

# The Billboard

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DECEMBER 8, 1956 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

## Fairs Flooded With Grandstand Offers

Buyers Cautious as Ringling Bids; Hamid, Barnes-Carruthers Invade Each Other

By HERB DOTTE

CHICAGO—Fair managers from most of the major, and not a few of the lesser, fairs of the United States and Canada gathered at the three-day convention of the International Corporation of Fairs and Expositions at the Hotel Sherman here Monday thru Wednesday (26-28) with the intention of contracting shows for their grandstand. But a large number, probably the largest number in history, left the meeting without closing contracts.

Troubled by generally declining grosses for grandstand attractions in recent years, most fair executives came with a more open mind than at any time in memory. They shopped, and shopped vigorously, spurred by sharply stepped-up competition by the always highly competitive fair bookers.

Several other factors served to step up the competition. For one thing, execs of the Ringling Bros. and Barnum & Bailey Circus showed on the scene and expressed willingness to play fairs, a willingness stemming from the fact that the circus next year will not go under its own big top.

Still another factor was the further deterioration of what was rated a tacit agreement by two of the nation's leading purveyors of shows and talents to fairs, the Barnes-Carruthers Theatrical Enterprises, based here, and GAC-Hamid, Inc., which is the outgrowth of the relatively new combination of George A. Hamid, long the top dog in the East, with General Artists Corporation.

### Boundaries Kicked Out

Until a year ago, Hamid had held his booking activities largely to the area east of Ohio and the Barnes office had limited its activities to that broad territory to the

west of Ohio. That division died about a year ago. First, the GAC-Hamid offices pushed west; then the Barnes forces, backing away from an offered merger with the GAC-Hamid office, pushed into the East. The result were more symbolic than remunerative for each in the first go-around.

On the second, the GAC-Hamid office, bolstered by pulling Ernie Young, Chicago booker, into its staff, pushed even more vigorously. The Barnes office, which meanwhile had intensively scouted the potential in the East, stepped up its drive in that direction.

### Results Unknown

At convention's end here, it was still unknown which had made the greater, or was to make the greatest, inroads upon its prime competitor. The GAC-Hamid announced a list of fairs, including the Western Canadian A Circuit, had been signed. Most of these had previously been serviced by Young when he was operating his own office, so the over-all gain was slight.

Characteristically, the Barnes office refrained from announcing all of the fairs it had signed, acting somewhat on the principal that "does Macy tell Gimbels what it is doing?" Yet, there were indications that the Barnes office was making some inroads, or would make some inroads in the East.

The two major booking offices, major in that they have long had to contend primarily only with themselves, had to face increased opposition from other offices, not

(Continued on page 60)

## PABLO CASALS TO PLAY DATES IN PUERTO RICO

SAN JUAN, Puerto Rico—

Pablo Casals, the master cellist who for almost 20 years has all but secluded himself from the great centers of musical activity in Europe and America as a symbol of protest against Franco Spain, is now set to present his first concerts in North America in decades in spring. Six chamber music and six orchestral concerts have been scheduled to take place April 22 to May 8 in San Juan, with Casals slated to conduct the orchestra and appear as a soloist in every concert.

The official sponsor of the "Festival Casals" is the Puerto Rican government, but the prime mover behind it is the violinist Alexander Schneider, who was instrumental in organizing the Prades Festival after World War II. Casals had vowed that he would never again play the cello far from the village of Prades in the French Pyrenees, where he had been in exile since 1939. Since he could not be dissuaded, Schneider in 1950 brought a contingent of world-famous musicians to Prades, where each year since then a dedicated band of soloists and aficionados has gathered to hear Casals and to make music with him.

A year ago Casals visited Puerto Rico, the home of his mother, and in her memory played a lullaby in the house of her birth. Since then he has been persuaded to participate in what will be a North American counterpart of the Prades series. Alexander

(Continued on page 19)

## Record Shops Face Headwinds Despite Top Business Level

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

By PAUL ACKERMAN and BILL SIMON

Many record dealers across the country are opening additional outlets, and a tremendous number of new dealers are trying to get into the picture. The reason for this situation, of course, is the unparalleled prosperity currently enjoyed by the record business, and the portent of even greater profits to come.

But while the picture is one of general optimism, it is nonetheless true that many record executives take a cautious attitude and cling to the belief that many new record dealers will get hurt if they attempt to get into the business with too little financial backing or insufficient business savvy. In fact, some distributors of major labels are accepting as few as 5 per cent of the new dealer applications.

### Going Rough

The attitude of record company executives is that new dealers should be encouraged, but at the same time these execs feel it's necessary to discourage many would-be dealers who are under the misapprehension that the going is easy. Distributors, in particular, voice this attitude.

Phil Silverman, of Bruno, New York, states that a great opportunity for new dealers exists in the suburbs. He pointed out, however, that the suburbs today are really an extension of the metropolitan areas, that the suburban popula-

tion is sophisticated and demands stores with good inventory and service. The would-be dealer with a limited amount of money might as well stay out of the field, Silverman said. "We want new dealers, but we want them to remain in the business."

The old-time general store, Silverman said, is disappearing. A record dealer cannot tell a customer: "We'll order it for you." Department stores have recognized that the suburban population is really an extension of the city and, consequently, their shops are well stocked. "All businesses, including the record business, should take a page out of their book," Silverman added.

### Suburban Areas

A spokesman for Times-Columbia took a similar point of view. He noted that the suburban areas were attracting all types of operations, including discount houses. "Korvette is opening about five new outlets; Masters Mart has just opened at Elmsford, N. Y., and in Paramus, N. J., and many dealers are opening concessions . . . but not more than 5 per cent of the new dealers have any idea of the money required to open up a record shop."

In metropolitan areas, the Times-Columbia exec stated, a "good" record store cannot be opened for less than \$20,000. Inventory for such an operation might well amount to \$15,000, with fixtures requiring the remainder. Accessories—carrying cases, needles, records in three speeds, high rentals—all these, he remarked, require considerable outlay.

(Continued on page 19)

## NEWS OF THE WEEK

Web Sponsors Give 'Hard Look' At TV, Want to See Results . . .

Network sponsors are starting to put pressure on to improve their TV pay-off. Several indications point to a "hard look" being given by advertisers to their current video ventures. . . . Page 2

Barter Deals of Movies, Time Becoming More Popular on TV . . .

Barter deals, in which TV stations acquire film programming in exchange for spot time, are becoming ever more popular among multi-product national advertisers that need saturation TV exposure. Charles Antell, Inc., has already placed spots on 80 stations. . . . Page 7

Philip Morris and Jim Denny Set Extensive C&W Music Show Tour . . .

Philip Morris, Inc., will sponsor a series of free touring country and western music shows, starting shortly after the first of the year and continuing for an indefinite period. Deal, consummated by the Jim Denny Artist Bureau and execs of the tobacco company, involves a talent cost of over \$400,000. . . . Page 17

Auto Equip't Mfrs. Divided Over Disk and Tape Outlook . . .

Future of disk and tape playing equipment for autos remains cloudy, with opinion among auto manufacturers and equipment suppliers divided. Chrysler is still offering HiWay Hi-Fi disk unit in all 1957 lines but Dodge. Meanwhile, pilot models of other disk machines and several tape players have been produced and are now undergoing various tests. . . . Pages 18, 19

### DEPARTMENTS AND FEATURES

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## Carnivals All Raring to Go

CHICAGO—Carnival owners at the outdoor convention here could well write home, "having a wonderful time." Competition for major fair contracts was nil. All of the large shows were re-packed or were given indications they would be re-contracted for '57. The only struggle for fair contracts by carnivals was made by a few of the smaller truck shows, and as a whole owners of shows in this class also had "a wonderful time."

Freed with the anxiety that goes with seeking fair contracts, owners spent much time and no little money at the trade show, buying new rides or show equipment. This buying was impelled as much by confidence over the bright outlook for '57 as by generally good to excellent business the shows experienced this past season.

## Danger Lurks In Mighty Few

NEW YORK—The growth of chain record operations, while certain to expand the over-all gross of the record industry, also can magnify certain evils of the industry.

Concentration of power in the hands of certain operators already is giving rise to what certain major-label distributors have tabbed "intensely unfair competition."

As an example, they point to one radio station in the East which has been operating its own record store for several months, and now intends to open up 11 more branches. The station's owner says to distributors, "We'll plug your new record, if you'll give us 100 records for our shop." He holds out a similar condition for album plugs.

## RESULTS DEMANDED

# Web Show Changes Indicate Sponsors' New Hard Look

NEW YORK—Network sponsors seem to be on the warpath. A number of current developments point to the fact that they are beefing loud and long about the weaknesses shown by some of their properties, and to their time periods which many claim are hurting potentially successful shows. They are asking and getting action now. And the promise is that the heat will continue to be put on both networks and packagers until their gripes are taken care of or else. Hence:

(1) The reslotting of many NBC shows now under study (see other story this issue) is the result not only of network awareness of rating deficiencies, but of continuous sponsorship pressure by such NBC clients as General Foods, American Tobacco and Toni.

(2) The switch in emphasis in dramatic shows from prestige and character study material to suspense and more dynamic treatment of drama as a means of broadening the audience base.

Also not to be discounted is the sponsors heavy censorship hand wielded on some stories for fear of offending viewers. Especially sensitive seems to be Kaiser Aluminum, a new network client, which has turned down numerous properties.

Corollary to this, of course, is a discounting of the opinions of the prestige newspaper critics who are impressed with depth character study, dramatic material and who generally give such stories their

fervid approval. Jack Gould, of The New York Times, is generally conceded to be the single strongest molder of newspaper opinion, and it is he who has so heartily endorsed many of the TV dramas which catch longhair attention and create sponsor unhappiness. The new attitude of drama sponsors seems to be "down with the critics and up with the ratings."

(3) Still another indication of an advertiser re-evaluation of TV looking toward greater pay-offs is the numerous barter deals being made for mainly second-run product (see other story this issue). In former years, the majority of these deals were possible, the majority of the sponsors probably would not have

been interested. Such deals emphasize cost-per-thousand as the expense of many other factors including prestige. But they do offer the all favorable important cost-per-thousand figures so necessary to make money spent in TV create customers.

How far this agonizing reappraisal will go at this moment is hard to tell, but it is obvious that sponsors from now on have lost their starry-eyed point of view about the medium. They want results. And this new "hard look" attitude is here to stay and will likely even get tougher as sponsors themselves come under more and more pressure to justify their huge TV expenditures.

## ABC CONTRACTS

# Sinatra Show Set For Chesterfield

NEW YORK — Less than a week after concluding the most ambitious pact ever made by ABC-TV with star talent, the web has found a bankroller for the Frank Sinatra show. Liggett & Myers, for Chesterfield, has bought the half-live, half-film series, with an option on the semi-annual Sinatra specials, thru McCann-Erickson.

The weekly stanzas at \$66,000 each will be TV's most expensive half hour. Time periods under most favorable consideration at ABC are Saturday, 8:30-9 p.m.; Monday, 9-9:30 p.m., and Thursday, 8-8:30 p.m.

A binding memo between Sinatra's Kent Productions and American Broadcasting-Paramount

Theaters, Inc., is serving until both parties iron out contractual difficulties involving the singer's exclusivity to ABC-TV and the rights to second runs of the series. One unpublicized feature of the deal is Sinatra's stage engagements at the New York Paramount and other AB-PT movie houses, which will provide each party with considerable revenue and serve to promote the TV series.

It is reported that Leonard Goldenson, AB-PT president, has negotiated similar deals with at least two other stars of Sinatra's caliber, with John Mitchell, assistant to the president, remaining in Hollywood this week to work out the contracts.

## STATIONS FIRST

# ABC to Test Shows Before New Net Sked

NEW YORK — ABC-TV will test a number of programs on single stations, principally WABC-TV, here, before launching its new daytime programming schedule early in 1957. Initial moves will be made in the 3-5 p.m. period, already marked at network time, with "Afternoon Film Festival" the current tenant.

With "Festival" just cut to 4:30 p.m., the first web tryout will be aired in the 4:30-5 p.m. slot, followed by three more half-hour pro-

posals tested in other periods but earmarked for the "Festival" time if they meet the New York test.

The film show will thus be preserved until the new web schedule goes into effect around March 15, the date coinciding with the removal of "Famous Film Festival" from the Saturday night spot. What will become of the J. Arthur Rank package of 124 films which has been supplying both movie shows is as yet undetermined.

Among the probabilities for ABC daytime programming are the Martin Block music stanza and "Time for Fun," both running currently on WABC; "Marge and Jeff," an ad lib situation comedy which garnered strong ratings on the old Du Mont Network (1953-'55); a TV version of the radio panel show, "Make Up Your Mind," and a women's quiz being prepared by Campbell-Ewald for an unnamed client.

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

## Hillbillies for 'Good Morn'

NEW YORK—CBS-TV is mulling a daily hillbilly stanza to replace "Good Morning!" in the 7-8 a.m. slot. Red Rowe, West Coast hillbilly star, would emcee the show, with noted country and western music makers and comics featured.

Will Rogers Jr. headlines the current tenant, which replaced the "Morning Show" last season.

## Script Prices In Transition

NEW YORK—With dramatic shows in transition from character study plays to suspense pieces, two series are coping with the script problem in opposite ways. "Kraft Television Theater" has upped its budget by one-third for new scripts, while "Kaiser Aluminum Hour" has reduced its allotment from \$3,500 to \$2,000 per play.

Both shows, as well as "Studio One," have issued calls to writers and agents for melodrama. "Alcoa Hour," bucking the trend, is seeking human interest domestic dramas.

## 'Easy Aces' for The Kovacs

NEW YORK — Ernie Kovacs' tenure at NBC-TV seems assured, irrespective of "Tonight" arrangements. He and wife, Edith Adams, are reported set for the leads in the pilot film of "Easy Aces," the radio success currently being transformed by creator Goodman Ace into a half-hour TV comedy series.

Also up for running parts are comedienne Charlotte Rae and NBC staff announcer Bill Wendell. This will be the first lead in a situation-comedy for Kovacs. It is not known whether the show will be live or film, when and if it gets its network berth.

## Chocolate Products in First Daytime Shows

NEW YORK — Nestle, for its Chocolate Products, has made its first daytime buys in TV, choosing shows aimed primarily at women. The advertiser last week purchased alternate quarter-hours on CBS-TV in "Our Miss Brooks," "Valiant Lady" and the Garry Moore show.

# Sacks Named Veepe Of Web Programs

NEW YORK — NBC-TV last week took a vital step toward the beefing up of its programming operation when it named Manie Sacks vice-president of TV network programs. Joining the network as one of his three top assistants is Robert W. Lewine, who resigned as vice-president in charge of TV programming and talent at ABC-TV to take his new NBC post. He is to be named an NBC vice-president at the meeting of its board of directors in December.

Sack's other two top assistants will be Mort Werner, vice-president of national programs, and Alan Livingston, vice-president, TV network programs, Pacific division. Sacks will report to Thomas A. McAvity, executive vice-president, TV network programs and sales.

Sacks brings to his new spot experience in virtually all phases of the entertainment business. His last NBC assignment was as a roving specialist in areas such as Broadway legit investments, programming and real estate. He is especially heavy in music background, having been general manager of RCA Victor.

While Lewine was at ABC such properties as "Disneyland" and Lawrence Welk came on to its network to give the industry something to talk about.

The new NBC programming department realignment is actually

Lewine's resignation as veepee, Melnick's importance is expected to increase between now and March.

Each web possibility will receive a four-week maximum test, tho the o.&o. stations are reported unhappy at the prospect of lost revenue while sustainers are aired. A compromise is being worked out to give the stations the same revenue from spots that they are now getting with feature film programming.

The proposed debut of the first new series in March will end a two-year period in which no live show has been aired by ABC before twilight. Last such, "Don McNeill's Breakfast Club," wound up in February, 1955.

the last step in the recommended series of suggestions made by Booz, Allen & Hamilton in its recent study of the network operations.

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## NBC-TV Sets 2 Open Specs For January

NEW YORK — NBC-TV has set its two open spectaculars for January. Jerry Lewis, appearing for the first time as a single on TV, will star January 19, at 9-10 p.m., in a revue sponsored by RCA Whirlpool and Oldsmobile. The comic, fulfilling the first part of his new NBC contract, will test his material in a Las Vegas (Nev.) night club this month.

"Call to Freedom," a documentary film parable of the unending struggle for freedom, one of the "Project 20" telementary series, will be featured on "Producer's Showcase" January 7 in place of Jose Ferrer and "Pal Joey." The narrated drama of postwar Europe, made especially timely since the Hungarian revolt, features the emotional reopening of the Vienna State Opera last year with Beethoven's opera hymn to freedom, "Fidelio."

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**TELEPROMPTER**

**Firm Nears Sheraton TV System Buy**

NEW YORK — TelePrompeter, Inc., is reportedly on the verge of taking over the Sheraton Closed-Circuit TV System. The manufacturer of mechanical TV aids and other devices is keeping its plans for closed-circuit TV under wraps, but has already decided what it will do with the operation, since it has contacts with organizations which can make intensive use of the medium.

Another development in the same field saw the formation of Closed Circuit Telecasting System, Inc., which already is offering big screen color on a multi-system mobile network basis. Fanshawe Lindsley is the president and treasurer. Lindsley has been active in closed circuit TV for the past two years. CTS has already ordered \$250,000 worth of equipment.

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

NEW YORK—CBS Television Spot Sales reported a 21 per cent increase in 1956 billings over 1955, in contrast to a 12 to 15 per cent rise expected last year. John A. Schneider, general manager of Spot Sales, told station managers at their third annual meeting that this increase is just the beginning, predicting many more products yet to come into spot TV.

Of all the packaged products now on the drug and grocery shelves, he said, 52 per cent are new developments and were not on the shelves in 1950. Television has created this tremendous growth of items accepted by the public. These new products, he added, account for almost 70 per cent of these stores' dollar volume.

Thirteen stations were represented at the meeting at the Savoy Plaza, here, Tuesday (27).

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

CHICAGO—WBKB, here, set off Monday-Wednesday (3-5) for all-out promotion to launch its "Movietime U.S.A." double-header feature film program. In the 10 p.m. and 11:30 p.m. spots, the station will show its RKO library of 742 films plus 39 from United Artists of 1950-'55 vintage.

Celeste Holm was in town for personal appearances to prime the WBKB series kick-off. Newspaper advertising was heavy, and for two weeks prior to the December 3 premiere, all on-the-air promotional announcements were turned over to publicizing the films. Cash value of the whole campaign was estimated at \$90,000.

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

CHICAGO — "Eddy Arnold Time" has racked up sales in 103 markets during its fall campaign by Walter Schwimmer Company, Walter Schwimmer, president, announced.

Fifty of these placements were to SSS Tonic thru its agency, Day, Harris, Hargrett & Weinstein, of Atlanta. Complete Canadian distribution was achieved under sponsorship by Sterling Drugs and Maher Shoes.

**'T or C' Nears Daytime Bow**

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

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

**Ford Seeking Sheen; Conflict Over Product**

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

Also on the sales front at ABC, Ralston Purina has renewed its sponsorship of "Bold Journey" Mondays, 7:30-8 p.m.

**MAJOR REVISION**

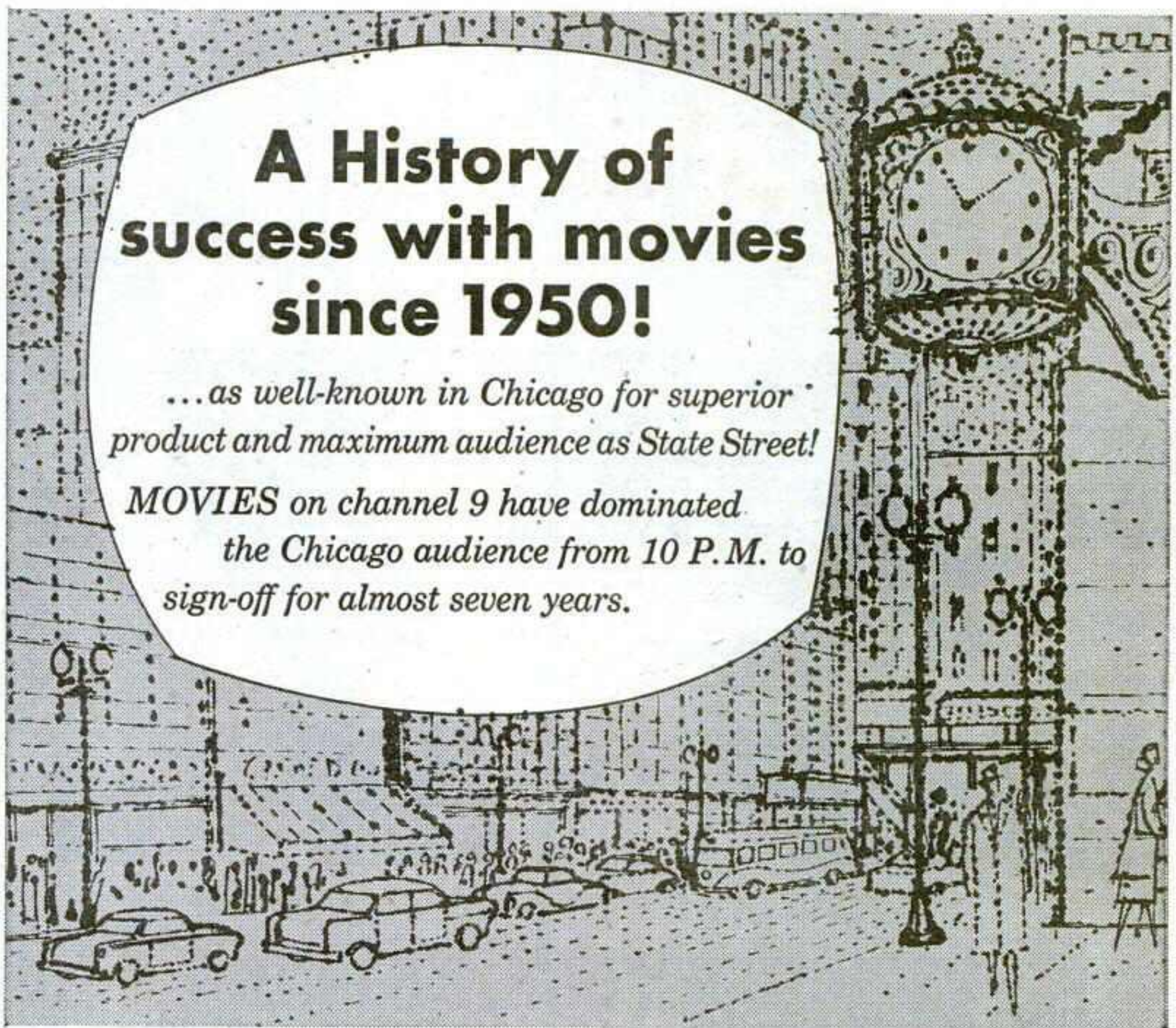
**Program Shifts Put Into Gear by NBC**

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

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

Three programs are being talked about for the Friday half hour. They are "Big Surprise," "Masquerade Party" and a new Jack Carson comedy series which NBC was hot on for Friday last summer. Also hanging around waiting for a time period to spring open is the new Milton Berle vidfilm series which NBC is expected to buy. Sheldon Reynolds is the producer of the show, a pilot film of which the network has seen and liked. A not unlikely place for this half hour might be on Mondays, 8:30-

