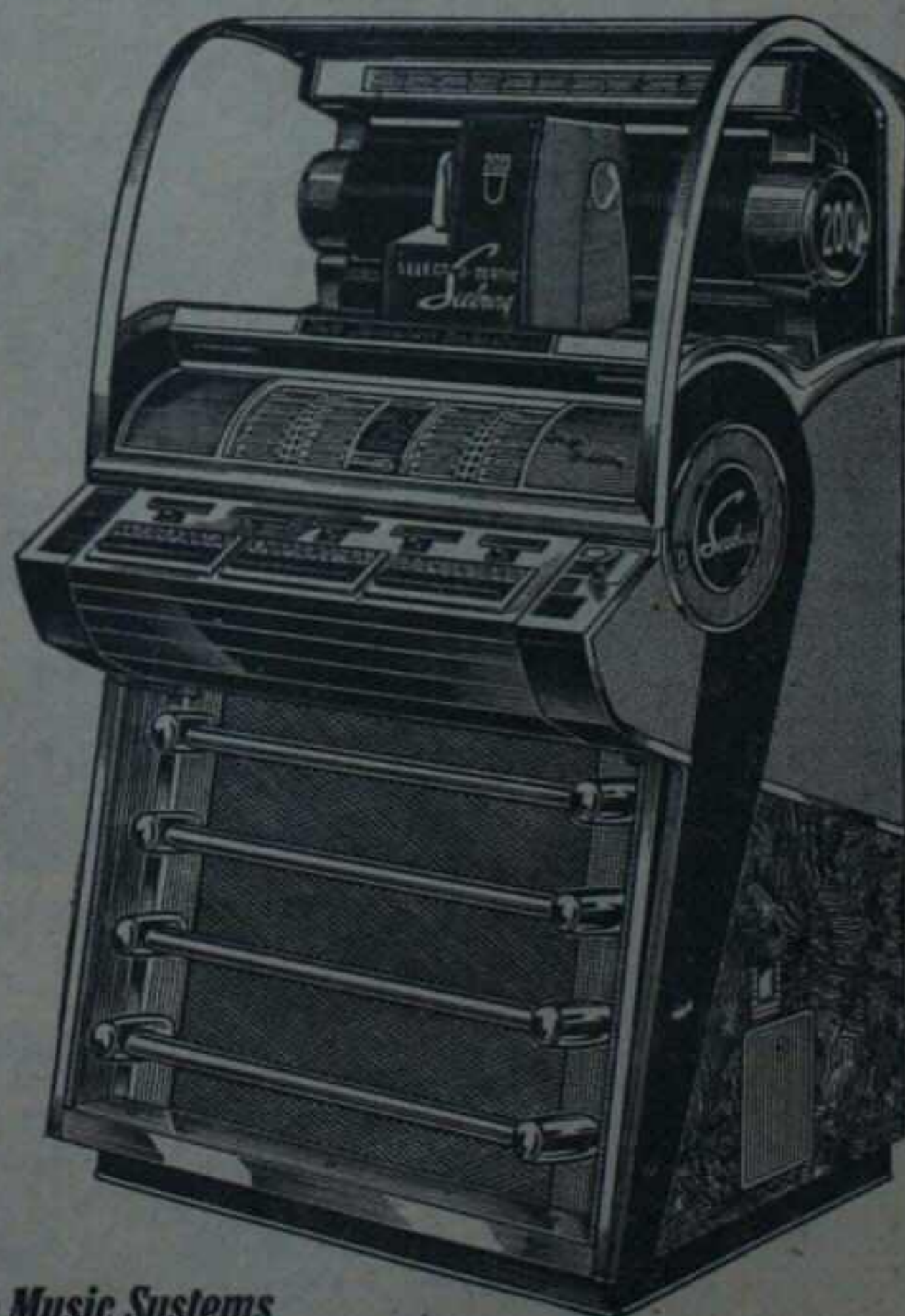


E.P.'s

There's a great demand by the public for standard music, too—show tunes, all-time favorites, light classics and varieties. This music is principally available on Extended Play records that require additional playing time.

PROGRAM WITH THE SEEBURG V-200

The Seeburg V-200 provides the opportunity of featuring both kinds of music—*profitably*. The Dual Credit System of the V-200 programs singles (hit tunes) at one price and E.P.'s (standards and show tunes) at a proportionately higher price to compensate the operator for the additional time required to play E.P. records.



Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 Chicago 22, Illinois

America's Finest and Most Complete Music Systems

FOR STORE USE



CARIBBEAN MOONLIGHT
Les Baxter.....No. 733

have you heard these
NEW
high fidelity albums



JUDY
Judy Garland.....No. 734



HI-FI VIENNA!
No. 10049



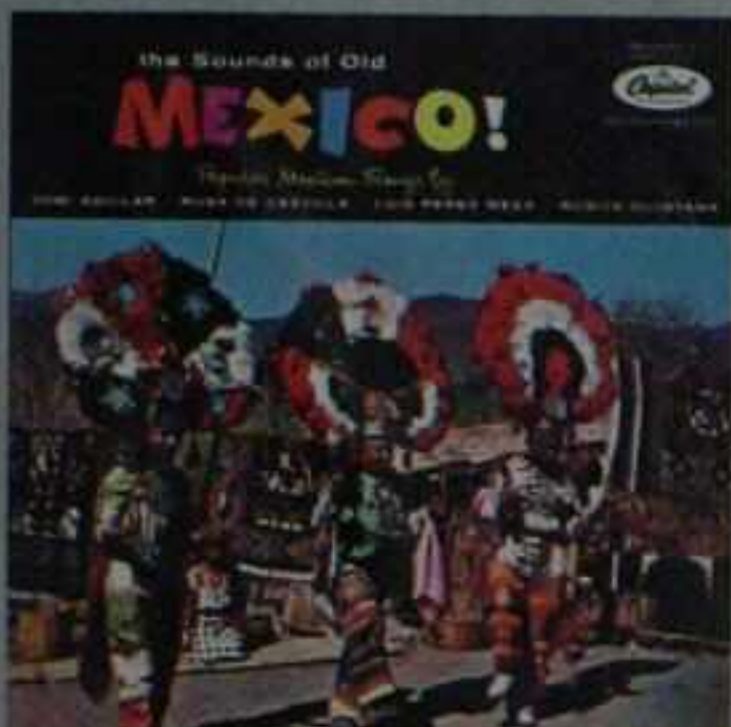
JAM SESSION AT THE TOWER
Ray Anthony.....No. 749



MANHATTAN TOWER
Gordon Jenkins.....No. 766



THE WILDEST
Louis Prima.....No. 755



THE SOUNDS OF OLD MEXICO
Toni Aguilar, Rosa De Castilla, Luis Perez Meza, Rosita Quintana.....No. 10044



HALF AND HALF
The Al Belletto Sextette.....No. 751



ROCKIN' HAMMOND
Milt Buckner.....No. 722



TWO IN A GONDOLA
Dino Olivieri's Orch.....No. 10026



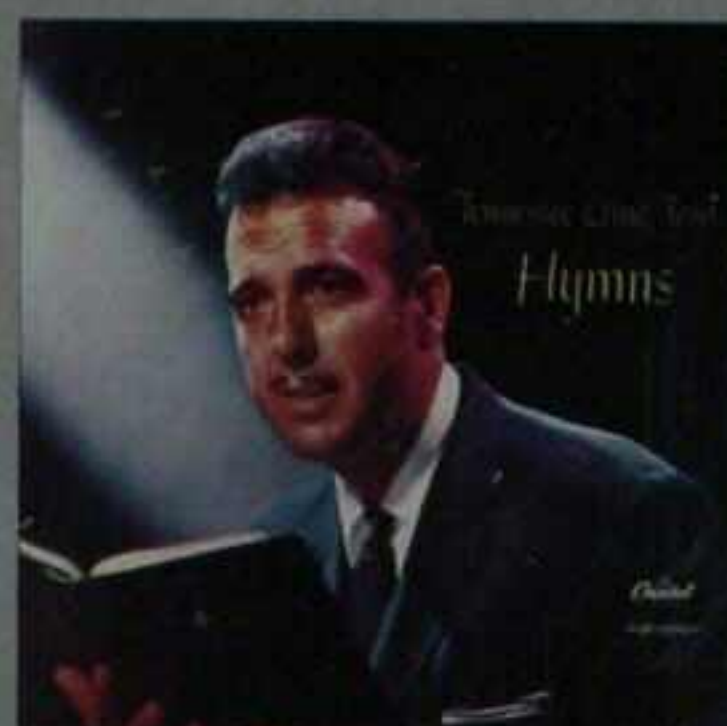
CARNAVALITOS DE ARGENTINA
Edmundo P. Zaldivar and His Orch.....No. 10004