*(Continued on page 14)*



**A History of success with movies since 1950!**

*...as well-known in Chicago for superior product and maximum audience as State Street! MOVIES on channel 9 have dominated the Chicago audience from 10 P.M. to sign-off for almost seven years.*

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

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

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

**73.8 share of audience**  
**28.1 high quarter hour**

**AVAILABLE**

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

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

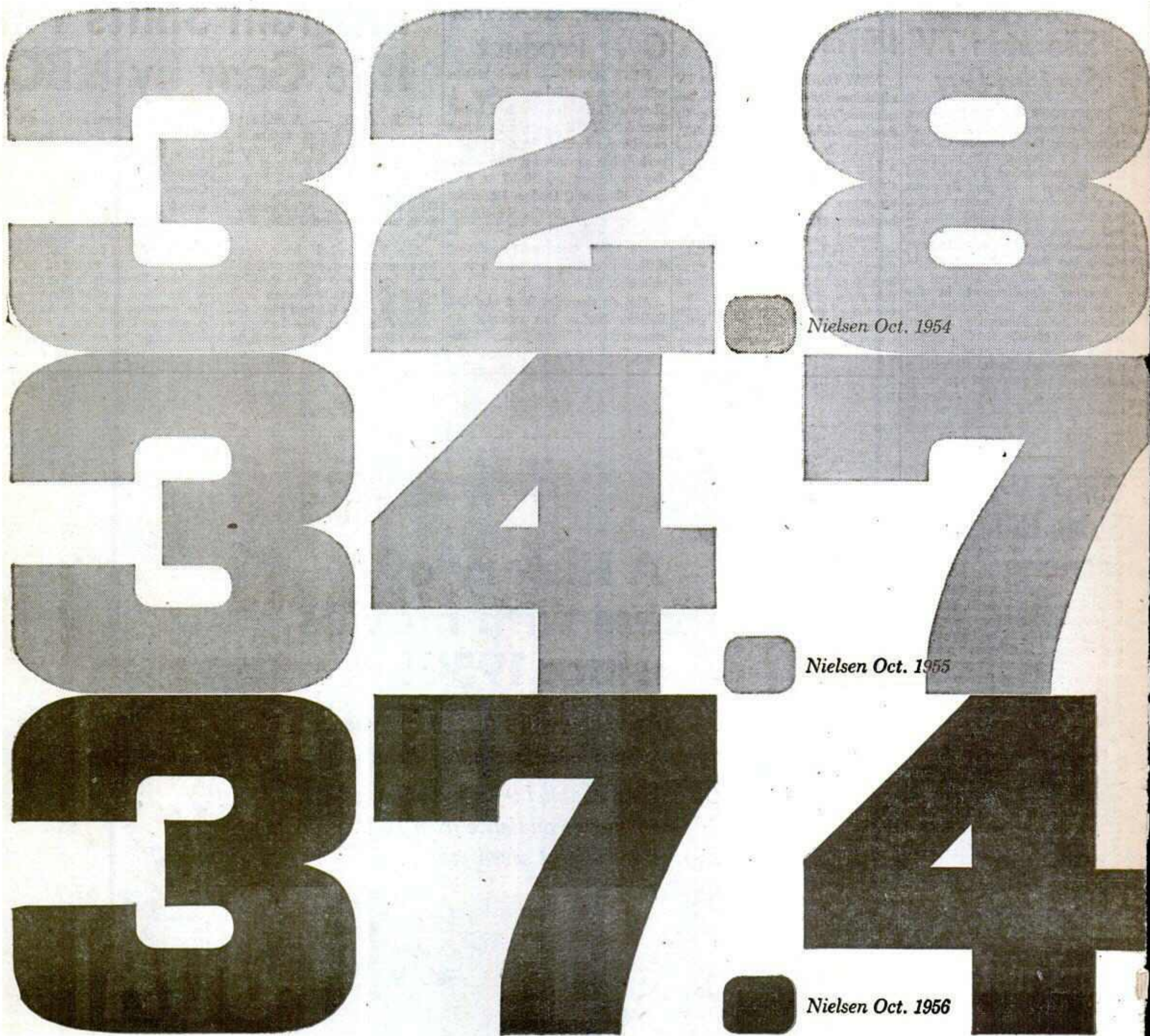
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*A blue book of talent in acting,*

*writing, and direction has made*

*General Electric Theater a viewing*

*habit in over 12,000,000 homes.*

# ELECTRIC THEATER

Produced by **REVUE PRODUCTIONS**

Distributed by **MCA TV**



ULE, BEALLE DIG DEEPER

K&E Thinking Goes Beyond Mere 1,000-Costs, Ratings

NEW YORK — Cost-per-thousand should not be an important factor in agency thinking on TV buys, according to Kenyon & Eckhardt's top video brass. If it is, clients would logically go only for spots at \$1.50 instead of programs average \$4, says G. Maxwell Ule, senior vicepee in charge of Marketing Services, and James Bealle, vicepee in charge of radio-TV.

What is vital in considering any new property is its potential to produce human involvement and to reduce audience resistance by the reinforcing values of the editorial format. "Many are called but few are chosen," says Ule of new programs. "Experienced producers and stars have the know-how and are always safer. In TV,

lightning can strike the same tree twice and 10 times. Long shots seldom pay off."

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

Find Trends

"Our job is to find trends and work with them, not to create them or buck them," the dynamic Ule maintains. "We try to predict immediate trends to aid our clients—we have, for example, many people now working on studies of feature films—but we refuse to crystal-gaze for headlines. Good straight thinking which goes deep always leads you to the pay dirt

below the surface," he adds, explaining apparent conservatism.

Common sense has become uncommon sense today, in the rush for highest ratings or best time slots or lowest cost-per-thousand. Many TV buys are going wrong because someone hasn't used basic insight as to who should be on as sponsor and who shouldn't," says Bealle. There's one daytime kids' strip, for instance, which simply isn't paying off for sponsors, de-

(Continued on page 13)

WCBS Pushes M-G-M Films

NEW YORK — As WCBS-TV verged on a deal with Rheingold Beer to sponsor the Saturday "Late Show," the CBS flagship station unleashed a promotion barrage for the launching of its M-G-M feature film package. An estimated \$150,000 is being spent for radio and newspaper plugs, with another \$150,000 going for WCBS-TV spots.

The station bought radio time on WINS, WQXR, and WPAT, being turned down by WCBS and WABC. It placed daily three-column schedules in all New York newspapers plus a minimum of six full pages advertising the film package as a whole.

Charges for spots on the "Late Show" have been upped from \$1,000 to \$1,250, with no yearly rebates. Rebates will be made only for weekly multiple use of spots.

Wolf to Battle Self If 'Masquerade' Replaces 'Wife?'

NEW YORK — Despite announcements that "Masquerade Party" is headed for NBC-TV in color the first week in January, which may still happen, CBS-TV is mulling the panel show as a replacement for "Do You Trust Your Wife?" Tuesdays, 10:30-11 p.m. If the deal, subject to approval of Frigidaire which owns the time period, should go thru, Wolf Associates would be in the unique position of having two packages opposing each other. Its "Break the \$250,000 Bank" is aired by NBC-TV in that period.

If CBS makes a negative decision on deadline day, December 3, "Masquerade" may have a choice of four NBC slots, including the confused Friday 8-9 p.m. hour.

BLURB FUSS

Pepsi Hits Snag With 'Hostess'

NEW YORK—With elaborate plans made and money spent for a vast TV campaign to launch its new family-size bottle, Pepsi-Cola has run into a knotty legal problem. The bottle, dubbed the "Hostess," is to be promoted with the slogan "The Hostess with the Mostes," a phrase created by Irving Berlin for his Broadway musical hit, "Call Me Madam."

With spot commercials already filmed and copy and storyboards nearly completed for live commercials, all including the slogan, the possibility of a suit by Berlin, not for infringement of copyright but for unfair competition, hangs over Pepsi's new bottle. Among the TV exposures lined up by Pepsi to implement the campaign are co-sponsorship of Rodgers and Hammerstein's "Cinderella" March 31 over CBS-TV, a saturation spot schedule and "Whirlybirds," a new vidfilm series in several markets. Rosenman, Goldmark, Colin & Kaye, legal firm representing Pepsi's agency, Kenyon & Eckhardt, is weighing Pepsi's possible courses at this point.

Tues.-Sat. Night Sked Clears At CBS; 'Shriner Show' Axed

HOLLYWOOD—The Tuesday and Saturday night pictures at CBS have, apparently, cleared somewhat in the past week, with only one program, the "Herb Shriner Show," being an immediate casualty ("High Finance" was canceled several weeks ago).

Going into the Shriner slot is "Nothing But the Truth," a quizzer developed by Goodson-Todman Productions. "The Brothers," which precedes it, apparently is set until at least April, the agency having a commitment for 26 films and seven repeats and sticking by the series, even tho the network reportedly would like to replace it.

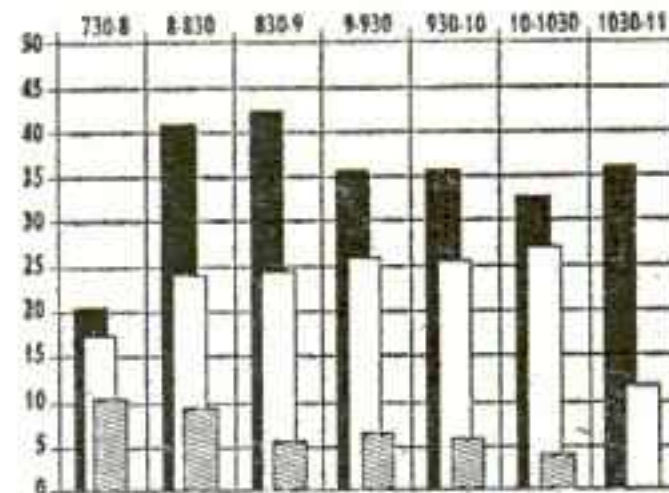
The same situation exists Saturday with "Hey, Jeannie," toward which the web is cool but the sponsor, P&G, feels that it's been gaining strength (the latest Nielsen shows it about even with Lawrence Welk and topping Sid Caesar) and wants to ride out at least the 26-film contract. "Oh! Susanna" had been previously renewed (The Billboard, December 1).

The Tuesday 10:30-11 p.m. slot will continue to be occupied by "Do You Trust Your Wife?" for at least the next 13 weeks, L&M agreeing to take over the entire half-hour until an alternate sponsor can be found to replace Frigidaire.

A.R.B. NETWORK RATINGS for October

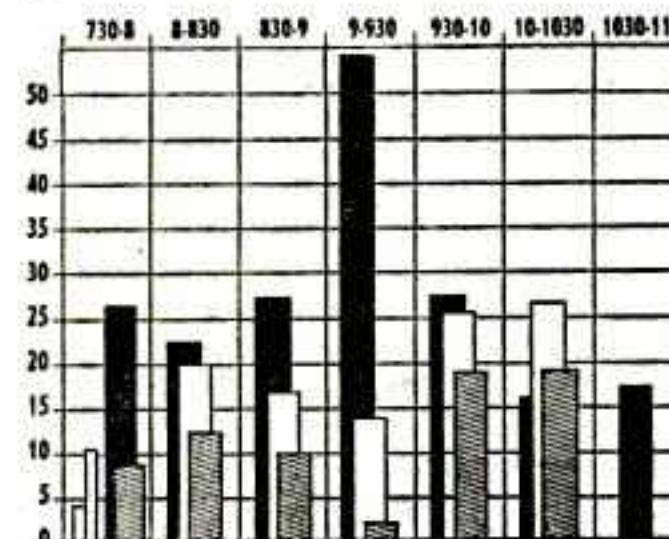
For complete information on programs, ratings, audience size or coverage, please consult American Research Bureau, National Press Bldg., Washington 4, D. C.

CBS NBC ABC



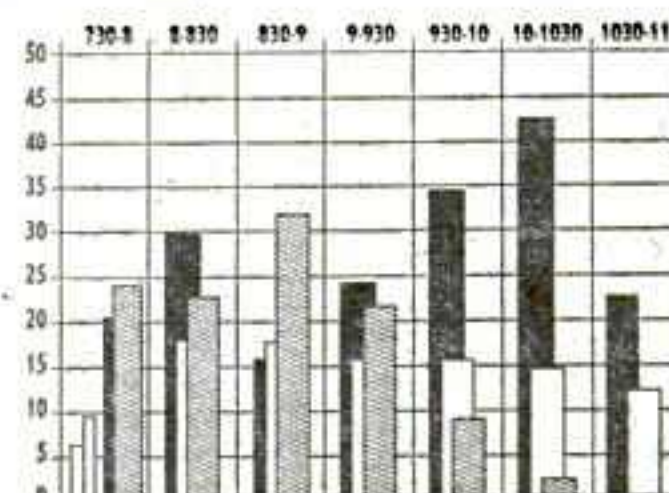
SUNDAY

CBS continued to set the Sunday night pace as the new season officially opened, but NBC managed to cut into its dominance. NBC rating topper was the Loretta Young Show, 10-10:30. ABC's "Amateur Hour," 7:30-8:30, a new time period, took it on the chin from its strong opposition.



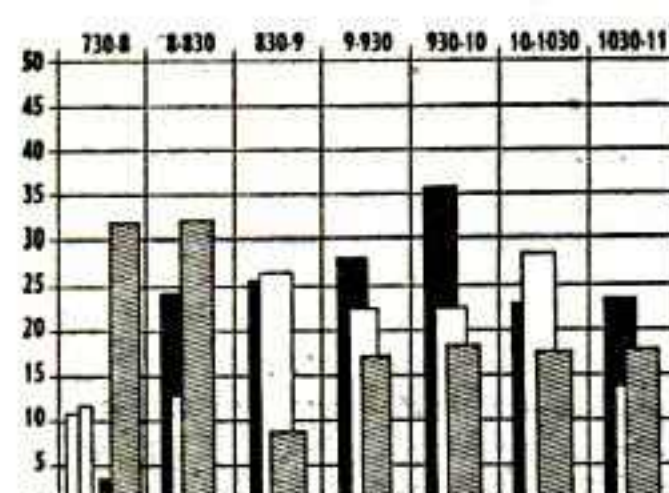
MONDAY

The big news here is the strength of ABC's second Lawrence Welk stanza, 9:30-10:30, which is chipping into NBC and CBS audiences. Otherwise, it's CBS all the way, with "I Love Lucy," 9-9:30 still leading the parade. NBC's new combination, "Lancelot" and "Stanley," 8-9, still must prove itself.



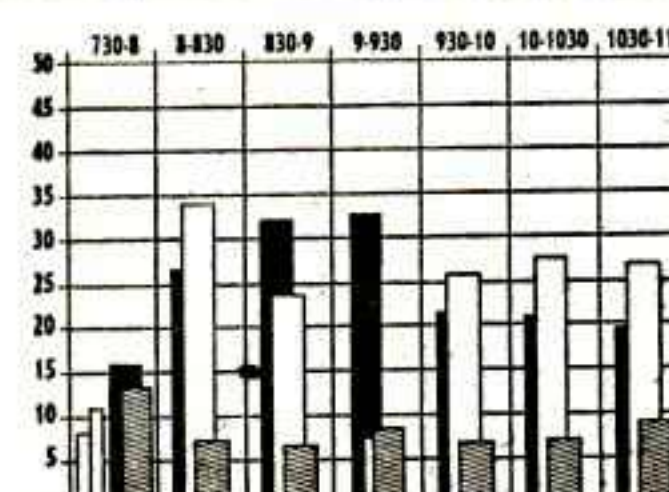
TUESDAY

ABC is strong virtually thru 9:30, when CBS moves in and takes over. Skelton at 9:30 and "64,000 Question" at 10 are CBS's top Tuesday stanzas. NBC takes a drubbing throught the evening, its new 8-9 combination, "Big Surprise" and "Noah's Ark," failing to pull viewers.



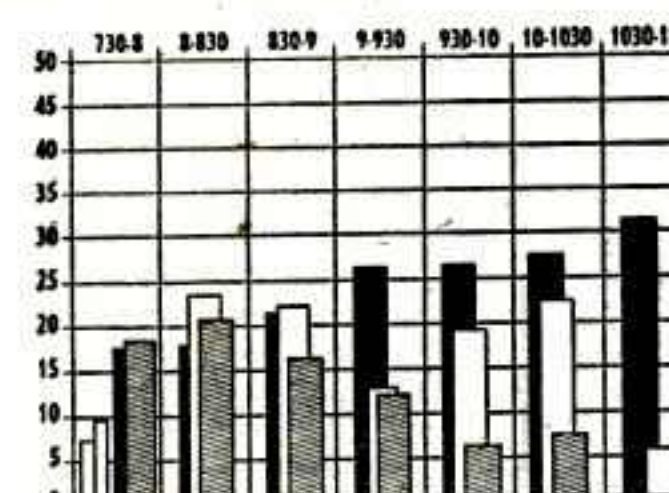
WEDNESDAY

Rating patterns here do not seem to have changed much from previous seasons. ABC's "Disneyland," 7:30-8:30 still is top dog, and the web has improved somewhat from 9 p.m. on. "I've Got a Secret," 9:30-10, is CBS's big one, and "This Is Your Life," 10-10:30, the NBC strong point.



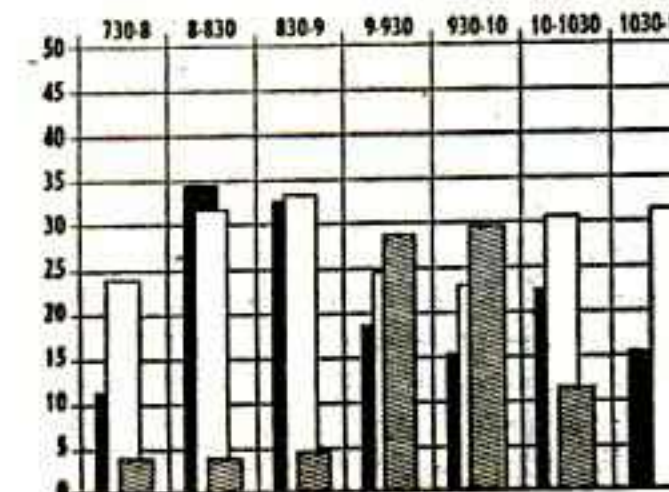
THURSDAY

Evening is a CBS-NBC Donnellybrook. "Cliff's Bling," 8:30-9:30 is the CBS powerhouse, and "You Bet Your Life," the front runner for the rival network. Except for "Lone Ranger," 7:30-8, ABC is pretty well out of the contention.



FRIDAY

CBS rules the roost this evening after 9 p.m. Before that hour the three webs battle on fairly even terms. NBC's "Life of Riley," and Walter Winchell, 8-9, get heavy audience interest. ABC's new adventure stanza, "Jim Bowie," has moved in solidly at 8 p.m., capitalizing on "Rin Tin Tin's" showing during the previous half hour.



SATURDAY

Another free-for-all, mainly between CBS and NBC, the ABC's Lawrence Welk makes his attractiveness felt between 9 and 10. Perry Como and Jackie Gleason battle on even terms during the 8-9 hour. After 10 p.m., George Gobel and "Hit Parade" top the opposition for NBC.

WGAL-TV LANCASTER, PENNA. NBC and CBS 5 3/4 BILLION DOLLAR MARKET

One of America's important TV areas—the Channel 8 Multi-City Market! Here 3 1/2 million people, with \$5 3/4 billion to spend every year, own 917,320 TV sets.

Channel 8 Multi-City Market Harrisburg, York, Hanover, Gettysburg, Chambersburg, Waynesboro, Frederick, Westminster, Carlisle, Sunbury, Martinsburg, Reading, Lebanon, Pottsville, Hazleton, Shamokin, Mount Carmel, Bloomsburg, Lewisburg, Lewistown, Lock Haven, Hagerstown. 316,000 WATS. STEINMAN STATION CLAIR McCOLLOUGH, Pres. Representative the MEEKER company, inc. New York, Chicago, Los Angeles, San Francisco.

# COMMERCIAL CUES

## KUDOS FROM "IODINE"

The comic strip "Little Iodine" caused quite a stir at Rayco Auto Seat Covers, Inc., and the Emil Mogul Agency. The strip had Iodine watching a TV commercial which demonstrated the washability of car seat covers. She tried some lipstick on her Daddy's which didn't wash off. Rayco took this as quite a plug for its clear plastic covers it has been advertising on 50 stations throught the country. Rayco took it all personally, since it uses the lipstick test in its blurbs, and the additional "Iodine" plug extended its coverage of the message by nearly 11,000,000.

## NEW RESEARCH SERVICE

The Institute for Motivational Research announced last week that it was ready to start servicing clients with its new TV commercial testing system, which probes for the emotional response that viewers have toward the sponsor's message. The new system is called by the code name, MRP, for "motivational response pattern," and delves into the research area covering the viewers' watching of the commercial to the point of purchase.

## ID'S . . .

"Animation One," the New York cartoonists' first industry festival, drew approximately 3,000 to view screenings and displays. The participating producers met with the Screen Cartoonists, Local 841, on Thursday (29) to start laying plans for next year's fete. . . . Gommi-TV has completed some live action inserts for the Bert and Harry blurbs for Pils Beer, thru Young & Rubicam. . . . MPO Television Films has produced a gal in the bathtub commercial for Dove thru the Ogilvy, Benson & Mather Agency. . . . Ten commercial segments of the "General Electrical Theater" series are being edited for educational and theater use.

## • TV Commercials in Production

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any) No. (Seconds)	Type (C-Color)	Commercial Producer
<b>TRANSPORTATION</b>		
<b>Automobiles, Accessories, Equipment</b>		
General Motors, Oldsmobile, D. P. Brother (NBC Saturday Spectacular) . . . . .	2 (120) . . . . . LA, M (C)	Video Pictures
Aluminum Co. of America, Auto Parts and Trim, Fuller Smith & Ross (Alcoa Hour) . . . . .	1 (90) . . . . . LA	Lalley & Love
American Motors Corp., Nash, Geyer Advertising . . . . .	1 (50) . . . . . LA, FA, SE	Transfilm
United States Rubber Co., Snow Tires, Fletcher D. Richards (NCAA Football Games, Navy Log) . . . . .	1 (60) . . . . . LA, FA, M	Transfilm
General Motors Corp., Cadillac, Manus, John & Adams . . . . .	1 (50) . . . . . LA	Transfilm
United States Rubber Co., Tires, Fletcher D. Richards (NCAA Football Games, Navy Log) . . . . .	1 (15) . . . . . FA	Transfilm
Free Service Tire Co., Tires, Walter Klein . . . . .	1 (20) . . . . . SE (C)	Walter J. Klein
American Motors Corp., Nash Rambler, Geyer Adv. (Walt Disney Show) . . . . .	1 (120), 4 (60) . . . . . LA, SE	Transfilm
<b>Gasoline, Lubricants, Other Fuels</b>		
Esso Standard Oil Co., Gasoline, McCann Erickson (Your Esso Reporter) . . . . .	2 (14 1/2) . . . . . LA, SA	American Film
Wisconsin Independent Oil Co., Gasoline, W. B. Doner . . . . .	5 (90) . . . . . SE, LA, FA	Academy Film
Lion Oil Co., Oil Products & Gasoline, Ridgway . . . . .	2 (60) . . . . . FA	Fred A. Niles
Union Carbon & Carbide Co., Prestone Anti-Freeze, William Esty (Omni-bus, News Caravan) . . . . .	5 (120) . . . . . LA, SA	Transfilm
<b>DRUGS AND TOILETRIES</b>		
<b>Toiletries and Toilet Goods</b>		
Max Factor, Various, Doyle, Dane, Bernbach (Noah's Ark) . . . . .	1 (60) . . . . . LA	Mark VII
Primitif, Doyle, Dane, Bernbach . . . . .	1 (60) . . . . . LA	Cascade
Noxzema, Skin Cream, S.S.C.B. (Perry Como) . . . . .	— . . . . . LA (C)	Video Pictures
Tintair, Product Services . . . . .	— . . . . . NA	Guild Films
Revlon, Inc., Hi-and-Dri, Emil Mogul . . . . .	1 (60), 1 (20) . . . . . LA	Film Creations
Clairol, Inc., Miss Clairol, Foote, Cone & Belding (Rosemary Clooney) . . . . .	1 (5), 2 (10) . . . . . FA, SE, M	Transfilm
Grecian Formula 16, Hair Color Restorative, D'Arcy . . . . .	1 (60) . . . . . LA	Fred A. Niles
Gillette Co., Gillette Safety Razors and Blades, Maxon, Inc. (World Series Baseball Games) . . . . .	5 (60) . . . . . LA, FA, SE, M	Transfilm
Drugs and Remedies	1 (20) . . . . . FA, M	Transfilm
Pharmaco, Inc., Chooz, Doherty, Clifford, Steers & Shenfield (Comedy Time) . . . . .	1 (60), 1 (20) . . . . . LA, SA	American Film
Sterling Drug, Ironized Yeast, Thompson Koch . . . . .	2 (60) . . . . . LA	Video Pictures
Southeastern Drug Bureau, Drug Products, Walter Klein (Druggists Theater) . . . . .	2 (10) . . . . . ID (C)	Walter J. Klein
Noxzema Chemical Co., Noxzema, MacManus, John & Adams (Perry Como Show) . . . . .	1 (60) . . . . . LA, FA	Transfilm

(Continued next week)

## WGN Makes Profit Deal For AAP Pix

CHICAGO — WGN-TV here has bought the entire Warner Bros. film library from Associated Artists Productions for an estimated \$3,000,000 in AAP's first known

percentage-of-profits deal. Its Program Profit Plan, now being offered to all stations, provides that a station will supplement initial payment with part of the profits it makes from sponsors, instead of paying AAP an annual flat sum over three years.

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

# Charles Antell Deals Point Up Increased Use of Barter

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

Charles Antell, Inc., with a line of shampoo and hair tonic, which several seasons ago was the talk of

the trade with its pitchman films, has been making increasing use of barter deals. It is this season putting most of its eggs into this basket.

Antell now has such deals in 80 markets. It gets its film from three different distributors.

From Official Films it has "Crosscurrent," "My Hero," "Willy," "Colonel March," "This Is Your Music," "The Scarlet Pimpernel" and, in a few markets, "Star Performance." From Interstate Television it has "Public De-

fender," "Where Were You?" and "Royal Playhouse." From Quality Films it has the Quality package of 40 feature films, including "The Macomber Affair."

### 'North' Deal

It has also made some use of "Mr. and Mrs. North" from Bernard Schubert, Inc. Antell talked to Schubert about barter use of "TV Reader's Digest," but no deal was consummated there.

Antell had been letting the film distributors make the deals with the stations on its behalf. Official had placed its product in about 15 markets in exchange for Antell spots. But the advertiser has now found that it can make the station transactions faster itself. It has now placed Official programs in about 45 markets.

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

In effect what happens is that the advertiser sells the film to the station and then plows the money right back into the station for spot time.

The classic example of this type of operation is what the Thompson-Koch agency has been doing these past four years for Sterling Drug.

T-K has been bartering the reruns of Sterling's network shows under the titles "Uncovered," "The Pendulum" and "Inspector Mark Saber." It has managed to place

(Continued on page 14)

## FLYING START

# 39-Mart Oiler Buy For 'Whirlybirds'

NEW YORK—Syndication of the new Desilu helicopter show, "Whirlybirds," got off to a flying start with a 39-market sale to the Continental Oil Company in the West and Southwest. This seems to represent an expansion of Continental's TV program sponsorship. Long a client of Jiv-TV, its main show right now is "Science Fiction Theater" in less than a dozen markets. Continental's brand is Conoco, and its ad agency is Benton & Bowles.

CBS-TV Film Sales has also made two smaller regional sales in the food field on the show. Laura Scudder Foods, thru Mottl & Siteman Advertising in Los Angeles, bought it for all of California, 14 markets.

National Biscuit, thru McCann-

Erickson, bought it for six scattered markets. Nabisco seems to be steadily increasing its use of syndicated film. It has been riding "Sky King," which is owned by its agency, in numerous markets, and it has "Code 3," out of ABC Film Syndication, in three.

CBS Film also has a few single-market deals on "Whirlybirds," including Carling Ale in Detroit, Sugardale Meats in Cleveland and Sealy Mattress in Toledo. The show will make its air debut in late January.

It is the second Desilu production to go into first-run syndication this season. Like the other, "Sheriff of Cochise" out of National Telefilm Associates, it is produced by Mort Briskin.

## TOTAL UP TO 72

# D-X Buys 'Grief' for 40 Markets in Feb.

TULSA, Okla.—The D-X Sunray Oil Company will become a major syndicated film sponsor with Guild Films' "Captain David Grief." It will sponsor the sea series in at least 40 markets beginning in February.

D-X is the second regional oil to buy "Grief," the first having been Standard Oil of California. "Grief" is also sold to Stroh Beer in 20 markets. The three regional deals together cover a total of 72 markets. Both D-X and Stroh are understood to have options for additional markets.

D-X has been scouring the syndication market for months and has been negotiating with Guild on this show for a number of weeks.

D-X's marketing area covers 12 States, including Minnesota, Wisconsin, Iowa, Illinois, Kansas, Missouri, Oklahoma, Arkansas and Kentucky.

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

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

# CNP Sets Series For Synd. Sale

HOLLYWOOD — California National Productions has bought its first property for syndicated sale, and is planning to bring out a total of three first-runs for other than national sales during 1957.

First series CNP will offer to stations is "The Silent Service," pilot of which was produced by the William Morris Agency and sold to the NBC subsidiary last week. According to Alan Livingston, NBC-TV programming vice-president on the West Coast, the show will be put into production as soon as possible.

"Silent Service" deals with the exploits of the U. S. submarine service, and is being packaged under the direction of Adm. Thomas Dykers. Beirne Lay Jr. will function as script editor.

"Tarzan," a series previously acquired by CNP, is being aimed at national sale.

## "MR. DISTRICT ATTORNEY"

STARRING DAVID BRIAN



#1

SYNDICATED SHOW IN SALT LAKE CITY OGDEN-PROVO, UTAH

PULSE, JUNE, 1956

31.2

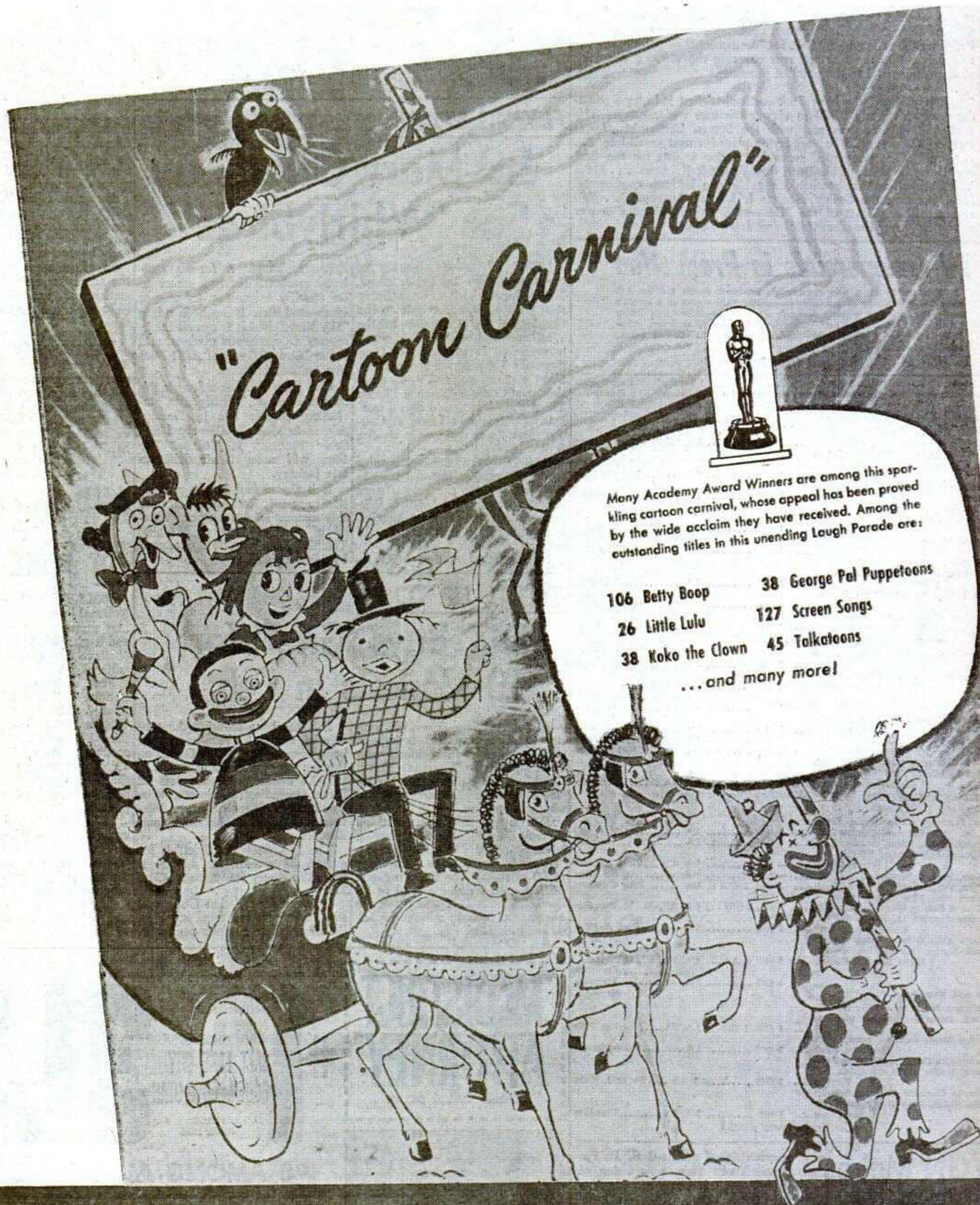
**#8 AMONG ALL NETWORK SHOWS ALL WEEK!**

BEATING: #9 Disneyland  
#10 Godfrey's Talent Scouts  
... and many others

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

# THE GREATEST CARTOON &

...from NTA's \$60,000,000



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

106 Betty Boop	38 George Pal Puppetoons
26 Little Lulu	127 Screen Songs
38 Koko the Clown	45 Talkatoons
... and many more!	

CARTOONS AND COMEDIES ARE BETTER THAN EVER . . . In one week, over 50 different programs in New York listed filmed cartoons and comedies . . . morning, noon, and night!



# Bowley Slaps Poor Movie Print Quality

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

He pointed out that theater screens, for which these pictures were produced, have a contrast range of 100:1, whereas the TV screen can only produce 30:1.

"The result," he said, "when films made to theater standards appear on TV screens, is a loss of detail in the highlights and shadows. While feature films do not offer the advantage of having been shot with TV's needs in view, in processing the duplicate negative and the TV print it is possible to compress the contrast range, so that the film is more adaptable to TV use."

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

*(Continued on page 12)*

# KDKA Adds 5 P.M. Movies

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

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

This brings to four the number of feature programs shown daily on KDKA-TV, with shows scheduled at 1, 5 and 11:15 p.m., and the swing-shift movie, which usually goes on around 1 a.m.

Included in "Big Adventure" will be action and Western movies,

# Derel Readies 3 New Series

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

along with the recently acquired Warner Bros.' cartoons, such as "Bugs Bunny" and "Daffy Duck."

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

# Pilots Ready For Fall, 1957

NEW YORK—The avalanche of pilots for proposed 1957 fall entries continues, with CBS-TV filming a stanza of an off-beat Western called "Have Gun, Will Travel." Sam Rolfe and Herb Meadow are scripting, with the central character a righter of wrongs who wanders the plains.

The second property to be piloted for National Telefilms Associates by Desilu under their six-show agreement will be "The Last Marshal," a half-hour Western scripted by James Horan. The first program, announced last week, will be a mystery series based on Official Detective magazine.

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

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

# NBC Pix Appoints Three, Adds Two

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

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

# WBC Grosses for Oct. 4.6 Above 1955 High

NEW YORK — Gross billings for the TV stations of the Westinghouse Broadcasting Company reached a new high in October, 4.6 per cent above the previous high month, October, 1955. Individual increases went as high as 18.2 per cent, registered by KPIX, San Francisco, and reflect the growing faith of advertisers in broadcast media, according to WBC.

*\$750 per week gets you!*



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

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

	A	B	A + B
Weekly Cumulative Audience			
Homes	333,300	346,800	623,500
Percent	8.1	8.4	15.1
Avg. Qtr. Hr. Eps	4.4	4.4	4.8
4 Week Cumulative Audience			
Homes	885,200	1,061,200	1,739,600
Percent	21.4	25.7	42.1
Avg. Qtr. Hr. Eps	6.6	5.8	6.9

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

WABD N. Y. Channel **5**

**DAMON RUNYON THEATRE**

ANOTHER TOP RATED SYNDICATION SERIES

FROM

**SCREEN GEMS**

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NEW YORK—The avalanche of pilots for proposed 1957 fall entries continues, with CBS-TV filming a stanza of an off-beat Western called "Have Gun, Will Travel." Sam Rolfe and Herb Meadow are scripting, with the central character a righter of wrongs who wanders the plains.

The second property to be piloted for National Telefilms Associates by Desilu under their six-show agreement will be "The Last Marshal," a half-hour Western scripted by James Horan. The first program, announced last week, will be a mystery series based on Official Detective magazine.

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

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

# NBC Pix Appoints Three, Adds Two

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

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

# WBC Grosses for Oct. 4.6 Above 1955 High

NEW YORK — Gross billings for the TV stations of the Westinghouse Broadcasting Company reached a new high in October, 4.6 per cent above the previous high month, October, 1955. Individual increases went as high as 18.2 per cent, registered by KPIX, San Francisco, and reflect the growing faith of advertisers in broadcast media, according to WBC.

\$750 per week gets you!



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

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

	A	B	A + B
Weekly Cumulative Audience			
Homes	333,300	346,800	623,500
Percent	8.1	8.4	15.1
Avg. Qtr. Hr. Eps	4.4	4.4	4.8
4 Week Cumulative Audience			
Homes	885,200	1,061,200	1,739,600
Percent	21.4	25.7	42.1
Avg. Qtr. Hr. Eps	6.6	5.8	6.9

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

WABD N. Y. Channel **5**

**DAMON RUNYON THEATRE**

ANOTHER TOP RATED SYNDICATION SERIES

FROM

**SCREEN GEMS**

**INFORMATION, PLEASE!**

# Andrews Hits Bad Farm TV Situation

CHICAGO—The National Association of Television and Radio Farm Directors got the gauntlet of farm TV thrown right in their faces Saturday (24) in an address by Dr. A. L. Andrews, advertising manager of Hess & Clark, Inc., manufacturer of animal medications. Andrews took the NATFRD and TV stations to task for not providing farm advertisers and their agencies with basic farm audience information.

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

The test was run on WBAY-TV, Green Bay, Wis., and WMT-TV, Cedar Rapids, Ia., with spots at 10:10 p.m. on one and a noon farm hour on the other. To test the pull of these spots, a mastitis ointment sample was offered free. The nighttime spots pulled 837 requests, and the noon blurbs drew 485 requests. When the firms plotted the prime coverage of the response, they found that the coverage was even greater than the outlets had claimed as Grade B coverage!

**Questionnaire**

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

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

With these factors in hand, an increased budget was recommended for TV. Hess & Clark had a farm product to sell to farmers—not city folk—and while selling, they wanted to educate, instruct and inform the farmer. The question arose then: Where do we get such a show? What stations?

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

**No Information**

Only four TV station reps called on the agency to sell a farm TV

show. Stations and station representatives queried had absolutely no information to give. The stations that did have farm shows didn't know whether the farmers watched them or not, or even what times of the day they were most likely to have a farm audience. They had no information about farm buying habits, no success stories, etc.

Hess & Clark and its agency contacted nine national TV rep firms for information. Nothing! One representative suggested mass audience advertising on network shows, which, incidentally, are also

watched by farmers. This, of course, was rejected, because Hess & Clark needs to hit a select audience. Very few advertisers like us, said Andrews, can afford the luxury of free spending with a chance of hitting our own audience.

From all this, Hess & Clark has come to the opinion that there is practically no such thing as farm TV from an advertiser's viewpoint. There are some notable exceptions that we know about, said Andrews, and I suspect that I shall hear of more.

**The Challenge**

Concluding his speech, Andrews threw the challenge to the directors to do something about it. He stressed emphatically the need for farm TV for farm programming for farmers. And what we want most of all," he concluded, if and when farm TV comes alive, is to be shown why it can do a job for us. . . . And when farm TV develops, as we sincerely hope it will, we

## Features for RCA International in L-A

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

The pictures are out of AAP's pre-Warner catalog, produced between 1939 and 1947.

and a lot of other people like us are going to be mighty interested in buying it."

## EXECS HUDDLE

# RKO Maps TV Prod. for '57

HOLLYWOOD—Eastern RKO Teleradio execs Bob Manby and Pete Robeck began huddles with production chief William Dozier here last week on the company's plans for turning out TV programming for next season.

First show on the drawing boards is a 90-minute filmed anthology series. This would be made available for overseas showing in theaters at the same time it airs on TV in the U. S.

According to Dozier, the company plans to concentrate first on production for national sale, with syndicated properties perhaps coming later.

# THE CODE 3 SUCCESS STORY

**FIRST** in audience appeal . . . rated top syndicated film in Portland (31.7\*) and San Diego (27.4\*\*), **FIRST** in time period in San Francisco (13.0\*\*), Spokane (27.4\*\*), Seattle (15.7\*\*), Kalamazoo (15.5\*), Wichita (52.7\*) and St. Louis (18.2\*).



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

**FIRST** to dramatize the personality of the group of law enforcement officers in action, with thrilling stories of arson, air, sea and mountain rescues, murder, robbery, juvenile crime. Stirring case histories to build audiences of all ages!

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



**FIRST** in sales results . . . testimonials pouring in . . . renewals months in advance . . . excitement and recognition for you and your product.

Wouldn't YOU like to be **FIRST** in your market? Let "Code 3" . . . signal for flashing lights and screaming sirens . . . be your signal for action. Write, wire, phone for complete details.



\*Pulse \*\*ARB

**ABC FILM SYNDICATION, Inc.**  
10 East 44th St., New York City, Oxford 7-5880

Singing Stars of CHESS Records

## The MOONGLAWS

America's No. 1 Rhythm and Blues Singing Group

★

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

★

Pers. Mgr.: JACK HOOKE  
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

TREAS. DEPT. MULLS TV FILM PROD. TAX

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

WASHINGTON—Producers of TV film programs may get a ruling from Internal Revenue Department requiring a five-year amortization period for deduction of production costs.

While no formal inquiry has been received at Revenue headquarters here, spokesmen told The Billboard that the prospective cost-deduction formula for tax on TV film rental has evolved from informal talks held recently with a group of TV film programmers, and from precedent already established for movie film.

3d Tax Factor

A third influence on eventual TV film tax decision will be a related ruling on a TV film program producer's request for capital gains status in the outright sale of TV film which has already recovered its production costs in rentals.

As of now, TV film producers are reportedly deducting 100 per cent of production costs on their first-run sales. Revenue is not at all sure this is allowable, altho there is no formal ruling on the books.

have, it hasn't been reported to us as yet."

TV Film Tax Hard Nut

Revenue admits that the whole question of taxation of TV film is one of the hardest nuts it ever had to crack. Most of the head-scratching is over a reasonable amortization period for writing off production costs of a product that "can practically go on forever."

In spite of the immortal aspects of TV film programs, Revenue appraisers are about ready to admit that TV film does depreciate, and that deduction of production costs seems feasible, but over a reasonable period. They are tentatively considering a five-year period of amortization, allowing a write-off of one fifth the production costs for each year.

An indirect affirming of TV film depreciation status could come out of the upcoming related ruling on a TV film sale, in which costs were recovered during the rental period. Treasury spokesmen say it is fairly certain that the sale will be allowed to go thru under the 25 per cent tax ceiling of capital gains status, rather than the stiffer corporation rate of 52 per cent on net take.

ARB to Bow New Coincidental Service in Jan.

WASHINGTON — Audience Research Bureau (ARB) will initiate a new overnight coincidental service by the first of the year. The service will provide audience measurements both on a national and a local market basis.

To date ARB has limited its overnight coincidentals to certain key markets like New York and Los Angeles. The new service will cover all markets in which the company now operates, and, on a national basis, will place it in competition with Trendex, which specializes in this type of rating.

The sampling technique planned by ARB differs considerably from that of Trendex, which obtains its figures from 15 key cities. ARB has set up 100 "sampling points" in counties of both large and small metropolitan areas. According to ARB, it's been determined that these will give a true cross section of the entire viewing audience.

A development which will be watched with interest is whether the overnights coincide with the regular monthly reports produced by the diary method, especially in view of the variance between Trendex and ARB and Nielsen this season. Should there be such a split it could prove harmful to ARB, but apparently the company's execs are confident that the two methods will result in only a minimal rating difference.