MR. RAGTIME
Joe "Fingers" Carr.....No. 760



THIS IS PARIS
Les Compagnons with Annie Cordy.....No. 10042



ERNIE FORD HYMNS
Ernie Ford.....No. 756



THIS IS TEAGARDEN
Frank Teagarden.....No. 721



SWEDISH POLKAS & HAMBOS
Karl Gronstedt's Dragapolsorkester and the Swedish Folk Dance Fiddlers.....No. 10039



HERE'S DENNIS DAY
Dennis Day.....No. 741



RENDEZVOUS
Bobby Hackett.....No. 719



Copyrighted material



THE OCTOBER

Reprinted from The Billboard, September 15th, 1956

• 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.

- 2. THE KING AND I—Sound TrackCapitol W 740
- 7. SONGS FOR SWINGIN' LOVERS—
Frank SinatraCapitol W 653
- 9. HIGH SOCIETY—Sound TrackCapitol W 750
- 10. FOUR FRESHMEN AND FIVE
TROMBONESCapitol T 683
- 11. OKLAHOMA!—Sound TrackCapitol SAO 595
- 12. CAROUSEL—Sound TrackCapitol W 694
- 15. STAN KENTON IN HI-FICapitol W 724

50%

Capitol therefore attaches special importance
 November Campaign is no exception: it combi
 chandising, unprecedented promotion. Check t
 representative today.

34 great new albums • 53,000 window dis

100% exchange privilege on new albums

ANOTHER

POPULAR DISPLAY

FOR DEALERS: Here, direc
full-color hangers for use i
innovation that Capitol is

NOVEMBER CAMPAIGN

NEARLY 50% OF THE NATION'S HIT ALBUMS are produced by Capitol. This striking fact carries tremendous significance for everyone in the record business, for *new hit albums are the lifeblood of the dealer's trade.*

new album program it presents, and the October-entertainment, eye-catching packaging, smart merchandise important features listed below, and see your Capitol

national consumer ads • thousands of DJ albums
and billing on all albums • special Christmas deal

 **FIRST!**

The Billboard, are two detachable
e... a news-making merchandising
produce.

CLASSICAL DISPLAY 

New
HIGH FIDELITY
Classical Albums



THE HOLLYWOOD BOWL SYMPHONY ORCHESTRA
 conducted by FELIX SLATKIN
 GROFÉ: Grand Canyon Suite
 Mississippi Suite

Thrilling musical portraits inspired by the American scene. These suites include the familiar selections *On the Trail* and *Mardi Gras*. Magnificent performances and incomparable High Fidelity.

P8347



ANDRE NAVARRA, cello
CELLO COLORS

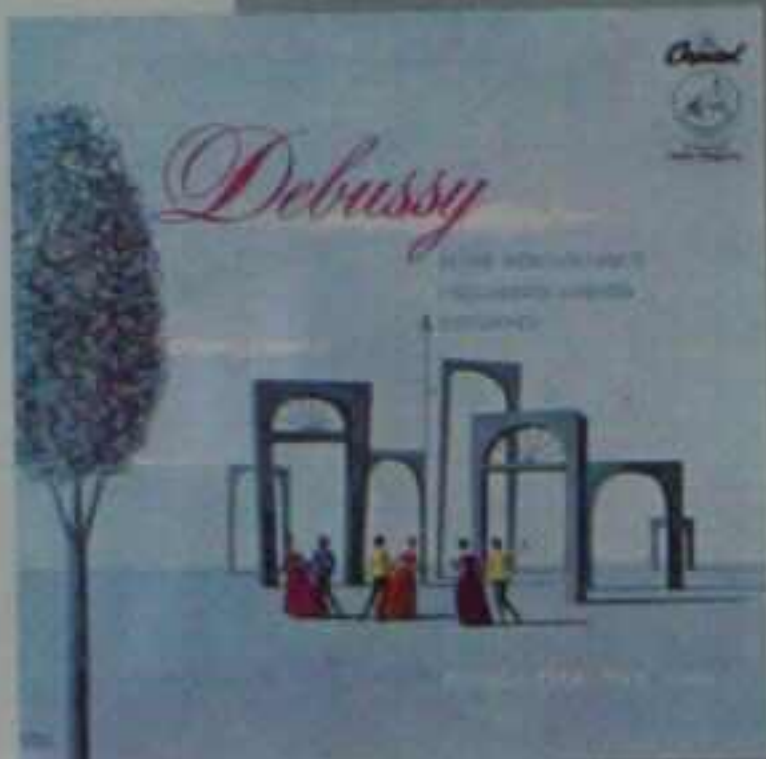
A richly endowed French artist displays the full resources of his expressive instrument in a recital that includes melodic works by Tchaikovsky, Mendelssohn, Ravel, and Dvorák.