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

ARB'S TOP 10 FILMS IN 15 KEY MARKETS By Program Type for October

Table with 15 columns for markets (Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Columbus, Detroit, Los Angeles, Minn.-St. Paul, New York, Philadelphia, San Francisco, Seattle-Tacoma, Washington, D.C.) and rows for Adventure, Comedy, Mystery, and Western series. Includes a Drama Series section at the bottom.

Bowley Slaps Poor Prints

Continued from page 10

quantity and quality have been overwhelming, but the print experts at these companies pride themselves on having so far licked the problem systematically.

Herb Richek, head of the print and booking department at Associated Artists Productions, points out that it costs the distributor \$1,500 to get a sufficient supply of release prints on a single title. The first step is the production of a 35-mm. fine grain, which costs about \$350.

The pressure on the labs to turn out the mass of features that were released to TV this year has been terrific. Consolidated Lab started work on the Warner Bros. library for AAP last spring. It has been delivering the 10-print allotment on 20 subjects a week. To date AAP has its print quota on about 400 of the 750 pictures in the Warner library.

The print problem, of course, gets more complicated as the distributor's sales increase. Richek, at AAP, has appointed three divisional bookers who will be able to work more closely with AAP's station-clients than Richek himself could out of New York.

C&C Television has tried to duck the print problem. Selling the rights

to the RKO library in perpetuity, C&C leaves it to the stations to buy their own prints directly from Pathe Lab. It is not known how much of the RKO library of 740 pictures Pathe has been able to process so far.

Ziv Reported in N. E. On 'Harbor' Location

HOLLYWOOD — Ziv-TV last week was reported to have sent a crew up to New England to shoot a pilot of its new seaside show, the title of which is understood to be "Harbor Master."

Advertisement for Racket Squad featuring a hand holding a film canister with 'ABC FILM SYNDICATION' label. Text includes 'FIRST IN TIME PERIOD DETROIT AND CLEVELAND' and 'with 14.5 and 13.3 ratings\*'

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

Continued from page 6

spite consistently high ratings, because they are the wrong sponsors."

The agency's job is to remain flexible in a flexible industry, to the point of lumping all media together without dividing budgets into so much for TV, so much for radio, so much for magazines." To compartmentalize media that way is a mistake too often made on Madison Avenue, thinks Ule.

Recent cries for agencies to return to production of TV show's have not impressed K&E, because it has never stopped participating same. We have always co-produced many shows with networks, guided others, created some and generally made creative contributions to any series we recommend to our clients," Ule states.

"Gold is where you find it. It's immature to prefer NBC or CBS or ABC, as such. We are anxious for everyone in TV to be strong and successful, so that we may have the widest selection possible. Why should any agency or sponsor care which is the No. 1 network or packager?"

Three of the top five network shows, according to the October figures of the leading rating bureaus, were sponsored by K&E clients. In the case of each (Perry Como, Ed Sullivan and October's "Producer's Showcase" of "Jack and the Beanstalk," as in the case of every K&E buy, an agency team operation weighted the statistics and immeasurables without ever striving for what Ule thinks many agencies devote themselves to—lost cost-per-thousand and high rating.

"We never forget the ultimate maxim," adds the epigrammatic senior veepee. The woman is the purchasing agent for the family."

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

# Different ARB, Pulse Ratings On KTTV Pix

HOLLYWOOD — Two rating services came up with considerably divergent reports on KTTV's "Colgate Theater" for November. ARB gave it an average rating of 22.5, whereas Pulse reported it at 33.4.

This 50 per cent rating differential is almost certain to lead to repercussions and, in view of the closeness with which the M-G-M pix have been watched, could result in a first-rate squabble.

The ARB rating is still good enough to give KTTV approximately the same number of viewers as all three network stations combined (KNXT, 11.3; KRCA, 5.9; KABC, 5.5), and, from what was indicated at the premiere of the pix, is approximately the rating level

# Western Musical For Screen Gems

NEW YORK — Screen Gems last week began producing "Western Ranch Party," a filmed half-hour musical variety series. The 39 programs will feature Western film stars and top recording artists in the country and western field.

Tex Ritter will act as host on the series, and Jay Stewart will be the emcee. Besides two guests each week, other permanent members will be the Collins Kids, Johnny Bond, Joe and Rose Lee Mahis, Skeets McDonald and Wesley and Marilyn Tuttle.

expected by the agency and sponsor.

The rating night pic was "Dr. Jekyll and Mr. Hyde."

# CUMULATIVE FACTS

## WABD's Double Play Pays Off in Ratings

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

The NSI study indicates that in its first four weeks, beginning September 23, the show got a four-week cumulative of 42.1, reaching 1,739,600 homes, unduplicated.

Its weekly cumulative, for the two Sunday airings, was 15.1, reaching 623,500 homes.

Ted Cott, WABD manager, asserts that with this kind of draw the Warner show offers a big attraction to certain kinds of advertisers that is not available on the two big 16-repeat movie programs in this market.

He points out that the 16-repeat shows, starting on Monday, suffer a natural attrition that brings them down to their lowest individual ratings on the weekends. Food advertisers, Cott maintains, usually want to make a big impression on Sunday so as to have some effect on Monday shopping. They can get that impression on his two-play show where they cannot on the 16-play shows, Cott says.



(Left) JOHN DALY  
American Broadcasting Company

(Center) DOUGLAS EDWARDS  
Columbia Broadcasting Company

(Right) CHET HUNTLEY  
and DAVE BRINKLEY  
National Broadcasting Company

## "We now switch you to..."

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

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

With split-second precision, push buttons are operated to make connections that switch the television scene from one city to another. And

Bell System technicians are receiving cues from several networks at once.

To help them, the Bell System receives operating instructions from the networks which give all the necessary information on switches. This information is sped to 130 Bell System television operating centers throughout the nation by private line telephone and teletypewriter systems.

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

BELL TELEPHONE SYSTEM



Providing intercity channels for network radio and television throughout the nation

# "Sheena"

**BEATS  
COMPETITION  
BY 195%  
IN  
COLUMBUS**

Details upon request Source: ARB



10 E. 44th St., New York 17, OXford 7-5880



## DORSEY SET STANDARDS, EXPANDED DISK MARKET

NEW YORK—Tommy Dorsey's importance, as one of the forces that helped bring about the current affluent era of phonograph entertainment, will provide the theme for hundreds of disk shows and several major TV programs in upcoming weeks.

Several record companies also are planning "memorials" to the late orkster-trombonist, who died accidentally in his Greenwich, Conn., home last Monday night (26).

Ironically, much of the disk public his music helped create, particularly today's teen-agers, have been unaware of the "Sentimental Gentleman's" role. Yet it was Dorsey, together with Benny Goodman and Artie Shaw in the late 1930's, who helped spearhead the Swing Era, which advanced commercial jazz and an interest in dancing, which in turn converted the teenagers of that time into disk buyers.

In addition to his own impeccable trombone playing, which set new standards for jazz and "commercial" colleagues alike, Dorsey featured and promoted some of the all-time great jazz sidemen, including the late Bunny Berigan, Buddy Rich, Bud Freeman, Buddy De Franco and Charlie Shavers. Several of the top vocalists, foremost among them Frank Sinatra and Jo Stafford, credit Dorsey with the development of their phrasing, while they were with the band. Miss Stafford, it is recalled, joined the band originally as a member of the Pied Pipers vocal group. Arranger for the band at the time was Paul Weston, who now is married to Miss Stafford.

Another arranger for the band was Dick Jacobs, current musical director for Coral, who was responsible for Dorsey's charts on "Song of India," "Boogie Woogie" and others.

The overwhelming mass of Dorsey's recordings was made for RCA Victor, to whom he was under contract from September

(Continued on page 23)

## Dissent Grows Over ASCAP Distribution

Disney Music, Southern Firm Seek Appeals Board Hearing

By JOEL FRIEDMAN

HOLLYWOOD—Despite the recent plea for harmony among members of the American Society of Composers, Authors and Publishers (The Billboard, November 24), there is every indication of growing dissent in publisher-writer ranks amid the society's distribution formula.

The dissent in recent weeks is no mere vocal complaint, but a mounting list of members who reportedly are taking their case directly before the ASCAP Writer and Publisher Appeals Board.

Two such cases were brought to light last week, with the request for a hearing by Jimmy Johnson, representing Walt Disney Music, and a hearing in behalf of a complaint registered by Ralph Peer, president of Southern Music Company.

Johnson declared "this is our first effort to go thru normal channels to seek redress. Our request

for a hearing is based on the belief that a serious injustice has been done the Walt Disney Music Company."

Johnson referred to the present credits allotted to background and theme music, inferring this area would be covered when his formal hearing comes up.

The Peer complaint was heard in New York last week (27) before board members George Paxton, Joe Fisher, and Joe Santly, in addition to ASCAP counsel Herman Finkelnstein and Donald Gray, latter representing the publishers' classification committee. Attorney Arthur Fishbein represented Peer.

According to Peer, the hearing dealt with his request that the society stop giving full credit for what he termed "captive music," namely old motion pictures cur-

(Continued on page 19)

## Col. Has Three In Million Class

NEW YORK—Guy Mitchell's Columbia record, "Singing the Blues," this week landed the top slot on the national best selling chart, and also passed the one million mark in sales. This gives Columbia three current pop disks in the million seller class.

In addition to Mitchell, there are the Johnnie Ray waxing of "Just Walking in the Rain," now in fifth position on the chart, and Doris Day's "Whatever Will Be, Will Be." Latter, tho considerably past its peak, is still selling. Both the Mitchell and Ray disks are expected to go well over the million mark.

## Philip Morris Frames Free C&W Shows to Plug Product

Talent Budget 400G; Weekly Air Seg Also in the Making

By BILL SACHS

NASHVILLE—In a deal consummated here Thursday (29) between Philip Morris, Inc., and the Jim Denny Artist Bureau, with headquarters here, the Philip Morris firm will sponsor a series of free touring country and western music shows beginning at Richmond, Va., shortly after the first of the year, and continuing for an indefinite period.

The deal, finally completed after months of negotiations between Denny and Philip Morris officials, is expected to involve the greatest

use of c.&w. talent ever employed in a commercial venture of this kind. Talent cost, it is reported, will run over \$400,000.

To be known as the Philip Morris Country Music Show, the first unit is slated for an extensive tour of the South. Appearances in other

## 'Hometown' to Be Etched as Cap Disk Spec

HOLLYWOOD—The Cluffie Stone "Hometown Jamboree," a television package for the past seven years, will be etched shortly as a disk spectacular for Capitol Records. Country and western package is scheduled to go into work shortly featuring an all-star cast of talent seen on the Stone teleshow.

Talent includes Molly Bee, Darla Daret, Billy Strange, Tommy Sands, Herman the Hermit, Gene O'Quinn, Harry Rodcay, Speedy West and Jimmy Bryant, in addition to Stone. Miss Bee, currently under contract to Dot Records, was formerly a Capitol artist with a number of unreleased sides still held by the latter diskery.

Stone at one time was Capitol's c.&w. producer, and currently runs a personal management and several music publishing firms.

parts of the country are set to follow: Augmenting the daily free shows, employing top names in the c.&w. field, will be a weekly radio broadcast using the same talent under arrangements now being made by N. W. Ayer & Son ad agency, representing the Philip Morris brand of cigarettes.

The station line-up and the originating station for each of these weekly broadcasts will depend on the group's travels and will be announced at a later date, Philip Morris officials announce.

Ray Price Featured

Denny, now in the throes of casting the initial unit, stated here Thursday (29) that he has signed Ray Price, "Grand Ole Opry" star and Columbia Records name, to

(Continued on page 23)

## Atlantic to Tape New Jazz LP's on Coast

NEW YORK—Atlantic Records' album department and jazz veepee, Nesuhi Ertegun, flew to California Friday (30) to complete a new series of jazz albums there. Within the next two weeks he plans to tape sets by Jimmy Giuffre, Charlie Mingus and T-Bone Walker, all of whom are currently located on the Coast.

Last week Ertegun completed the first jazz LP with the versatile rhythm and blues warbler-pianist-maestro, Ray Charles. Charles' jazz, which is in the modern idiom, will feature scores by Quincy Jones and Ernie Wilkins. According to the disk exec, these sides will mark the debut of a spectacular new alto man, known as "Fat-head."

Before leaving, Ertegun also cut a set with Joe Mooney, who flew in from Florida. The warbler-accordionist owns his own club there.

According to Ertegun, Atlantic has just set up a new deal in France, with Ray Ventura's new Disques Versailles company. Ventura is rushing five Atlantic sets into immediate release there.

## Foley Inked For New Net Seg by ABC

SPRINGFIELD, Mo. — Red Foley, one of the top artists in the Decca country roster, and star of the "Ozark Jubilee" TV show emanating from this city, has been signed to a new half hour ABC Radio network series, to start January 19 and run for 52 weeks.

Till now a late evening feature artist, Foley will be spotted in the new airing from 12:30 to 1 p.m. The half hour shows will feature all the regular "Ozark" cast plus other disk artists as guests. The show, to originate from here, will be sponsored by Dow Chemical Company.

## ASCAP TO CALL GENERAL MEET

NEW YORK—General membership meeting of the American Society of Composers, Authors and Publishers is expected to be held at a future date to consider alleged inequities in distribution and in the election of board members. ASCAP member Hans Lengsfelder, who has been gaining a lot of support in recent months, demanded such a meeting recently.

The decision to call a membership meeting to consider these sensitive matters was reportedly made at Thursday's (29) meeting of the board. A board member, when queried, refused to comment.

## RIAA Pleads Repeal Of Disk Excise Tax

'Better Than Even Chance' Levy Will Be Dropped in '57, Membership Told

NEW YORK—A strong plea for the repeal of the excise tax now imposed upon records was made in Washington Thursday (29) by execs of the Record Industry Association of America, at a hearing before a subcommittee of the Ways and Means Committee of the House of Representatives. The case for the industry was presented by Frank B. Walker, RIAA president. Walker was accompanied by John

W. Griffin, executive secretary, and Ernest S. Meyers, counsel.

In a statement to the RIAA membership, Griffin said: "We are encouraged to believe . . . there is a better than even chance that the existing 10 per cent excise tax . . . will be repealed." Legislation concerning repeal or changes in excise taxes will be introduced in the new session of Congress opening early in 1957, Griffin stated.

## Granz Signs New Singers

HOLLYWOOD—Norman Granz, Verve Records' topper, added singers Billy Daniels and Rose Murphy to his talent roster last week with plans to release both artists on singles and packages.

Daniels most recently recorded for Mercury Records and prior to that made a number of sides for the Gene Norman label. Miss Murphy has etched for several indie labels. Granz left here for New York last week, en route to a series of JATP concerts in Paris.

Walker in his statement traced the history of the tax, noting that when it was first imposed in 1917 records were unchallenged by radio and TV in the sphere of home entertainment. In the following years, however, radio and TV both surpassed records, Walker pointed out. Today the per capita expenditure on records is very small, and record manufacturers have survived because of their ability to develop new uses for records. Outstanding example of this is the important position records now hold in the field of education and culture.

Walker stated: "With the practical disappearance of fine music from both radio and TV, lovers and

(Continued on page 23)



**DECCA RECORDS**



**BURL IVES**



**THAT'S MY HEART STRINGS**

DECCA 30046 9-30046



*Mercury IS HOT*

## THE SMASH SONG

FROM THE NEW MOTION PICTURE "ROCK, ROCK, ROCK"

# GEORGIA GIBBS

WITH THE HIT VERSION

"TRA,  
LA LA"

MERCURY 70998



## Tape Auto Answer Say Anti-Diskers

TOLEDO — Cartridge-fed tape play-back machines are the inevitable answer to the problem of automobile listening entertainment, according to spokesmen for two research and engineering firms close to the problem, who are headquartered here.

Bernard Cousino, head of Cousino, Inc., who has been working on tape cartridges for more than four years, this week vigorously defended auto tape players as against the already tested HiWay Hi Fi disk players. He said that most all previous objections to the cartridge idea have been overcome and that pilot units have been successfully tested in recent months.

Cousino has made a broad licensing agreement with American Molded Plastics Company of Chicago and other companies have been given limited rights tho they may sell only thru their own distributors.

Arnold Hultgren, an exec of American Molded Plastics, said the Cousino device is definitely adaptable for auto use right now. However, he said, the number one problem is to get music available on cartridges. He said companies have been slow to become committed on this since no present market of any substance exists.

### Home Unit First

Hultgren said that the cartridge must be sold as a home unit first and, in line with this, he said much interest is being focused on a cartridge player for the home now being developed by Pentron. Keystone Camera first introduced such a unit last year. "Once we're over this hump," said Hultgren, "we'll be ready to make the step into the auto field." It's understood that the cartridges will be interchangeable between auto and home units.

Hultgren added that the Cousino tape cartridge is now being used successfully in Peppy, the Musical Clown, a coin-operated marionette theater made by the Williams Manufacturing Company of Chicago. There are now at least 35,000 Cousino cartridges being used in the field in various applications, he said.

On the negative side, however, Hultgren pointed out that aside from the Universal Recording Stu-

dios in Chicago, where a sizable amount of repertoire has been put on the cartridge tapes, facilities for duplicating repertoire onto tape are very sparse.

Irving Rothman, an exec of the Pentron firm, said his company has three models of a home unit in the pilot stage but he said it would be the second quarter of 1957 before the works were geared to go into quantity production. The units envisioned include a relatively low cost cartridge driving unit with pre-amplifier which will plug into radio, phono or TV set to sell for about \$50; a player complete with amplifier and speakers with an \$89.95 list, and a recorder-player with microphone carrying a \$125 tag.

To lick the repertoire problem, Rothman said he has already made deals with two major record labels to make tape masters of their diskings on a royalty basis. These, he said, could now be duplicated at a reasonable cost and at a speed comparable with the speed of making a disk pressing, under a system under development by Cousino.

With regard to auto applications, Rothman felt that the biggest stumbling block at this time is the lack of a suitable direct current motor to operate off either a six or 12-volt auto battery. He added that at least six different motor firms are working on this problem.

In answer to a query, Rothman indicated that "it was quite possible that 1958 auto models would feature tape-playing equipment of one sort or another on an optional basis.

### Eash Tape Unit

Meanwhile, in an entirely different operation, Geogre Eash, a sound engineer with the Sound Electronics Laboratories of Toledo, declared that he has perfected a tape unit for auto use. The first production model is now housed in Eash's own car and he said he has shown the unit to engineers of Ford, General Motors and Chrysler. All showed great interest, according to Eash, altho no commitments of any kind were made. Eash said his unit, of which 50 working models are now being made, contains an alternating current motor and housing for the tape cartridge.

(Continued on page 24)

## WESTMINSTER EXPANDS MULTIPLE COUPLINGS

NEW YORK—Westminster Records, after a successful experiment with multiple-choice couplings in September, now plans to elaborate on the idea, issuing the nine Beethoven Symphonies in 15 different couplings.

The stunt, to be kicked off in the next few weeks, is designed to eliminate duplication problems for disk buyers. All of the symphonies have been issued previously by the diskery, and are played by either the Vienna State Opera Ork or the London Philharmonic, all conducted by Hermann Scherchen.

The Beethoven First will now be available coupled with either the Second, Fourth, Fifth or Eighth. The Second will also be grouped with the Fourth, Fifth or Eighth; the Four, with the Fifth or Eighth; the Fifth with the Eighth. The Ninth, which occupies three sides, will be grouped with the Fifth or Eighth. Symphonies Nos. 3, 6 and 7 occupy two full sides each, so no alternates are required.

The original multiple choice experiment, success of which triggered this deal, was built around several Mendelssohn orchestral

works, which were released in four alternate couplings.

In addition to the Beethoven sets, Westminster's December release includes about 30 12-inch sets in the regular \$3.98 series, with many of these representing new couplings and re-mastered performances of works previously available. Also there are two sets in the de luxe \$7.50 Laboratory Series. One of the more noteworthy issues is the four-disk set of the complete Handel Concerti Grossi, Opus 6, conducted by Scherchen. Seven volumes of Scarlatti Harpsichord Sonatas, played by Fernando Valenti, are listed, and also the complete Liszt Hungarian Rhapsodies by Edith Farnadi, pianist, on three disks.

Westminster also will add three pop or light music disks to the line.

Talent-wise, the company has brought pianist Egon Petri out of retirement for a series of disks. His first releases will be the "Moonlight," "Pathetique" and "Appassionata" Sonatas of Beethoven. Clara Petraglia, Brazilian thrush and guitarist, has been imported from the Amazon to tape several LP's for Westminster.



**CAUTION WITH PROSPERITY**

# Disk Shop Growth Roughens Business

• Continued from page 1

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

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

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

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

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

**Branch Outlets**

Meanwhile, new and additional branch outlets are opening up all over. In addition to the several already mentioned, here is a small sampling: Clyde Wallich, owner-operator of Music City, Hollywood, is mapping plans for national expansion. In Chicago, the Polk Bros., recently entered the field with a four-store operation. In Ten Eyck, N. Y., Dick Van Arnen opened an additional outlet. The Gribbles in Portland, Ore., have expanded. In Chicago, Marshall Field has opened a new store.

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

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

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

**Future Watched**

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

Certain to have an effect on the entire picture during the upcoming year is the government's current "tight money" policy. In

order to guard against inflation and to safeguard prosperity, the Federal Reserve Board, in conjunction with the United States Treasury, has made it more difficult to borrow money. As pointed out in a series of articles by Donald I. Rogers in The New York Herald-Tribune, this policy has already caused some distress in certain industries, and has curtailed expansion plans in others.

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

## Casals to Play In Puerto Rico

• Continued from page 1

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

Soloists, all of whom have played with Casals in Europe, include: Rudolf Serkin, Joseph Szigeti, Mieczyslaw Horszowski, Jesus Maria Sanroma, Eugene Istomin, Isaac Stern, Gerard Souzay, Milton Katims, Maria Stader. Also among the participants will be the Budapest String Quartet and Columbia Records' David Oppenheim.

The repertory will concentrate on three composers—Bach, Mozart and Schubert. The concerts are to take place in the University Theater, a hall which holds 2,200 and is air conditioned.

## Col. Appoints New District Sales Heads

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

Both men take over their assignments January 1.

## ASCAP Dissent

• Continued from page 17

rently being shown on television. Peer pointed out that such a performance gives a song a minimum of 135 credits, equal to that of a live performance.

"Prior to the consent decree," Peer said, "income from motion pictures shown in theaters went into the general fund. Now that these same motion pictures are shown on television, they're given full performance credit."

Peer voiced the belief that his request would be turned down, because "there are people who sit in on the appeals board who have no right to be there." "The film company owned publishers control the board," said Peer, who along with Johnson alluded to the possibility of further action on their part at a later date.

# Mercury IS HOT

THE BILLBOARD

DECEMBER 1, 1956

## • Review Spotlight on . . .

### POP RECORDS

THE PLATTERS . . . Mercury 71011 . . . ON MY WORD OF HONOR (Antler, BMI)

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

# THE PLATTERS

## "ON MY WORD OF HONOR"

AND

## "ONE IN A MILLION"

MERCURY 71011



*Mercury IS HOT*

**MAKING HIS "BID"  
FOR A SMASH HIT**

**CHUCK  
MILLER**

**"THE  
AUCTIONEER"**

**GOING BIG EVERYWHERE**

COUPLED WITH

**"BABY DOLL"**

FROM WARNER BROS. "BABY DOLL"

PRODUCED BY ELIA KAZAN, WRITTEN BY TENNESSEE WILLIAMS

MERCURY 71001



## HiWay Hi Fi Is No Dead Trade Issue

By REN GREVATT

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

Tho no new models of the HiWay Hi Fi unit have been developed, due to cessation of operations of CBS Columbia earlier this year, the units, originally offered in all '57 Chrysler lines but Dodge. Available units now are the backlog of the 20,000 originally ordered last year. Columbia Records, meanwhile, is still making the special 16 $\frac{2}{3}$  r.p.m. disks available to owners, tho no additional repertoire has been set.

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

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

### Ford on Fence

Spokesmen for the Ford Motor Company indicated last week that they have developed pilot models of both tape and disk players but that no decision has been reached as to when either may be offered, if at all.

This source entered a partial defense of oft-heard criticism of the HiWay Hi Fi unit to the effect that the needle jumped the disk tracks,

## Sinatra Inks TV Pact With ABC

HOLLYWOOD — Capitol Records pactee Frank Sinatra joined the growing ranks of television artists last week, with the inking of a deal between Sinatra and ABC-TV, calling for the singer to head up a series of 40 half-hour film programs to be titled "The Frank Sinatra Theater."

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

The upcoming addition of Sinatra on TV adds further weight to the Cap roster of talent who currently get video exposure, all accomplished without a network affiliation. Among the Cap regulars on TV are 10—Ernie Ford, Ray Anthony, Four Freshmen, Gordon MacRae, Nat (King) Cole, Gordon Jenkins, Jackie Gleason, Wanda Jackson, Jack Benny, and Cliffie Stone.

by indicating that this happened for the most part in cold weather, when the shock absorbers of the car did not operate as effectively. Otherwise, he said, the unit had been quite successful.

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

### Defends Disks

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

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

It was this spokesman's opinion that the set would have gone over far more successfully had it been possible to play standard disks on the set or at least play the 16 $\frac{2}{3}$  disks on home players. Most new models of the latter are equipped to play this speed disk. At the same time it was indicated that this was a minor engineering problem which could be overcome with relative ease.

## Heath-Basie Tour Exchange

NEW YORK—The Ted Heath ork will return to these shores next February 8 in a deal set here last week by booker Willard Alexander. On the exchange deal, third of its kind in a year, Count Basie will go to England for his first tour there April 7.

Heath's 21 day stateside jaunt will carry him, in company with Al Hibbler, Eddie Heywood and June Christie, to concert dates in Philadelphia, Detroit, Cleveland, Buffalo, Toronto; Rochester and Syracuse, N. Y.; Cincinnati, Dayton and Columbus, O.; Pittsburgh, Chicago, East Lansing and Ann Arbor, Mich.; Washington and New York.

Tying in with the Heath tour, London Records will release about January 15 the album cut during last year's Heath Carnegie Hall appearance. Following the wind-up of the tour, the label will release another package by the band of tunes dedicated to various U. S. cities and States.

The Basie 21-day tour, which includes Joe Williams, gets under way April 7.

The first British-American band exchange between Heath and Stan Kenton took place earlier this year, when agreements were arrived at between the British and American Musicians' unions. A later exchange was made between the British Vic Lewis crew and Lionel Hampton's ork.

# Coast Musicians File 2d Suit Against AFM

HOLLYWOOD—The American Federation of Musicians came under sharp attack again last week, when new charges of violating its fiduciary obligations were filed in a \$4,468,950 damage suit in Los Angeles Superior Court (28).

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

Complaint charges the Federation with diversion of royalties originally scheduled to be paid to the musicians and their widows and estates directly, as the result of a collective bargaining agreement negotiated in 1952 and 1954. Latter agreement specifically set forth a schedule of re-use payments for musicians involved in the scoring of theatrical motion pictures subsequently sold to television. Payments were \$25 for musicians, \$50 for leader and contractor, \$25 for copyists, and \$75 for arrangers.

### Payments Cut Off

These direct payments to the musicians were cut off, the action alleges, on the Federation's grounds that the musicians who had originally scored the films could not be located. Complaint charges these grounds were "untrue, and a sham, pretense and contrivance adopted by the Federation to effectuate their aims, purposes and intentions" Trust Fund.

to channel this income into the New action was filed by attorneys Harold A. Fendler and Daniel A. Weber, both of whom filed last week's multi-million-dollar suit against the AFM and the Trust Fund. The diversion of funds in this latest litigation amounted to \$1,495,000, according to the complaint, with the plaintiffs alleging they suffered additional damages of \$2,973,950.

### 100 Defendants Named

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

Action asked the court for an in-

junction to prevent further payment of residual fees in the sale of motion pictures to TV. A show cause order in last week's law suit (The Billboard, December 1) was to have been heard in Superior Court here Monday (3), with a ruling in the plaintiff's request for an injunction expected before the end of the year.

## Victor Inks Chamber Music Series

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

The Quartet, which convenes at Aspen, Colo., includes William Primrose, viola; Szymon Goldberg, Violin; Nicolai Grauden, cello, and Victor Babin (of Vronsky and Babin), piano. Several of these are contracted to other companies as individual performers.

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

## New Metronome Mercury Pact

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

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

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

In reciprocation, Mercury's EmArcy label will bring out a flock of LP's cut by American jazz artists in Scandinavia. These include Roy Eldridge, Quincy Jones, Duke Jordan, Jimmy Rarley, Cecil Payne, George Wallington and others.

Dahlgren, besides handling Metronome's deals in the U. S., airs a disk jockey show to Sweden via NBC.

## Marks Pacts Friedlander

NEW YORK — Buddy Friedlander, for the past eight years promotion man for Mercury Records and assistant to Mercury a.&r. exec, Bobby Shad, has joined Ed. B. Marks Music Corporation. Friedlander will do promotion for the firm, working for Vice-President Arnold Shaw.

*Mercury IS HOT*

**1956 BOWS OUT WITH A BIG INSTRUMENTAL HIT RECORD!**

**RALPH  
MARTERIE**

HIS TRUMPET AND ORCHESTRA

**AND THE VERSION EVERYONE IS BUYING AND PLAYING**

**"GUAGLIONE"**

PRONOUNCED

**(WAHL-YONE)**

FROM THE MGM PICTURE "10,000 BEDROOMS"



MERCURY 71007

## Top Cats Turn Out To See Joni Wed

NEW YORK—Joni James and Tony Acquaviva were wed Saturday (1) at St. Patrick's Cathedral, New York. Among the ushers were Tommy Valando, Ed Borsky and Harry Meyerson. Prominent members of the music business were on hand for the ceremony and breakfast reception in the Starlight Roof of the Waldorf-Astoria.

## RKO Previews Fisher Flick

NEW YORK—RKO Radio Pictures, whose forthcoming film, "Bundle of Joy," is due to open at the Capitol Theater in New York, v.s. host Monday evening (3) at a special press preview of the picture starring Eddie Fisher and Debbie Reynolds. The preview was held at the Crossinger Hotel, Crossinger, N. Y.

*Mercury IS HOT*

**WATCH THIS GO**

**ALL THE WAY...**

**THE ORIGINAL HIT**

# SIL AUSTIN

AND HIS ORCHESTRA

# "SLOW WALK"

MERCURY 70963



## SPICED TEEN-AGE DISH

### 'Rock, Rock, Rock' Jumbo Size Disk Talent Package

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

"Rock, Rock, Rock" is a low-budget film of no great dramatic pretensions. The story is a frail framework which is all but lost in the parade of acts—and that is perhaps inevitable. It's hard for teen-age actors, personable as are the leads, Tuesday Weld and Teddy Randazzo, to vie for attention in competition with a fire-ball like young Frankie Lymon or a master showman like Chuck Berry. The music is the thing, and has the ex-

citement and abundant entertainment values of revues that have packed hordes of youngsters into the Apollo Theater and Brooklyn Paramount for "live" shows of this type.

Teddy Randazzo, of the Three Chuckles, is male lead and featured in four songs. He is a clean cut, good looking youngster who looks the part of a teen-ager who tries for and wins an amateur talent contest. In both his pop and in his rock and roll styl. songs, he is a controlled, exciting stylist. The songs of Tuesday Weld are dub-ins sung by Connie Francis. The dubbing process has not been done in an entirely satisfactory way, nor is the voice of Miss Francis right for Miss Weld. The latter, however, is a young blonde beauty, a junior edition of Eve Marie Saint, who could keep viewers' eyes glued to the screen even if the sound of Florence Foster Jenkins' voice issued from her lips.

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

### Jobberwock May Be Included in Rizek Debacle

NEW BRUNSWICK, N. J.—Tho no official hearings were held last week on the bankruptcy proceedings against James Rizek, an action is in the works to broaden the scope of the bankruptcy petitions. One of Rizek's only apparently solvent properties, the Jabberwock Record store here, will become the subject of a bankruptcy plea, if an action now planned pans out.

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

In other developments, an action brought by Times Columbia to obtain payment for upward of \$70,000 worth of records allegedly not paid for by Rizek, was continued until December 10. Meanwhile, moneys obtained in an auction of the disks last week is being held in-escrow, pending a decision in the case.

On still another front, Abraham Lowenthal, attorney for Sam Goody, admitted that "small" suits have been brought against Goody by at least four different parties, who originally purchased post-dated Goody checks from Rizek. Lowenthal said that Goody had stopped payment on the checks, when deals for which they were payment fell thru. Lowenthal, parrying a further query, replied, "Why don't you stick to the music business?"

### Aberbachs Deb New Pubbery

NEW YORK — The Aberbach brothers, Hill & Range music toppers, have organized an ASCAP-affiliated publishing firm in partnership with Elvis Presley. New firm is titled Gladys Music, Inc.

The Aberbachs months ago set up Elvis Presley Music, a BMI affiliate.

Several top vocal groups like the Moonglows, the Flamingos and the Bowties turn in smooth, well-paced selections. The last named group has a memorable scene with six-year-old Ivy Schulman, a petite moppet who sings "Rock, Pretty Baby" with the aplomb of an experienced hand four times her age. Lavern Baker is sexily sophisticated in "Tra La La" and Johnny Burnette is on hand to inject a touch of rockabilly in "Lonesome Train." The bands are those of Alan Freed, Jimmy Cavallo and Al Sears.

"Rock, Rock, Rock" is aimed squarely at the teen-age market. It depicts scenes familiar to them and gives them a generous sampling of the various kinds of music that they buy on records. Promotional tie-ins are obvious. The pic could be a good hypo for disk biz generally, for its 20 tunes are available on 16 different records on a variety of labels. Producers of the film were Max Rosenberg and Milton Subotsky. Cary Kramer.

### Deejay Poll Winners to Get Awards

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

Andy Williams, named most promising male vocalist, received his award on the Steve Allen NBC-TV'er Friday (30). The Hi-Lo's, most promising vocal group of '56, according to the jockeys, will receive their plaque when they guest on the Allen show December 5. Frankie Lymon and the Teen-Agers were named most promising rhythm and blues artists of the year, will be presented with their award on the Walter Winchell NBC-TV show December 7, while Harry Belafonte, the jockey's favorite album artist of the year, will receive his plaque December 8 at Ben Maksik's Town and Country Club in Brooklyn.

## DORSEY SET STANDARDS, EXPANDED DISK MARKET

• Continued from page 17

20, 1935, to August 17, 1950. He made just under 300 double-face disks for Victor, in addition to a series of air-checks which recently were issued by the diskery in a two-LP de luxe volume.

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

Dorsey's Bell deal was a non-exclusive, in that it tied him to the label for low-priced disks only, but gave him the right to record regular-priced disks and packages elsewhere. Bell, which was 39 cents, but now has a 49-cent retail tag, can only produce single Dorsey disks; no LP's or EP's.

According to Bell's Arthur Shimkin, that company now intends to make almost all of its Dorsey repertoire available, excepting only several pop-tune sides that lack standard appeal. Bell has 26 sides, including the maestro's latest version of "Marie," "Who?" and also new brother-versions of such Jimmy Dorsey hits as "Green Eyes," "Tangerine," etc. Dorsey is reported to have received a very high cash guarantee from Bell for a five-year deal, with options.

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

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

## PM Frames Free C&W Shows

• Continued from page 17

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

The Philip Morris Country Music Show will launch its tour with special showings for the company's employees at its Richmond, Va., and Louisville factories. The first of these will be held in Richmond January 4, moving to Louisville for a January 11 appearance. Following these shows for the company's employees, the group will stage three free shows for the public in each of these cities. Thereafter the group will make daily appearances in a different Southern city. In addition to the regular showings, unit members will make appearances at veterans' hospitals, industrial locations and military bases.

A special Greyhound bus is being remodeled at a cost of nearly \$10,000 to provide transportation facilities and dressing quarters for the touring Philip Morris players. Using special mobile radio telephones aboard the bus, show members will phone ahead and converse with newspaper editors, civic leaders and disk jockeys in the area they are about to visit.

### Show a Forerunner

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

In May of this year, Philip Morris sponsored a three-hour National Country Music Festival broadcast from the Jimmie Rodgers' Memorial Celebration in Meridian, Miss., over a 22-station country music network thruout Mississippi, Alabama and Louisiana, with Philip Morris vice-president, James C. Bowling, in charge.

On this occasion, Bowling, along with Lieut. Governor Carrol Gartin of Mississippi, was honored with

the Ralph Peer National Country Music Award. "Our latest move in the country field," McComas stated, "promises to become an important forerunner of other things to come in the growing expression of country music."

Jim Denny, one of the best known and most widely experienced bookers in the country music field, was named Country Music Man of the Year by The Billboard in 1955. He recently resigned as head of the WSM Artists Service Bureau here to devote his full time to his own artists' bureau and his various publishing interests. He was associated with WSM more than 28 years.

## RIAA Pleads

• Continued from page 17

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

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

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

In the fiscal year ending June 30, 1956, the federal excise tax on records produced only \$12,324,000 in revenue, according to Walker, who pointed out that records accounted for less than 1 per cent of the total manufacturers' and retail excise taxes collected.

*Mercury IS HOT*

**NOT 1 BUT 2 HITS  
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CARROLL**

AND HIS ORCHESTRA

**"ARMEN'S THEME"**

AND

**"YEARNING"**

MERCURY 71000



# PRESLEY DISKS SET CANADA SALES MARKS

TORONTO—Sales of the Elvis Presley records in Canada continue to soar and to set new sales marks. In a country, where the top record usually may hit the 100,000-mark, two of Presley's biscuits have shot over that mark, with "Hound Dog" and "Don't Be Cruel" coupling racking up a total exceeding 225,000 in 14 weeks, while Presley's "Love Me Tender," has spilled out 135,000 in six weeks. Victor says that "Don't Be Cruel" is probably the biggest sin-

gle in the history of the company in Canada.

Advance orders for the new Presley album, "Elvis," are pushing around the 30,000 mark, which is considered excellent against the 150,000 total for the whole of the U.S.A.

Presley is a strange phenomenon for this country. Not only have his record sales broken all previous marks, but dealers credit the interest created by his sales for a boom year for the record industry.

For instance, sales of guitars in the Toronto and Montreal areas have boomed, with some dealers reporting that orders are behind as much as six weeks. Fred Roden, operator of the county and western music store in Toronto, said that his guitar sales have been "terrific—all due to Presley."

Canada's gross national product is 7 per cent of the U. S. A. This percentage is usually used by the record companies for comparison's sake against American counterparts. Ordinarily, this is considered fairly high because of the French market in the popular field. But Presley appeals to the French population as well as the English.

## Tape Auto Answer

Continued from page 18

This unit employs car radio for its amplifier and speaker system. The unit is also usable in the home. Eash said he has just completed dies for a 600-foot tape cartridge which will allow up to an hour of playing time.

On another front, it was learned last week that the Curry Sound Corporation of New York, a manufacturer of loudspeakers, has developed a cartridge tape-fed sound system for use in airplanes. The system, said to be in the testing stage by various airlines, employs a Cousino cartridge of a relatively foolproof design and has speakers in each seat of the plane, for control by individual passengers. A stewardess would operate the simple player mechanism.

A New York salesman of the Keystone cartridge player, brought out last year, stated that "the magazine loading principle has given us a lot of headaches, but now they are ironing out all the bugs." Opinion of most traders tends to mirror this observation to the point where there is a general belief that with enough engineering and money, all the bugs, including cost, playing time, frictionless tape, good fidelity and constant speed can eventually be ironed out. There was no agreement, however, as to when tape players would be generally available in cars. On the part of car makers, too, there was little information forthcoming as to whether market studies have shown a public desire for the devices.

## NUNS PEN BING'S XMAS SINGLE

HOLLYWOOD—The release of the Bing Crosby Decca recording of "Is Christmas Only a Tree" unveiled a bit of mystery surrounding the tune last week, when the writers of the song were revealed to be two nuns using the pseudonym Mark Lebec.

Crosby was originally approached to record the song in November, 1955, much too late to make the Christmas market. Despite this, Crosby, Decca a.&r. man Sonny Burke and arranger Bud Dant worked overtime to get the tune on the market, with the disk given a token release in Los Angeles only late last year.

Reason for the effort and slated promotion the song will now receive is that the writers' royalties will go toward building a convent in the Midwest.

## Victor in High Jazz LP Gear

NEW YORK — RCA Victor's jazz album department is shifting into high gear in December with recording chief, Fred Reynolds, scheduling a flock of disk dates for the label's top talent.

Latter group was joined last week by trumpeter Billy Butterfield, a long-time free-lancer, who now is an exclusive Victor pactee. During November, Butterfield gassed the Victor cats with his work as sub trumpeter (for Phil Napoleon) with the reconstructed Original Memphis Five. Now he will cut his own initial set as leader of a 13-piece dance band.

The idea of dance music by jazz talent also will be applied to the next Tony Scott album, to be cut in the next couple of weeks. The clarinetist-maestro will front a 19-piece band.

During the same period Victor's West Coast Jazz director, Shorty Rogers, will slice new packages with Red Norvo and with composer-tenor saxman Jack Montrose. This will be Montrose's first for Victor under a new exclusive contract.

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

## BMI Hosts at Awards Dinner

NEW YORK — Fifth Annual Award Dinner given by the officers and directors of Broadcast Music, Inc., was held Monday (3) in the Grand Ballroom of the Hotel Pierre here. Songwriters and publishers of 35 top band songs received awards. Speakers included President Carl Haverlin and Vice-President Bob Burton and Sydney Kaye, board chairman and general counsel.

## Si Paul Exits Am-Par Disks

NEW YORK—Si Paul, national sales promotion manager for ABC-Paramount Records, has resigned the post, effective at once. Paul, a former promotion man for Capitol Records, had been on the Am-Par staff since the label's start last year. In making the announcement, prexy Sam Clark said he had accepted the resignation "with great reluctance."

HOLLYWOOD—Johnny Cash, whose Sun recording of "I Walk the Line" has made the pop and country best-selling charts, is set for a series of one-nighters in California starting December 6. Stew Carnall will handle the tour, which will take in Salinas, Compton, Ventura, Vallejo, Tulare, Marysville, Fresno, San Diego and Niles.

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RCA VICTOR

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Elvis Presley Music, Inc.

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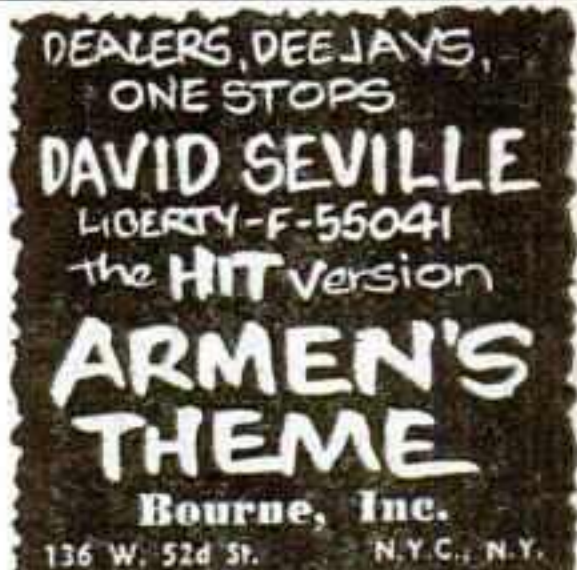
6 BIG RECORDS

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Leroy Anderson's

Sleigh Ride  
100% Recorded  
MILLS MUSIC

From William Wyler's "FRIENDLY PERSUASION" An Allied Artists Picture

FRIENDLY PERSUASION (Thee I Love)

LEO FEIST, INC.