P18023

RUDDLF FIRKUSNY, piano
 DEBUSSY: Suite Bergamasque
 Estampes
 Children's Corner

The sensitive and searching artistry of a master pianist evokes all the delicate and poetic beauty in these compositions. "Suite Bergamasque" includes the shimmering *Clair de lune*.

P8350



VICTOR ALLER, piano
 with members of the
 HOLLYWOOD STRING QUARTET
**BRAHMS: COMPLETE QUARTETS
 FOR PIANO
 & STRINGS**

Three masterpieces of chamber music, eloquently performed with authority and understanding by a superb ensemble. A deluxe triple-record album, with illustrated brochure annotated by Alfred Frankenstein.

PCR8346

EMMA MALERAS and her
 BALLET ESPAÑOLA
**CONTEMPORARY
 SPANISH DANCES**

Recorded in Barcelona: Flamenco melodies, pasodobles, and other colorful Andalusian dances. Rhythmic and exciting performances featuring the flashing heels and castanets of the Maleras dancers, with the Orquesta Española.

P18019



LEONARD PENNARIO, piano
 with FELIX SLATKIN conducting
 the CONCERT ARTS ORCHESTRA
**KHACHATURIAN: Concerto for
 Piano and
 Orchestra**

Leonard Pennario gives a dynamic performance of one of the most appealing concertos to come out of modern Russia. The music's massive sonorities combine exotic harmonies, Armenian folk elements, and strong rhythms.

P8349

HANS SCHMIDT-ISSERSTEDT
 conducting the N.W.D.R.
 SYMPHONY ORCHESTRA

SCHUBERT: Symphony No. 5
 Incidental Music
 to "Rosamunde"

Outstanding interpretations of music by the master melodist of the Romantic Era. The symphony is filled with youthful ardor and warmth. The companion work is an inspired creation of the mature Schubert.

P18021



AGI JAMBOR, piano
**BACH: Chromatic Fantasy and
 Fugue; Prelude, Fugue
 and Allegro in E Flat;
 Italian Concerto;
 Prelude and Fugue in
 A Minor**

One of today's most distinguished interpreters of Johann Sebastian Bach performs a varied group of works that are among the composer's finest contributions to keyboard music.

P8348

HANS SCHMIDT-ISSERSTEDT
 conducting the N.W.D.R.
 SYMPHONY ORCHESTRA

HAYDN: "Surprise" Symphony
 MOZART: Eine Kleine Nachtmusik

Here in one album are two of the world's favorite compositions. As played by this celebrated German conductor and orchestra, Haydn's symphony sparkles with buoyant vigor, the Mozart serenade pirouettes with elegance and charm.

P18022



DENIS MATTHEWS, piano
 with RUDOLF SCHWARZ
 conducting the
 FESTIVAL ORCHESTRA

**MOZART: Piano Concertos Nos.
 12 (K. 414) & 14 (K. 449)**

This prominent young British pianist is widely acclaimed for his exceptional interpretive and technical gifts. His playing fully captures the clarity and grace, the melodic brilliance, of these concertos.

All this - *plus*

A TRIPLE-STAR RELEASE OF SINGLE RECORDS!!



Nat "King"