# BMI Check List

OF NEW RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
<b>BE MINE TONIGHT (Peer)</b> DUKE MITCHELL (Liberty)	80 (Excellent)	Best Bet	Excellent
<b>CHA CHA ON PARADE (Ejay)</b> SONNY ROSS (Mardi-Gros)	76 (Good)	B+ (Excellent)	
<b>A CHEAT (Debra)</b> SANFORD CLARK (Dot)	81 (Excellent)	Sleeper of the Week	
<b>DON'T YOU REMEMBER (Peer)</b> JOAN SHAW (ABC-Paramount)	78 (Good)	B (Very Good)	
<b>EVERYBODY LOVES PIERRE (Pamco)</b> DON COSTA ORCH. (ABC-Paramount)	76 (Good)	Disk of the Week	Good
<b>GO AWAY WITH ME (Lowery)</b> THE WILBURN BROTHERS (Decca)	C&W Best Buy	C&W Bullseye	
<b>GOODNIGHT, MY LOVE (PLEASANT DREAMS) (Quintel)</b> MINDY CARSON (Columbia)	Spotlight	B (Very Good)	Excellent
<b>I REMEMBER WHEN (Regent)</b> LEO DIAMOND (Victor)	Spotlight	B (Very Good)	
<b>IF IT'S WRONG TO LOVE YOU (Peer)</b> SIDNEY BECHET ORCH. (Coral)	73 (Good)	B+ (Excellent)	
<b>I'LL BE GONE (E. B. Marks)</b> BETTY JOHNSON (Bally)	76 (Good)	Sleeper of the Week	
<b>LILLIAN BRIGGS (Epic)</b> HAWKSHAW HAWKINS (Victor)	78 (Good)	B (Very Good)	
<b>I'LL BE SPINNING (Arc)</b> THE CADETS (Modern)	C&W 77 (Good)	B+ (Excellent)	
<b>MORNING, NOON &amp; NIGHT (Kahl)</b> JOHNNIE & JOE (Chess)	81 (Excellent)	B+ (Excellent)	
<b>MY HEART BELONGS TO YOU (St. Louis)</b> GEORGIA GIBBS (Mercury)	Spotlight	R&B Spotlight	
<b>MY JUDGE AND MY JURY (Maggie)</b> THE DIAMONDS (Mercury)	Spotlight	Disk of the Week	Good
<b>ON MY WORD OF HONOR (Mr. Music-Antler)</b> GALE STORM (Dot)	Spotlight	Sleeper of the Week	
<b>SINCE I MET YOU BABY (Progressive)</b> MINDY CARSON (Columbia)	78 (Good)	B (Very Good)	
<b>SLOW WALK (Norbay)</b> IVORY JOE HUNTER (Atlantic)	R&B Best Buy	R&B Sure Shot	
<b>STOLEN MOMENTS (Tannen)</b> HANK SNOW (Victor)	Spotlight	Best Bet	
<b>TRA-LA-LA (Snapper)</b> SIL AUSTIN (Mercury)	Best Buy	Sure Shot	
<b>TRA-LA-LA (Snapper)</b> BILL DOGGET (Bally)	Best Buy	Sure Shot	
<b>TRA-LA-LA (Snapper)</b> GEORGIA GIBBS (Mercury)	C&W Best Buy	C&W Bullseye	
<b>TRA-LA-LA (Snapper)</b> LAVERN BAKER (Atlantic)	Spotlight	Disk of the Week	Best Bet
	Best Buy	R&B Award	

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# THE BANANA BOAT SONG

by the

# TARRIERS

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STILL ON TOP

**The Original Hit!**

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by **VINCE MARTIN**

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**GLORY  
#247**

# Glory

## RECORDS

2 West 47th St.  
New York, N. Y.

## What's Ahead for Diamond Needles?

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

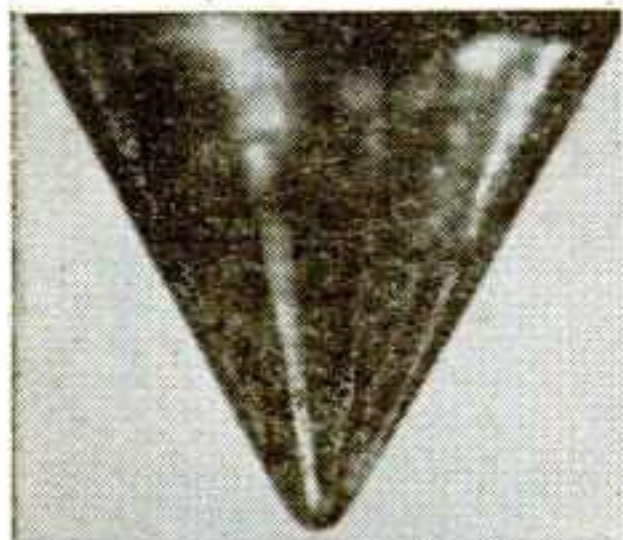
The lowering of list prices of the precious styli by one manufacturer set off a chain reaction among the others. The appearance of a lower quality diamond needle, selling at a greatly reduced price, complicated things further. But, in the final analysis, the primary force at work is the free competitive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

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

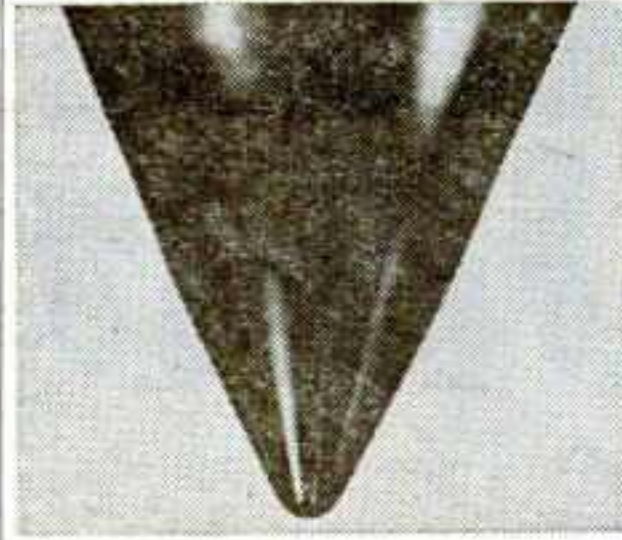
Many have been selling for the full \$25 and taking their full profit. In both cases, their customers have been satisfied that they have been getting value for their money. So, they ask, why change?

Others feel that, in the case of "bargain" diamonds selling for around \$10, the merchandise must be inferior and are afraid of passing it on to their customers. Still others handle both, frankly telling their customers that the more expensive needle, like any thing else with a higher price tag, is better. The cheaper needle is strictly a promotional item. Actually, neither the dealer nor the customer can tell any difference, even with the aid of an ordinary counter inspection microscope.

The manufacturers who argue for the higher list price, however, back up their point-of-view with



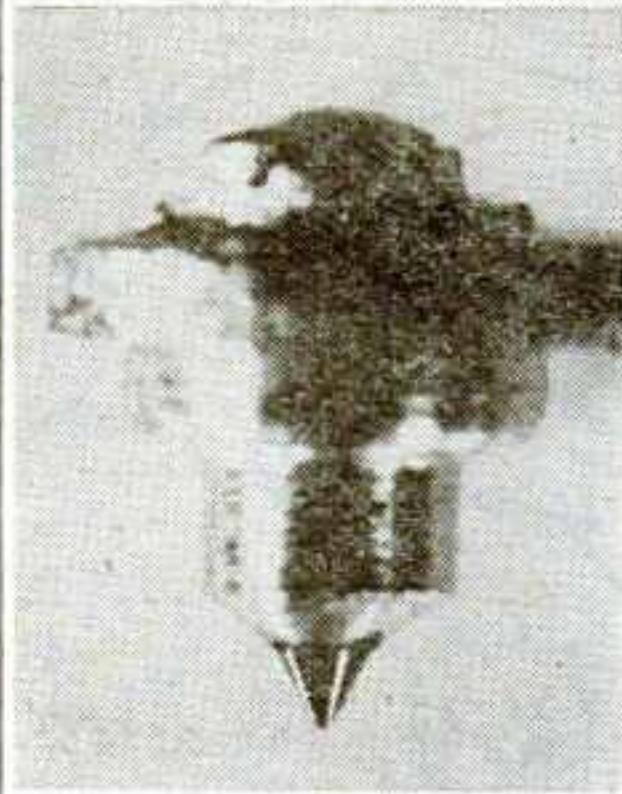
Poor quality diamond stylus has little polish when seen thru a microscope. The rough tip acts as an abrasive against the soft vinyl record grooves.



Good quality diamond stylus is well polished. The polishing operation time-consuming, raises cost of finished needle. But chance of damaging record is nil.



Poor quality diamond needle is mounted with little care. Haphazard mounting increases mass of the finished needle and can affect quality of sound reproduction. For the customer who cares about sound quality, this needle is no "bargain."



Good quality diamond needle is carefully engineered and well mounted. Tip of diamond is set at precise distance from shaft of needle to insure compliance of cartridge with record groove. Mass is held to minimum and quality sound reproduction is assured.

## ABC-PARAM'T RE-COVERS DISK

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



BEFORE—This is the ABC-Paramount album as it was introduced last August. Sales, the disk firm reports, have been okay in this format.

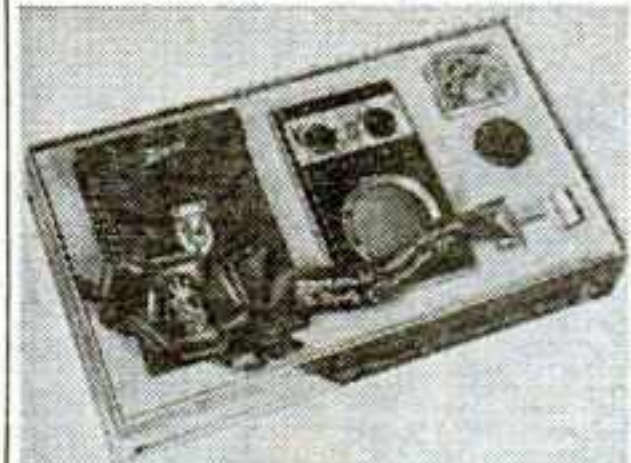
ad campaign. The album will now feature a full-color photo of an expectant mother in a fancy-dress evening coat. The photo will also be used in a heavy saturation ad campaign by the Mennen Company, providing strong identification for ABC-Paramount with the theme of the campaign. Disk sales, the record company reasons, should show a healthy increase.



AFTER—"Music for Expectant Mothers" has a new look. This new cover uses the full-color photograph of a Mennen's baby products' ad.

## ZENITH HI-LITES POCKET RADIO

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



micro-photographs like those below. They say a needle cannot be produced for bargain prices without some sacrifice in workmanship.

What's ahead for diamond needles? Some manufacturers intend keeping their suggested list at \$25 and let the dealer make the decision on how high to tag it at the counter. Others will set the price to the dealer from \$15 to \$17 and advertise it widely as a "bargain." In both cases, the price to the dealer will be pretty much the same.

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

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

## CARTRIDGE HAS 10 SALES TOOLS

NEW YORK — Jobbers and dealers get 10 sales tools from Electro-Voice to aid promotion of the firm's "Power Point" cartridge needle units. For jobbers, sales helps include a slide film, a promotional phono disk and sealed-in-plastic samples of the cartridges. The firm also has an accordion fold booklet to be mailed from jobbers to their dealer-customers.

For dealers, there are point-of-purchase cards, window and wall streamers, promotional disks and direct mail stuffers. A broad ad campaign backs up the over-all effort.

"Power Point" cartridge, Electro-Voice says, have low inertia and reproduce over a wide range without distortion. In addition, says the firm, they are non-inductive, are hum-free and unaffected by moisture and temperature.



## BOOSTER BULLETIN

# Promotion Power At Bargain Price

By RALPH FREAS

PITTSBURGH — The Music Box, a small but aggressive suburban disk shop, believes in the direct approach to promoting record sales. A wooden box is nailed outside the shop near the front entrance. The simple message, "Take One," is painted on the outside. The box holds a weekly bulletin which lists all the top tunes in all available versions by various artists.

Other news is included in the Music Box Bulletin. Recently, when the store ran out of the original cast recording of "My Fair Lady," the Bulletin carried a notice about it and told when a new shipment was expected. If an unusual order—such as some off-the-beaten-track jazz record — has come in, customers learn of it thru the Bulletin.

The Music Box also runs notices of all other services on this single mimeographed sheet. Under the heading "We Offer You These Services," the Music Box offers to "rent a tape recorder," "demonstrate hi-fi equipment," "rent a phonograph," etc.

The store reports an uptrend in business directly traceable to the Bulletin. It is sent out to about 200 active customers on the Music Box mailing list. Often these customers will come in the store with their orders of top hits checked off on the Bulletin's listing. Other

record collectors who were not regular customers have gotten into the habit of picking up the Bulletin from the "Take One" box and now do their shopping from it. The most heart-warming experience of the Music Box owners is having people come off the street complaining that the "Take One" box is empty. But the best part of the simple promotion is the cost—less than \$7 a week, exclusive of mailing costs.

## NEW DISPLAY

# S & S Aids 'Pogo' Sales

NEW YORK—Simon & Schuster, book publishers, are getting the first record pressed under their label off to a flying start with a special sampler disk and a counter display. The record carries the title, "Songs of the Pogo." It is a 12-inch LP, based on the Walt Kelly comic strip, "Pogo," and it retails for \$4.98.

The sampler, which sells for 49 cents and is available on both 45 r.p.m. and 78 r.p.m. seven-inch disks, contains three songs from the LP album. By ordering three dozen of the samplers, dealers automatically get the display carton.

Tied into the disk sales is a "Songs of the Pogo" song book, published by S & S and retailing for \$3.95. Pubber naturally figures on heavy song book sales but is equally interested in swinging sales for the LP. To this end, they have built up a distribution network of 23 record jobbers and expect to have the item in most disk shops for the coming holiday sales season.

## MOTOROLA'S HI-FI HOLIDAY

CHICAGO — A holiday in Havana is in the offing for Motorola distributor sales managers who exceed their quotas of hi-fi phonograph sales. The managers are already slated for a trip to Hialeah for just meeting their quotas.

The gimmick is set up on a point system, with each phono sold contributing to the point total. There is a consolation prize of a hi-fi phono console for managers who reach but do not exceed their quotas.

## Display Radios at Low Cost



NEW YORK—The three radio display units shown here are part of a group developed for RCA by W. L. Stensgaard Associates. They will appeal to dealers because they are inexpensive and can be used in many different ways, depending on the available floor space. The panels measure four by six feet. The single face units (center and right)

face unit (left) costs \$31. The sturdy metal legs which adapt the panels for floor use cost \$2.90 per pair. Wooden frames for all units are made of quality oak in light natural finish. Stensgaard Associates points out that "do-it-yourself" dealers would probably pay more for the material at their local lumber yard than the unit costs completely finished.



*now on Capitol*

# DANNY KAYE



## CIU CIU BELLA

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

## LOVE ME DO

record no. 3603



THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide

## • Best Selling Popular Albums

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

1. ELVIS—Elvis Presley.....RCA Victor LPM 1382
2. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
3. MY FAIR LADY—Original Cast.....Columbia OL 5090
4. THE EDDY DUCHIN STORY—Sound Track....Decca DL 8289
5. THE KING AND I—Sound Track.....Capitol W 740
6. HIGH SOCIETY—Sound Track.....Capitol W 750
7. ELVIS PRESLEY.....RCA Victor LPM 1254
8. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
9. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
10. OKLAHOMA!—Sound Track.....Capitol SAO 595
11. SAY IT WITH MUSIC—Lawrence Welk.....Coral CRL 57041
12. THE PLATTERS.....Mercury MG 20146
13. MANHATTAN TOWER—Gordon Jenkins.....Capitol T 766
14. THE ELGART TOUCH—Les Elgart.....Columbia CL 875
15. FRESHMEN FAVORITES—Four Freshmen.....Capitol T 743

## • Pop Albums Coming Up Strong

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

1. Ella and Louis  
.....Ella Fitzgerald and Louis Armstrong  
Verve MG V 4003
2. Judy.....Judy Garland  
Capitol T 734
3. Merry Christmas.....Lawrence Welk  
Coral CRL 57093
4. Ski Trails.....Jo Stafford  
Columbia CL 910
5. This Is Sinatra.....Frank Sinatra  
Capitol T 768
6. Merry Christmas.....Jackie Gleason  
Capitol W 758

## • Most Played by Jockeys

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

1. ELVIS—Elvis Presley.....RCA Victor LPM 1382
2. HIGH SOCIETY—Sound Track.....Capitol W 750
3. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
4. THE ELGART TOUCH—Les Elgart.....Columbia CL 875
5. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
6. 'S WONDERFUL—Ray Conniff.....Columbia CL 925
7. ON THE SUNNY SIDE—Four Lads.....Columbia CL 912
8. HOWDY—Pat Boone.....Dot DLP 3030
9. MISTY MISS CHRISTY—June Christy.....Capitol T 725
10. ELLA AND LOUIS—Ella Fitzgerald & Louis Armstrong.....  
.....Verve MG V 4003

## • Review Spotlight on . . .

### Popular Albums

LIL ABNER (1-12)—Original Cast. Columbia OL 5150

Original cast album comprises practically the entire score of the current Broadway hit musical. Several of the top numbers, such as "Namely You," "Love in a Home" and "If I Had My Druthers," have already been covered single-wise by various pop artists. However, there is additional catchy tunesmithing here, and the cast, headed by Edith Adams, Peter Palmer and Stubby Kaye, give all the items a fine send-off. Over-all is pleasant cleffing, amusing lyrics and excellent vocalizing. Interest in stagershow makes it an obvious candidate for the big money.

CALENDAR GIRL (1-12)—Julie London. Liberty SL 9002

One of the most expensive pop album packaging jobs in some time, this is a double-fold deal with outside covers carrying a dozen pin-up poses of the thrush (tying in with the months, of course). Inside there's a full page-size photo. Finally, there's the disk itself, with 13 solid renditions by Miss London, strongly abetted by arrangements and orking by Pete King. "June in January," "Sleigh Ride in July," "I'll Remember April," etc., are supplemented by new material by Bobby Troup, Earl Brent, Arthur Hamilton and Bob Russell. Investment in the production should pay off fast. A strong counter item, likely to get sustained plugging from jockeys.

A CHRISTMAS SING WITH BING AROUND THE WORLD (1-12)—Bing Crosby. Decca DL 8419

This borrowing from the CBS radio program makes one of the solidest holiday packages to come along, a prime candidate for immediate store exposure. Singer brings superb projection to nine out of 19 selected Christmas carols and hymns, with smoothest of assists from the Norman Luboff choir and Paul Weston's ork. Other bands are contributed by various Canadian and European choruses, including the Vatican choir. Descriptive intros of each number by Crosby add a fine personalized touch, and his arrangement of "Silent Night" should be on every jock's Christmas Eve agenda. Cover, featuring Crosby photo backed by United Nations motif, is sound sales bait.

### Rhythm & Blues Albums

LET THE GOOD TIMES ROLL (1-12)—Shirley and Lee. Aladdin LP 807

This duo, of course, is one of the top teams in the business, and they've been strong sellers for a long consistent period. Fans will want to get their hit sides on one LP. This disk contains the smash, "Let the Good Times Roll," plus many of their other good sides, including "I'm Gone," "I'll Do It," "Takes Money," etc. As in the case of the singles, each performance on this disk spins out a story—mostly in a happy vein—of the emotional development of the lovers.

### Jazz Albums

THE TOUCH OF TONY SCOTT (1-12)—Tony Scott, Clarinet. RCA Victor LPM 1353

This was RCA Victor's first Jazz "Save-on-Records" selection, and has been moving out at a better clip than any other jazz LP they

have in the house. That isn't hard to understand, in view of the very fundamental appeal of this album. Scott has been developing an ever-deeper approach that now is pruned of everything unessential and unswinging. This easily is his best album yet. Traditionalists or modernists — beginner or connoisseur — all cats will want to latch on to this LP from note one. The clarinetist is heard with a quartet, "tentette" and 20-piece band. For a really sentimental demo band, try "Rock Me But Don't Roll Me."

### Spoken Word Albums

BERNARD SHAW "SAINT JOAN"; (3-12)—Siobhan McKenna, Ian Keith, Earle Hyman, Frederic Tozere and others in the Cambridge Drama Festival Production. Victor LOC-6133

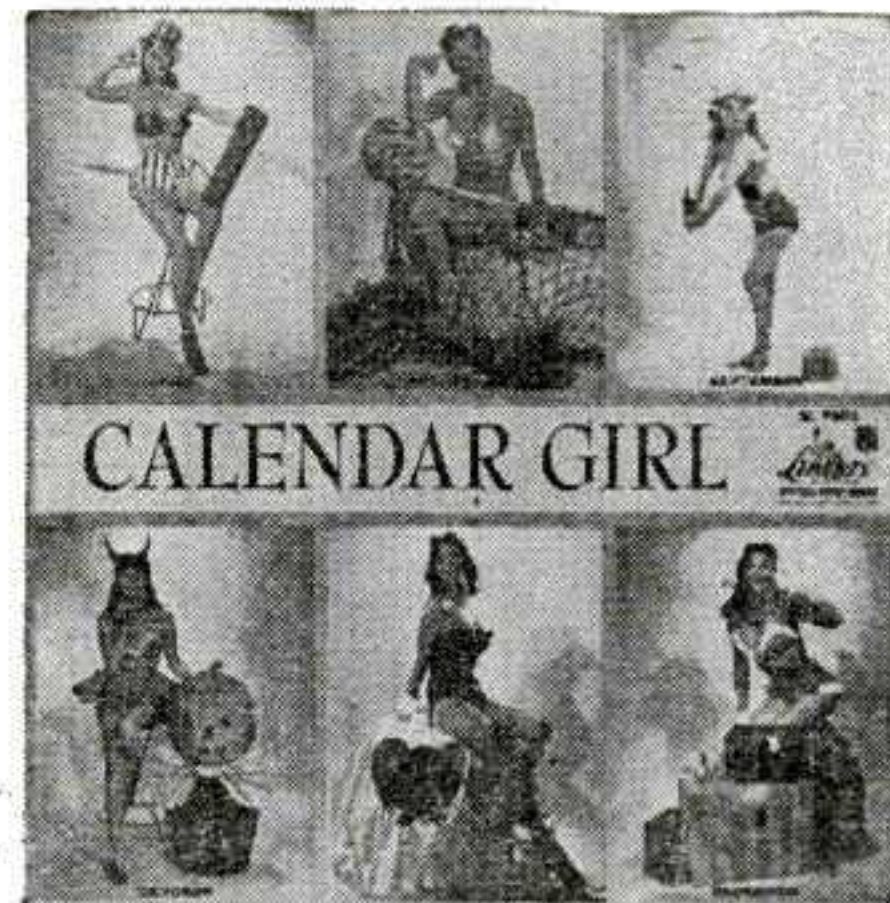
No previous recording of a stage play has achieved the radiant glow of this spoken drama. Here is oral theater brought to full dimensional life by an exceptional actress and a corps of assistants who give practically flawless reading thruout. This should be must material for any campus drama course, and equally a library item for everyone interested in fine theater. Upcoming stage revival by the same cast should spark additional interest in the recording.

### Children's Albums

DANCE ALONG ZOO, DANCE ALONG FARM (1-10)—Captain Kangaroo. Columbia CI 2603

Dealers are advised to stock up on this one and to recommend it to anyone buying for the nursery school and kindergarten set. It's an activity record, similar in concept to the popular "Trains to the Zoo" and "Farm," but even more likely to invite listener participation. The Captain Kangaroo name is likely to prove potent in this holiday market. Disk is in the \$1.98 series.

## — Album Covers of the Week —



CALENDAR GIRL, Liberty SL 9002. One of the flashiest covers brought out by the label, this features thrush Julie London in a dozen pin-up poses, one for every month of the year. There are six shots to a side, which means an opportunity for double-duty display value. No matter which side is exposed this is a natural for any rack or browser box, particularly at this gift-buying season.

## • Reviews and Ratings of New Albums

### Popular

JERRY LEWIS JUST SINGS ..... 85  
(1-12")  
Decca DL 8410

Lewis has scored a solid success with his first single (taken from this album) and the package could follow in the wake. Lewis sticks to standards—"Come Rain or Come Shine" (also on the single), "Shine on Your Shoes," "Bye, Bye, Baby," "Birth of the Blues," all of which lend themselves to his nostalgic, vaudeville delivery. A lot of folks will go for this and with the help of jockeys it could stir up quite a storm. Lewis himself has been plugging it heavily on radio and TV guest shots.

(Continued on Page 30)

### Classical

BERNSTEIN; FANCY FREE; COPLAND; EL SALON MEXICO; MILHAUD; LA CREATION DO MONDE  
(1-12") — Columbia Symphony Orchestra; Leonard Bernstein, Cond. Columbia CL 920 ..... 80

For some years an old reading by Bernstein of "Fancy Free" has been listed in the LP catalog (on another label). This was neither the complete score, nor the hi-fi kind of recording necessary to project the dynamic quality of Bernstein's conducting. Here now is a new complete-score reading that will stand quite a while as "the" version to own. It has the high spirits and vigor of the ballet etched

(Continued on Page 30)

### Jazz

DUKE ELLINGTON PRESENTS ..... 83  
(1-12")  
Bethlehem BCP 6005

These sides were cut in February, 1956, and are representative of what the Ellington band has been doing this year. There have been greater Ellington ensembles and greater individual soloists in his organization, but measured against the current market, this is a pleasurable set of rather good quality. In almost every selection, a different soloist is featured. Outstanding highlights: Harry Carney's moody solo on "Frustration"; Paul Gonsalves' wild ride on

(Continued on page 32)

# THIS YEAR'S BIG CHRISTMAS HIT

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



# BING CROSBY



sings



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Longfellow  
(Adapted)

Music by  
Johnny Marks

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**QUESTION:** Who is America's Number One Possum?

**ANSWER:** He is Pogo. He appears in 450 newspapers with a total circulation of 50 million readers. He is the star of the comic strip called Pogo, by Walt Kelly. To date Simon and Schuster have sold more than a million and a half books about Pogo.

**QUESTION:** Can he sing?

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

**Q.** What kind of stuff is on the records?

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

**Q.** Can Kelly sing?

**A.** Judge for yourself.

**Q.** Well, what is all the excitement about?

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

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

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

**A.** We have made two records. One is a 33 1/3 RPM 12-incher with 18 songs, and a leaflet with all the words enclosed. Colorful extra handsome folder designed by Kelly. Price \$4.95.

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Should the sampler catch on for 49¢ we will probably have the sense to change the price to the regular 89¢ for the 45 and 98¢ for the 10-inch 78.

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*The sampler (49¢) will be packed three dozen to the carton (1 1/2 dozen 78's and 1 1/2 dozen 45's). The carton is a catchy full-color self-display. The 33 1/3 record (\$4.95) can be purchased in any quantity.*

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

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## Reviews and Ratings of New Popular Albums

Continued from page 28

**PEARLS ON VELVET** .....78  
Victor Young Ork (1-12")  
Decca DL 8285

A notable package of mood music batoned by the late Victor Young. Ray Turner's brilliant pianistics are featured in the maestro's equally brilliant orchestrations. Four of Young's original compositions are included in the dozen selections. Tempos and moods are varied for delightful listening—from a beautiful "Autumn Leaves" to a provocative "Kitten on the Keys." There's no band which deejays won't find highly spinable.

**ORCHIDS IN THE MOONLIGHT** .....72  
Emil Coleman (1-12")  
King 395-517

A package of rumbas and tangos by Coleman and his Waldorf-Astoria orchestra. A disk which falls into the category of "society" music, this contains suavely-performed material, excellent for dance parties. Recording sound is good. Sides include a flock of great standards such as "La Cumparsita," "Jalousi," "Carioca," etc.

**CHRIS HAMILTON** .....70  
(1-12")  
London LL 1437

This package is billed especially as a test for hi-fi sets and that it is. Hamilton gets around the Hammond organ keyboard with lightning speed and has a remarkable command of its many voices. There are no standards or romantic ballads here, rather it's colorful demo music with the accent on a variety of sounds rather than on melody. To accomplish this, Hamil-

ton ventures into boogie-woogie, polka and other rhythmic idioms. Not recommended for relaxed listening, but as "an adventure in sound" as it's described on the cover, the album fits the pattern.

**JOYRIDE** .....70  
The Four Lovers (1-12")  
Victor LPM 1317

The group, which enjoyed fair success on a pair of singles, now turns to the album field. It's rock and roll, but the impression persists that there is a touch of lampooning of the r.&r. form present thruout. However, the boy's don't lack for a rhythmic beat. The solo singing gets a little on the far side, but there are teen-agers who will dig it. Dealers willing to give the cover display a chance will likely move a few copies.

**EUROPE FANTASTIQUE** .....67  
Lucerne Festival Ork, Ernst Falk, Cond. (1-12")  
Period SPL 1913

The sub-title of this LP, "A Musical Caravan Across Europe," describes the program accurately. Drawing upon the pop and folk music of different countries, a musical panorama of the Continent unfolds. The Swiss ork begins with Mediterranean tunes, swings thru a Hungarian czardas, a medley of tunes from the British Isles, to Scandinavian and German dances, etc. It ends with Tyrolean laendler and the beautiful "Vienna, City of My Dreams." A well-conceived commercial package that ought to do fairly well in the average store.

## Reviews and Ratings of New Classical Albums

Continued from page 28

in sharp and clear sound. Coupled with it are two previously released recordings: "El Salon Mexico" and "La Creation Du Monde," the latter of which has no other version in the LP catalog.

**BRUCKNER: SYMPHONY NO. 4 IN E FLAT (ROMANTIC) (1-12")**—Pittsburgh Symphony Orchestra; William Steinberg, Cond. Capitol P 8352 .....76

This is the first recording of the Bruckner Fourth by an American conductor, and that is of much interest on account of the possessive attitude that several Central European specialists have toward the work. The deliberate tempi and fatty tissues of some of the Teutonic readings are absent here, and this makes it possible to squeeze the work on to two LP sides, where it customarily runs to three. American audiences may find this zippy, no-nonsense reading highly palatable; a German's reaction would be that "slower cooking would have left more juice." In any case it's the lowest price "Fourth" on the market.

**BRAHMS: SYMPHONY NO. 4; ACADEMIC FESTIVAL OVERTURE (1-12")**—Berlin Philharmonic Orchestra; Eugen Jochum, Paul Van Kempen, Conds. Decca DL 9866 .....76

Two well-played versions of the Brahms Fourth. Each has its merits, and preference will depend on individual taste. As far as sound goes, the Decca recording has an edge; voicings are clearer and the balance is better. Some may balk, however, at the grave, occasionally plodding tempi of Jochum. The Decca disk also offers the "Academic Festival Overture," an additional inducement to win the customer torn between alternatives. Bruno Walters' version of the symphony, now available on a single LP, should encounter the least resistance.

**MOZART: SYMPHONY NO. 40 IN G MINOR; SYMPHONY NO. 41 IN C MAJOR (JUPITER) (1-12")**—Cleveland Orchestra; George Szell, Cond. Epic LC 3287 .....75

Technically impressive readings of these powerful and ever popular scores. Well played as they are, it is likely that they will leave many a listener cold, particularly if he is accustomed to the warmth, spirit and nobility of Beecham and Walter. The organization and forceful expression are the kind that one associates with the Toscanini-school, and this hard diamond-like brilliance is to the taste of some collectors. A plus factor is the beautiful color photo of Salzburg, looking toward the fortress.

**BETHOVEN: SYMPHONY NO. 9 (CHORAL) (1-12")**—Wilma Lipp, Soprano; Elizabeth Hoengen, Alto; Julius Patzak, Tenor; Otto Wiener, Bass; Singverein der Gesellschaft der

Musikfreunde, Vienna; Pro Musica Symphony, Vienna; Jascha Horenstein, Cond. Vox PL 10000 .....74

Following up the recent issues of the "Ninth" by von Karajan and Furtwangler, this release would ordinarily have tough sledding. The Toscanini version, too, is still a major seller. In its commercial favor, however, is the fact that it is the first one-LP version to come out. Horenstein clocks in at 65 minutes, thereby offering bargain-conscious collectors the lowest priced quality-pressed "Ninth" on the market. It is a dramatically convincing performance, with an unusually good group of vocal soloists. Price will be a big factor here.

**PALESTRINA: MISSA PAPA MARCELLI; MISSA ASSUMPTA EST MARIA (1-12")**—Pro Musica Choir, Vienna; Ferdinand Grossmann, Cond. Vox Jox PL 10020 .....70

Two liturgical masterpieces dating back to the last half of the 16th century in carefully rehearsed, spiritedly projected readings that are a credit to choir and conductor. The clarity and transparency of texture, as captured in this fine recording, is a special aural treat. Both works are unqualifiedly recommended. The "Pope Marcellus" mass is available in two other versions; "Maria" in only one, so that competition is anything but keen. For students and lovers of outstanding choral music.

## Christmas

**CHRISTMAS ON THE SIENA PIANOFORTE** .....74  
Grace Catagnetta (1-12")  
Esoteric ESP-3005

This sixth release on the label's "Siena Pianoforte" series is as remarkable for its amazing sound as its predecessors. Spotlight is on the pianistics of Grace Castagnetta in a wide variety of traditional Christmas carols. Ear appeal here, while off the beaten track, is top drawer in unexpected effects drawn from the magnificent instrument. This is class holiday merchandise for discriminating buyers. Such will not haggle at the \$5.95 price tag.

**CHRISTMAS GREETING** .....62  
Hollywood Workshop Choir (1-12")  
R-Dell Record Company LP 1

On the diskery's first album effort, the Choir offers 22 favorite Christmas carols. Group works in a modern harmony vein rather than in the traditional church type chords, but the listening is still agreeable enough. Package contains no explanatory notes regarding the group, which could be a handicap. Also the disk appears to be a rather low-grade pressing with rough edges, an additional handicap to proper playing. Caution is the word here.

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**Reviews and Ratings of New Jazz Albums**

Continued from page 28

the old Ben Webster flag-waver, "Cotton Tail"; Johnny Hodges' silky, sensuous alto solo in "Day Dream"; Jimmy Hamilton's "Deep Purple." Lively, swinging sounds put together with Ellington's usual taste and imagination.

**CHICO HAMILTON TRIO** .....78  
(1-12")  
Pacific Jazz 1220

Heretofore presented with a quartet and quintet, this first set by drummer Hamilton with trio is an excellent example of jazz well integrated by top musicians. Aided by George Duvivier on bass and with guitar honors split between Howard Roberts and Jim Hall, the set shows a remarkable affinity for jazz of the late 30's. Yet has enough new ideas and depth of imagination to attract a host of modernists. Hall's guitar is faintly reminiscent of Charley Christian and is subtly applied thruout the package. There are no marathon drum solos to weary anybody's patience, as Hamilton shares the spotlight with his sidemen.

**GUIDE TO JAZZ** .....78  
(1-12")

Victor LPM 1393  
"Guide to Jazz" is the title of a new book by French jazz critic Hughes Panassie, and this LP is designed to be a companion-piece to it. It is a selection (by Panassie) of 16 instrumental numbers that pinpoint the most important personalities of jazz's early decades. In time the selections range from the 1926 recording of Jelly Roll Morton's "Black Bottom Stomp" to Basie's "One o'Clock Boogie," waxed in 1947. There are classics like Coleman Hawkins' "My Blue Heaven," Fats Waller's "Black Raspberry Jam" and Fletcher Henderson's "Sugar Foot Stomp," and well-chosen items by King Oliver, Jimmy Yancey, Johnny Dodds, Earl Hines, the early Ellington, etc. A good single volume introduction to traditional jazz for collectors and beginners alike.

**BALLADS FOR BACKGROUNDS** .....76  
(1-12")

Pacific Jazz JWC 503  
An effort to use jazz as background

music makes a highly interesting study and comes off exceedingly well. All of the selections are softly scaled, and rendered by such groups as Laurindo Almeida, Gerry Mulligan, Bud Shank, Chet Baker, Bob Brookmeyer, John Lewis, Bill Katz and the Bill Perkins Octet. The subdued tones on "Stairway to the Stars" by the Almeida Quartet and "The Thrill Is Gone" by Baker make for excellent demo's. Some of the selections have been culled from previously released LP's.

**RODGERS & HART GEMS** .....74  
(1-12")

Pacific Jazz JWC 504  
Set pairs wax previously released to add to the growing Rodgers & Hart material available. Talent featured includes such stellar groups as Gerry Mulligan, Chet Baker, Jack Montrose, Bob Brookmeyer, Bob Gordon, Bud Shank and songs by chirp Kitty White ("Glad to Be Unhappy," "My Romance") and "Funny Valentine" by Baker. Package is a good addition to anybody's library, with the vocal tracks gilding the set all the more.

**ON STAGE** .....68  
(1-12")

Bill Perkins Octet (1-12")  
Pacific Jazz 1221  
Loudly hailed as a hi-fi theater recording, this set somehow lacks the fidelity achieved in other Pacific Jazz studio sessions. The rhythmic and swinging enough, there are only faint patches of light for Perkins and his sidemen to shine. The arrangements of Lennie Neihaus on "100 Years From Today" and "When You're Smiling" are the best tracks in the package. Not enough here to create any great clamor.

**THE BEST OF THE FIVE KEYS** .....77  
(1-12")

Aladdin LP 806  
The Five Keys, now one of the top standard r.&b. groups on Capitol, is represented on the LP by a dozen of their best early sides — beginning with "Glory of Love"—which was big for the boys back in 1951. All categories of material are present in this package by such items as

"Huckleback With Jimmy," "Too Late, Baby," "Red Sails in the Sunset," etc. For the fans.

**LLOYD GLENN "CHICA-BOO"** .....73  
(1-12")

Aladdin LP 808  
Pianist Glenn plays in largely a blues pattern with a boogie woogie styling akin to the Ammons-Johnson school. Material is all out of the artist's own writings. Backing is by guitar, drums and bass. Tho the work is in the rhythm and blues category, there are strong pop overtones and in either market the package rates some attention.

**Sacred**

**INSPIRATIONAL GEMS** .....76  
(1-12")

The Crossroads Quartet (1-12")  
M-G-M E 3474  
With accompaniment from piano, guitar and drums the Quartet offers a dozen revival-flavored hymns of the old school. Group has that old-time harmony and fervent spirit that make these sacred country items come to life. "I've Heard About a City," "He's Everywhere," "The Sunshine of His Love," etc., are samples. The mixed group deserves a hand for a nice performance and the package is worth dealer attention in selected territories.

**Folk**

**SQUARE DANCES, WITH AND WITHOUT CALLS** .....76  
(1-12")

Bill Moony and Ork (1-12")  
Imperial 9023  
A collection of traditional folk tunes compiled from wax previously issued as singles. The material and presentation are fair, with some editing obvious. Music and calls are appropriately rick-tick, and the cover art is excellent. Firm, tho specialized market appeal here.

**FOLK SONGS AND BALLADS** .....75  
(1-12")

Terrea Lea (1-12")  
High Fidelity R404  
The growing legion of native American folk music fanciers should welcome this newcomer with open arms. Much of the material is in the Burl Ives vein, handled deftly and with great command. Miss Lea accompanies herself on guitar, while the technical aspects of the package measure up to all past releases by this firm. An excellent addition for folk music collectors.



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Dear Nesuhi:

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It's a happy and completely beautiful wedding of voice, song, arrangement and fidelity with that special added spark, that spark of warmth, the artful unknown that only Chris has. This makes her records great, which is what you would expect from such a fine artist.

Nesuhi, this is Chris's second LP for Atlantic, but I feel that this is second to none; the very tops in every way. Please believe me when I tell you that it is always a pleasure to receive any new Atlantic LP and a double pleasure to be able to present such quality music to our tri-state audience. Hope you sell a million of this new one.

Sincerely yours,  
Bob Entley  
Program Director

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## THE NATION'S TOP TUNES

 For survey week ending November 28

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Love Me Tender</b>	1	8	<b>6. Blueberry Hill</b>	6	9
By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643. RECORD AVAILABLE: H. Rene, Vic 20-6728.			By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORD AVAILABLE: L. Armstrong, Decca 24752.		
<b>2. Singing the Blues</b>	3	6	<b>7. Cindy, Oh, Cindy</b>	8	8
By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40767; M. Robbins, Col 21545.			By Barron-Long—Published by E. B. Marks (BMI) BEST SELLING RECORDS: E. Fisher, Vic 20-6677; V. Martin, Glory 247.		
<b>3. Green Door</b>	2	11	<b>8. Hey! Jealous Lover</b>	10	6
By Davie & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.			By Kahn-Walker-Twomey—Published by Barton Music (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3552.		
<b>4. Just Walking in the Rain</b>	4	13	<b>9. Friendly Persuasion</b>	11	12
By Bragg & Riley—Published by Golden West Melodies (BMI) BEST SELLING RECORD: J. Ray, Col 40729. RECORDS AVAILABLE: J. Kileen, Abbott, 3024; Prisonaires, Sun 186; D. Richards-E. Zack, Col 21532; J. Wallace, Mercury 70758.			By Webster-Tiomkin—Published by Leo Feist (ASCAP) BEST SELLING RECORD: P. Boone, Dot 15490. RECORDS AVAILABLE: L. Busch, Cap 3520; G. Cates, Coral 61702; Four Aces, Dec 30041; M. Legrand, Col 40751; A. Perkins, Epic 9181; D. Rose, M-G-M 12336; Bob Graybo, RKO-Unique 355.		
<b>5. True Love</b>	5	11	<b>10. Honky Tonk</b>	9	15
By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORD: Bing Crosby-Grace Kelly, Cap 3507. RECORDS AVAILABLE: K. Kallen, Dec 29959; J. Powell, Verve 2018; M. Whiting, Cap 3473.			By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) BEST SELLING RECORD: B. Doggett, King 4950. RECORD AVAILABLE: T. Brown, King 4976.		

### Second Ten

<b>11. Don't Be Cruel</b>	7	13	<b>16. *Love Me</b>	21	3
By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.			By Jerry Leiber-Mike Stoller—Published by Hill & Range (BMI) BEST SELLING RECORD: E. Presley, Vic.*		
<b>12. Rose and a Baby Ruth</b>	14	4	<b>17. Mama From the Train</b>	16	5
By Johnny Dee—Published by Bentley (BMI) BEST SELLING RECORD: G. Hamilton IV, ABC-Paramount 9765. RECORDS AVAILABLE: Country Gentlemen, Vic 20-6673; R. Flanagan, Vic 20-6719; E. Fontaine, Dec 30108.			By Irving Gordon—Published by Remick (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70971.		
<b>13. Canadian Sunset</b>	12	21	<b>18. Garden of Eden</b>	22	5
By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537. RECORDS AVAILABLE: T. Heath, London 1692; M. Lopez, Vic 6678; A. Williams, Cadence 1297.			By Dennise Norwood—Published by Republic (BMI) BEST SELLING RECORD: J. Valino, Vik 0226.		
<b>14. Two Different Worlds</b>	17	6	<b>19. Night Lights</b>	22	5
By Wayne-Frisch—Published by Princess Music (ASCAP) BEST SELLING RECORD: D. Rondo, Jubilee 5256. RECORDS AVAILABLE: S. Clayton, Coral 61710; D. Haymes, Cap 3565; D. Kallman, Dec 30036; R. Williams-Jane Morgan, Kapp 161.			By Sammy Gallop-Chester Conn—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORD: N. (King) Cole, Cap 3551.		
<b>15. Tonight You Belong to Me</b>	13	16	<b>20. Mutual Admiration Society</b>	25	3
By Billy Rose & Lee David—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55022. RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Lennon Sisters, L. Welk, Coral 61701; Tonettes, Modern 997; Tracy Twins, Reserve.			By Matt Dubey-Harold Karr—Published by Chappell (ASCAP) BEST SELLING RECORD: T. Brewer, Coral 62737. RECORDS AVAILABLE: C. Applewhite, M-G-M 12365; E. Arnold-J. P. Morgan, Vic 20-6708.		

### Third Ten

<b>21. Allegheny Moon</b>	18	23	<b>26. Whatever Will Be, Will Be (Que Sera Sera)</b>	15	25
By Hoffman-Manning—Published by Oxford (ASCAP) RECORDS AVAILABLE: G. Martin Five, Dec 30022; P. Page, Mercury 70878; B. Regis, Vic 20-6551; L. Welk-Lennon Sisters, Coral 61679.			By Livingston, Evans—Published by Artists Music (ASCAP) RECORDS AVAILABLE: D. Day, Col 40704; E. Howard, Mercury 70881.		
<b>22. Since I Met You Baby</b>	—	1	<b>27. Confidential</b>	30	3
By Ivory Joe Hunter—Published by Progressive (BMI) RECORDS AVAILABLE: I. J. Hunter, Atlantic 1111; M. Carson, Col 40789.			By Dorindo Morgan—Published by Prestige (ASCAP) RECORDS AVAILABLE: C. Brown, Aladdin 3342; R. Draper, Mercury 70989; B. Johnson, King 4968; S. Knight, Dot 15507.		
<b>23. Petticoats of Portugal</b>	25	5	<b>27. Gonna Get Along Without Ya Now</b>	—	1
By Michael Durso-Mel Mitchell-Muri Kahn—Published by Christopher (BMI) RECORDS AVAILABLE: W. Covington, Dec 30097; C. Giovannini, Bally 1018; P. Prado, Vic 20-6684; V. Vaughn, Dot 15506; D. Jacobs, Coral 61724; F. ZaBach, Mercury 70975.			By Milton Kellm—Published by Kellm (ASCAP) RECORD AVAILABLE: Patience & Prudence, Liberty 55040.		
<b>23. Rock-a-Bye Your Baby</b>	28	2	<b>29. Any Way You Want Me</b>	27	4
By Jean Schwartz, Joe Young, Sam Lewis—Published by Warock-Mills (ASCAP) RECORD AVAILABLE: J. Lewis, Dec 30124.			By Aaron Schroeder-Cliff Owens—Published by Cross Jungnickel (ASCAP) RECORD AVAILABLE: E. Presley, Vic 20-6643.		
<b>25. Slow Walk</b>	—	1	<b>29. Hound Dog</b>	22	19
By Cil Austin—Published by Norbay (BMI) RECORDS AVAILABLE: B. Doggett, King 5000; S. Austin, Mercury 70963.			By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) RECORDS AVAILABLE: F. Bell-Bellboys, Mercury 70919; E. Presley, Vic 20-6604; W. Thornton, Peacock 1612.		

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

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.