COLE

NIGHT LIGHTS

**TO THE ENDS OF
THE EARTH**

Record No. 3551



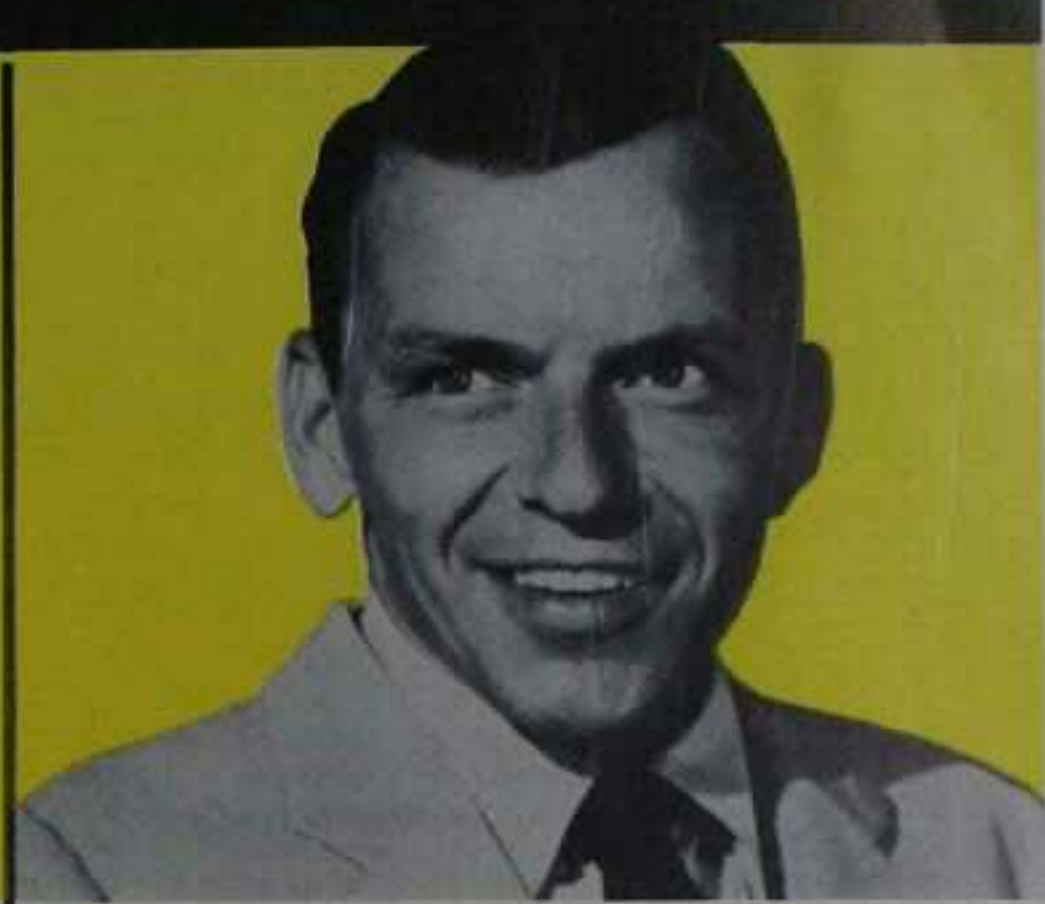
Tennessee Ernie

FORD

FIRST BORN

**HAVE YOU
SEEN HER**

Record No. 3553



Frank

SINATRA

JEALOUS LOVER

**YOU FORGOT
ALL THE WORDS**

Record No. 3552

ANOTHER



FIRST!

**An actual '45' Vinyl Record
-your personal listening sample...**

distributed directly to you
through The Billboard!

6 GREAT CAPITOL HITS

Released Today!



ALL-OUT PROMOTION!

TO DJ'S

DJ's will receive an elaborate kit containing the records and promotional information. The shipping package itself will be stamped "Special Release of New Capitol Hits"

Inside the package is an unusual insert illustrating all the records. It is more than two and a half feet long. The records themselves carry special labels with pictures of Sinatra, Cole and Ford.

TO DEALERS

A unique full-color window display measuring more than two by three feet points out the three new smash hits by Nat Cole, Frank Sinatra and "Tennessee" Ernie.

To further enhance the display value of this streamer, we have sectionalized it so that each unit can be used separately. Dealers will find many effective uses for this unusual display both as one complete unit and as individual pieces.

TO CONSUMERS

Both the "Tennessee" Ernie Ford and the Frank Sinatra records will be previewed on major network television shows. Frank Sinatra will personally introduce his new record on the NBC-TV Dinah Shore Chevy show spectacular Friday, October 5th. Ernie Ford will introduce "FIRST BORN" when he kicks off his new NBC-TV series on the Ford show October 4th. **TWO TREMENDOUS NATIONWIDE PREVIEWS THAT WILL REACH MILLIONS OF POTENTIAL CUSTOMERS!**

HEAR

these 6 new hits!

DEALERS—JUKE BOX OPERATORS:

Place your order from this sample.

DISC JOCKEYS:

 Here is your copy
for immediate air play.