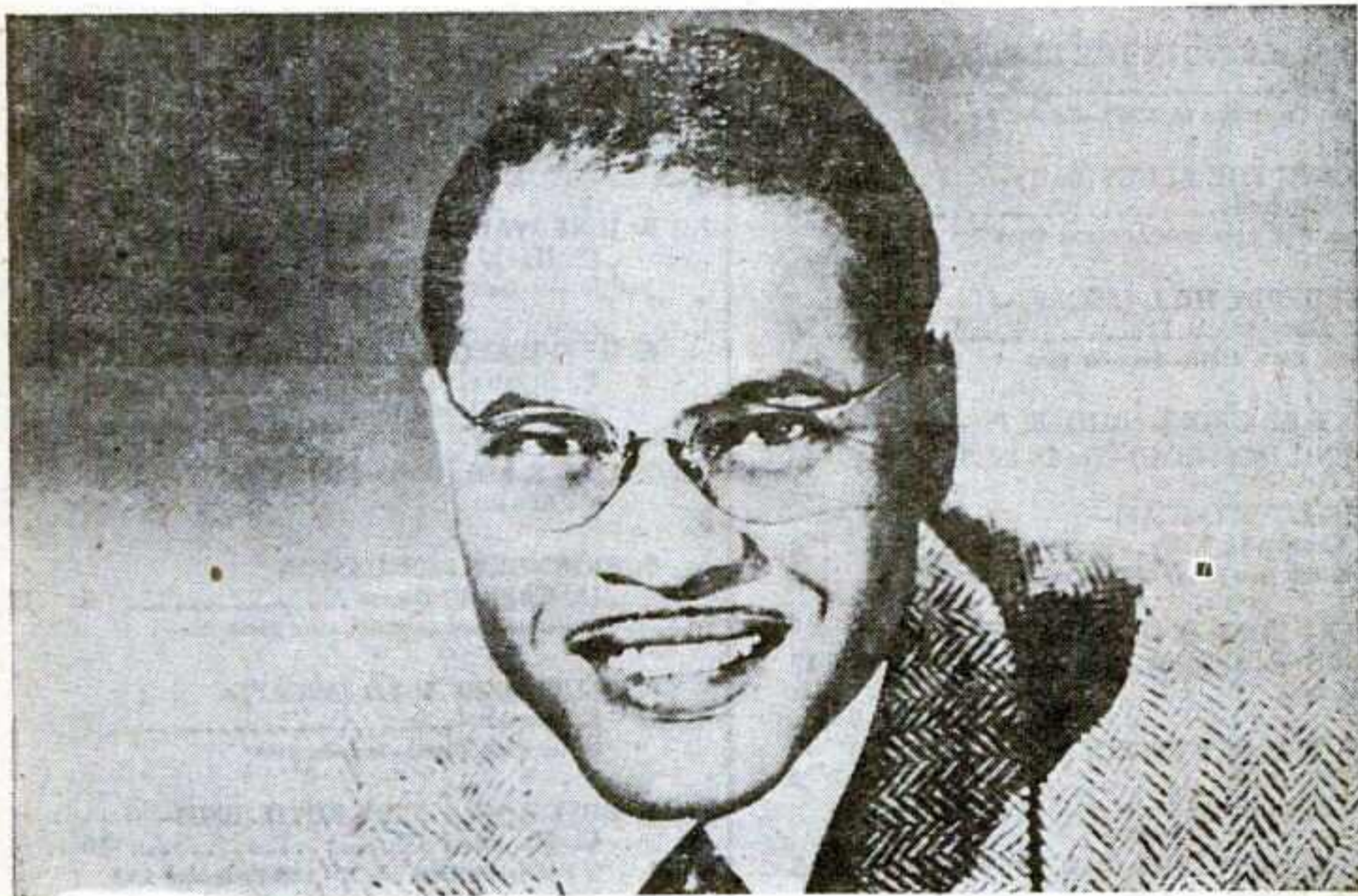
The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

...the **ONE!**

...the **ONLY!**

...the **ORIGINAL!**

...the **HIT!**



**Ivory Joe Hunter's  
"SINCE I MET  
YOU BABY"**

b/w

**You Can't Stop This  
Rocking and Rolling**

Atlantic 1111

*The 3d Tremendous Season for This  
Great Repeater . . .*

**White Christmas**

**Clyde McPhatter and the Drifters**

Atlantic 1048

**ATLANTIC RECORDING CORP.**

157 WEST 57th St. NEW YORK 19, N. Y.

**ATLANTIC'S**  
Latest & Greatest Releases

**WITHOUT  
LOVE**

(There Is Nothing)

b/w

**I MAKE BELIEVE**  
**Clyde McPhatter**

Atlantic 45-1117

**A LONELY  
FOOL**

b/w

**BABY, BABY**  
**OH MY DARLING**

**The Clovers**

Atlantic 45-1118

**BARREL HOUSE**

b/w

**HEY TIGER**

**Chuck Calhoun**

Atlantic 45-1120

**MY LOVE,  
YOUR LOVE**

b/w

**SENTIMENTAL  
JOURNEY BLUES**

**Leonard Carbo**

Atlantic 45-1119

• Best Sellers in Stores

For survey week ending November 28

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes songs like 'SINGING THE BLUES (BMI)-G. Mitchell', 'LOVE ME TENDER (BMI)-E. Presley', 'GREEN DOOR (BMI)-J. Lowe', etc.

• Most Played in Juke Boxes

For survey week ending November 28

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes songs like 'LOVE ME TENDER (BMI)-E. Presley', 'GREEN DOOR (BMI)-J. Lowe', 'JUST WALKING IN THE RAIN (BMI)-J. Ray', etc.

• Most Played by Jockeys

For survey week ending November 28

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes songs like 'SINGING THE BLUES (BMI)-G. Mitchell', 'LOVE ME TENDER (BMI)-E. Presley', 'GREEN DOOR (BMI)-J. Lowe', etc.

• Best Selling Sheet Music

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes songs like 'True Love (Buxton Hill)', 'Love Me Tender (Presley)', 'Just Walking in the Rain (Golden West)', etc.

\* (Not available as a Pop Single, available on RCA Victor 45 EPA 992 and in RCA Victor 33 1/3 "Elvis" LPM 1382)

\* (Not available as a Pop Single, available on RCA Victor 45 EPA-992 and in RCA Victor 33 1/3 "Elvis" LPM 1382)

# EVERYONE, EVERYWHERE IS SAYING IT:

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



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**Fontane Sisters**"

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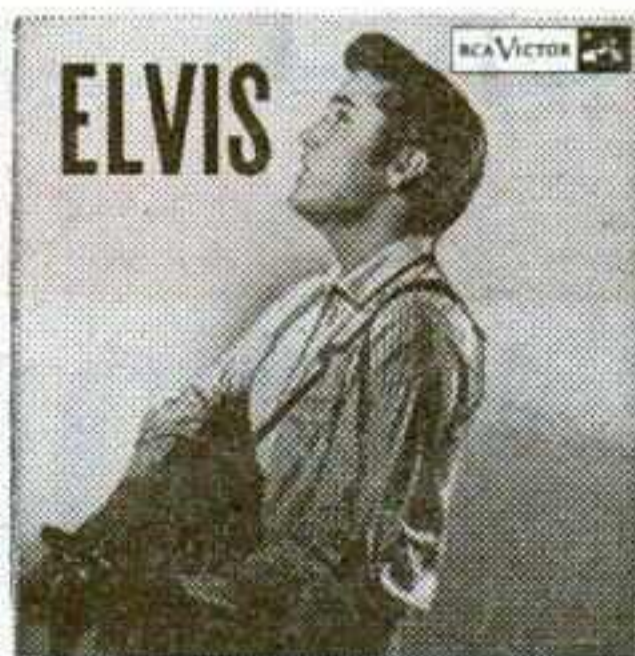
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THE NATION'S BEST SELLING RECORDS

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in only one month...  
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the most fabulous 45 EP  
Album in record history.



\*IT'S **ELVIS**, VOL. 1

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

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

America's favorite speed...  45 RPM

RCA VICTOR





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**de  
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sisters  
 are back  
 and  
 columbia's  
 got 'em

**MU-  
 CHA-  
 CHA**

From "The Bells Are Ringing"

Orchestra conducted  
 by  
 Ray Ellis

**MAH  
 LITTLE  
 BABY**

40799 • 4-40799

**COLUMBIA**  **RECORDS**

**CHECKLIST of BEST SELLERS**  
from... **M-G-M Records**

**JONI JAMES** **HIT XMAS DISK**

**TO YOU I GIVE MY HEART** and **DANNY BOY**  
MGM 12369 • K12369

**I'LL BE HOME FOR CHRISTMAS** and **WHITE CHRISTMAS**  
MGM 12368 • K12368

**ART MOONEY and his Orch.**

**GIANT and ROCK and ROLL TUMBLE WEED**  
MGM 12320 • K12320

**MGM'S BIG CHRISTMAS HIT OF 1956**

**BARRY GORDON** **IN SPECIAL SLEEVE**

**I LIKE CHRISTMAS (I LIKE IT! I LIKE IT!)**  
orchestra and chorus conducted by **ART MOONEY**  
MGM 12367 • K12367

**LEROY HOLMES & His Orch.** Vocal by **SHIRLEY YAMAGUCHI**

**AUGUST MOON**  
(From MGM Picture "The Teahouse of the August Moon")

and **ANASTASIA** (From 20th Century Fox Film)  
MGM 12392 • K12392

**JAMES BROWN** as Lt. Rip Masters of the Rin Tin Tin TV Show

**WAGON TRAIN** and **GOODBYE, MY LOVE**  
MGM 12384 • K12384

**DAVID ROSE and His Orch.**

**HOLIDAY FOR TROMBONES** and **MIDNIGHT ON THE CLIFFS**  
MGM 12376 • K12376

**SHEB WOOLEY**

**LET THE BIG WIND BLOW** and **HONEY, I'M LONESOME**  
MGM 12382 • K12382

**THE NATURALS**

**'ERBERT** and **FEELING FOOLISH IN BRAZIL**  
MGM 12374 • K12374


**BEST SELLING CHRISTMAS ALBUMS**

**MERRY CHRISTMAS FROM JONI**



**JONI JAMES**  
E3468 • X1399 X1400 • X1401

**A MERRY CHRISTMAS TO YOU**



**DAVID ROSE & His Orch.**  
E3469

**HERE WE COME A-CAROLING**




**THE RAY CHARLES SINGERS**  
E3467

**THE MAGIC OF CHRISTMAS**



**LEROY HOLMES His Orch. & MARY MAYO**  
E3452 • X1373 X1374 • X1375

**AN OLD-FASHIONED CHRISTMAS**



**RICHARD ELLSASSER**  
E3475

**SEASONAL BEST SELLER A CHRISTMAS CAROL**



**LIONEL BARRYMORE**  
E3222 • X16

**Territorial Best Sellers**

For survey week ending November 28

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

**Atlanta**

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

**Baltimore**

1. Singing the Blues, G. Mitchell, Col.
2. Love Me, E. Presley, Vic.
3. Love Me Tender, E. Presley, Vic.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Priscilla, E. Cooley, Rst.
6. Rock-a-Bye Your Baby, J. Lewis, Dec.
7. Just Walking in the Rain, J. Ray, Col.
8. Blueberry Hill, F. Domino, Imp.
9. Hey, Jealous Lover, F. Sinatra, Cap.
10. Mutual Admiration Society T. Brewer, Cor.

**Boston**

1. Green Door, J. Lowe, Dot
2. Love Me Tender, E. Presley, Vic.
3. Singing the Blues, G. Mitchell, Col.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Hey, Jealous Lover, F. Sinatra, Cap.
6. Rose and a Baby Ruth, G. Hamilton IV, Pmt.
7. Faded Summer Love, G. Shaw, Dec.
8. Friendly Persuasion, P. Boone, Dot
9. Mama From the Train, P. Page, Mer.
10. Cindy, Oh, Cindy, V. Martin, Gly.

**Buffalo**

1. Love Me Tender, E. Presley, Vic.
2. True Love, B. Crosby-G. Kelly, Cap.
3. Green Door, J. Lowe, Dot
4. Just Walking in the Rain, J. Ray, Col.
5. Mama From the Train, P. Page, Mer.
6. Slow Walk, S. Austin, Mer.

**Chicago**

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

**Cincinnati**

1. Singing the Blues, G. Mitchell, Col.
2. Green Door, J. Lowe, Dot
3. Love Me Tender, E. Presley, Vic.
4. Blueberry Hill, F. Domino, Imp.
5. Just Walking in the Rain, J. Ray, Col.
6. Friendly Persuasion, P. Boone, Dot
7. True Love, B. Crosby-G. Kelly, Cap.
8. Don't Be Cruel, E. Presley, Vic.
9. Garden of Eden, J. Valino, Vik.
10. Cindy, Oh, Cindy, E. Fisher, Vic.

**Cleveland**

1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Since I Met You, Baby I. J. Hunter, Atl.
4. Blueberry Hill, F. Domino, Imp.
5. Just Walking in the Rain, J. Ray, Col.
6. Green Door, J. Lowe, Dot
7. Rock-a-Bye Your Baby J. Lewis, Dec.
8. Goodnight, My Love McGuire Sisters, Cor.
9. Friendly Persuasion, P. Boone, Dot
10. Two Different Worlds, D. Rondo, Jub.

**Dallas-Fort Worth**

1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. Singing the Blues, G. Mitchell, Col.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Garden of Eden, J. Valino, Vik.
6. Honky Tonk, B. Doggett, Kng.
7. Blueberry Hill, F. Domino, Imp.
8. Just Walking in the Rain, J. Ray, Col.

**Denver**

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

**Detroit**

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

**Kansas City**

1. Love Me Tender, E. Presley, Vic.
2. Rudy's Rock, B. Haley, Dec.
3. Blueberry Hill, F. Domino, Imp.
4. Singing the Blues, G. Mitchell, Col.
5. Honky Tonk, B. Doggett, Kng.
6. Two Different Worlds, D. Rondo, Jub.
7. Rose and a Baby Ruth G. Hamilton IV, Pmt.
8. True Love, J. Powell, Vrv.

**Los Angeles**

1. Love Me Tender, E. Presley, Vic.
2. True Love, B. Crosby-G. Kelly, Cap.
3. Green Door, J. Lowe, Dot
4. Just Walking in the Rain, J. Ray, Col.
5. Don't Be Cruel, E. Presley, Vic.
6. Blueberry Hill, F. Domino, Imp.
7. Friendly Persuasion, P. Boone, Dot
8. Hey, Jealous Lover, F. Sinatra, Cap.
9. Singing the Blues, G. Mitchell, Col.
10. Hound Dog, E. Presley, Vic.

**Milwaukee**

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

**Minneapolis-St. Paul**

1. Singing the Blues, G. Mitchell, Col.
2. True Love, B. Crosby-G. Kelly, Cap.
3. Auctioneer, L. VanDyke, Dot
4. Love Me Tender, E. Presley, Vic.
5. Garden of Eden, J. Valino, Vik.
6. Blueberry Hill, F. Domino, Imp.
7. Cindy, Oh, Cindy, E. Fisher, Vic.
8. Green Door, J. Lowe, Dot
9. True Love, J. Powell, Vrv.
10. Love Me, E. Presley, Vic.

**New Orleans**

1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Green Door, J. Lowe, Dot
4. Hey, Jealous Lover, F. Sinatra, Cap.
5. Blueberry Hill, F. Domino, Imp.
6. True Love, B. Crosby-G. Kelly, Cap.
7. You'll Never, Never Know Platters, Mer.
8. Don't Be Cruel, E. Presley, Vic.
9. Just Walking in the Rain, J. Ray, Col.
10. Cindy, Oh, Cindy, E. Fisher, Vic.

**New York**

1. Love Me Tender, E. Presley, Vic.
2. True Love, B. Crosby-G. Kelly, Cap.
3. Don't Be Cruel, E. Presley, Vic.
4. Green Door, J. Lowe, Dot
5. Just Walking in the Rain, J. Ray, Col.
6. Singing the Blues, G. Mitchell, Col.
7. Honky Tonk, B. Doggett, Kng.
8. Blueberry Hill, F. Domino, Imp.
9. Rose and a Baby Ruth G. Hamilton IV, Pmt.

**Philadelphia**

1. Love Me Tender, E. Presley, Vic.
2. Just Walking in the Rain, J. Ray, Col.
3. Singing the Blues, G. Mitchell, Col.
4. Blueberry Hill, F. Domino, Imp.
5. Don't Be Cruel, E. Presley, Vic.
6. True Love, B. Crosby-G. Kelly, Cap.
7. Green Door, J. Lowe, Dot

**Pittsburgh**

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Rose and a Baby Ruth G. Hamilton IV, Pmt.
4. Cindy, Oh, Cindy, V. Martin, Gly.
5. Green Door, J. Lowe, Dot
6. True Love, B. Crosby-G. Kelly, Cap.
7. Blueberry Hill, F. Domino, Imp.
8. Slow Walk, S. Austin, Mer.
9. Honky Tonk, B. Doggett, Kng.
10. Thousand Miles Away, Heartbeats, Hul.

**St. Louis**

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

**San Francisco**

1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. Just Walking in the Rain, J. Ray, Col.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Blueberry Hill, F. Domino, Imp.
6. Don't Be Cruel, E. Presley, Vic.
7. Singing the Blues, G. Mitchell, Col.
8. Friendly Persuasion, P. Boone, Dot
9. Hey, Jealous Lover, F. Sinatra, Cap.

(Continued on page 46)



JESSE BELVIN  
GOODNIGHT  
MY LOVE

(Pleasant Dreams)

mod. 1005

1..

*for your  
money*

2..

*for the  
show*

JIMMY BEASLEY

MY  
HAPPINESS

mod. 1009

B. B. KING  
ON MY WORD  
OF HONOR

rpm 479

3..

HITS

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*Modern*

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**THE  
BANANA  
BOAT  
SONG**



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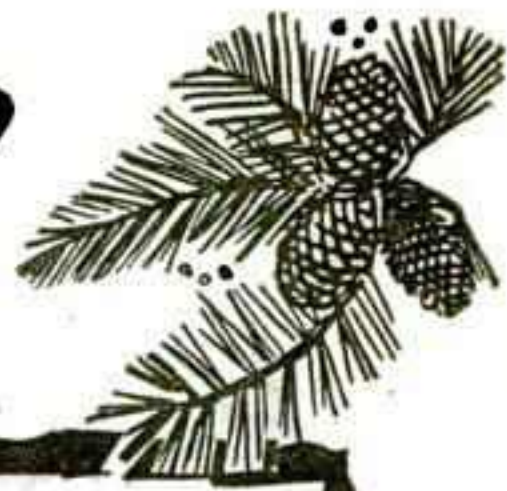
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# A Little Girl with a Big Hit!




## Little **Brenda Lee**

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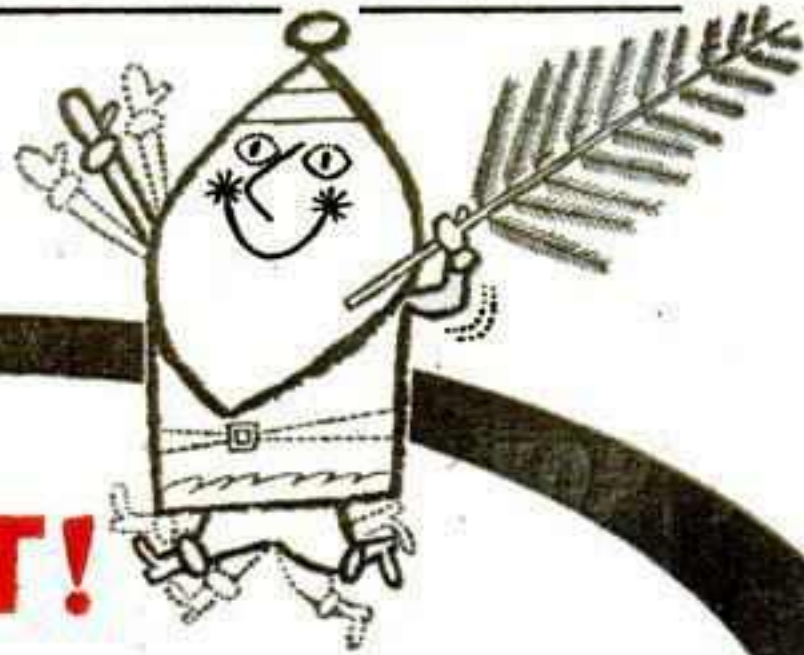



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AVAILABLE  
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PACKAGE  
IN SPECIAL SLEEVE**

K-174 I-317

AMERICA'S FASTEST SELLING RECORDS





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IN TIME FOR THE BIG CHRISTMAS TRADE. ORDER NOW FROM YOUR DISTRIBUTOR

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**BIGGEST!**  
**HOTTEST!**

FROM THE MOTION PICTURE

**Rock, Rock, Rock**

Featuring these songs from the film

Featuring these all-time hits

THE MODJORDS  
LITTLE WALTER  
THE FLAMINGOS

CHESS LP 1425

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

**Review Spotlight on . . . R&B RECORDS**

**CHUCK BERRY**  
You Can't Catch Me (Snapper, BMI)  
Havana Moon (Arc, BMI)—Chess 1645—The top title is featured in the pic "Rock, Rock, Rock" and is one of the two or three most exciting essays of the lot. Over a lickity-split guitar backing, Berry gives the amusing lyrics a very appealing reading. It's a catchy tune that the teen-agers will dig the most. "Havana Moon" is a very unusual ballad, with the picturesque lyrics one associates with the Calypso. Guitar backing features an undulating beat that combines Latin and rock and roll ideas. Powerful reading could be a "sleeper."

**LITTLE WALTER**  
Take Me Back (Arc, BMI)  
It's Too Late, Brother (Arc, BMI)—Checker 852—Two superior sides by a favorite vocalist. "Take Me Back" is a touching pleader shaped over an easygoing blues figure. Good, solid work with flavorsome Southern touches in the backing. "It's Too Late" picks up the beat and the singer works himself to a lather, projecting his characteristic excitement. Southern markets will be especially good targets.

**MUDDY WATERS**  
Just to Be With You (Arc, BMI)  
I Got to Find My Baby (Arc, BMI)—Chess 1644—The Southern shouter has a field day with the material at hand. The top side is outstanding for its original lyrics and great sense of beat. Material sustains interest nicely and builds in dramatic momentum. "I Got to Find My Baby" is simple and unvarnished in its make-up, but the beat again—and the incomparable Chess Southern harmonica and guitar backing—will win a wide audience.

**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.

- |  |  |
|--|--|
| <p><b>Radio</b></p> <p>A Rose and a Baby Ruth (R)—Bentley—BMI<br/>Anastasia (R) (F)—Feist—ASCAP<br/>Armen's Theme (R)—Bourne—ASCAP<br/>Baby Doll (R) (F)—Remick—ASCAP<br/>Blueberry Hill (R)—Chappell—ASCAP<br/>Canadian Sunset (R)—Meridian—BMI<br/>Friendly Persuasion (R) (F)—Feist—ASCAP<br/>Green Door (R)—Trinity—BMI<br/>I Don't Know Enough About You (R)—Porgie—BMI<br/>I Heard the Bells on Christmas Day (R)—St. Nicholas—ASCAP<br/>Jubilation T. Corn Pone (R) (M)—Commander—ASCAP<br/>Just in Time (R)—Stratford—ASCAP<br/>Just Walking in the Rain (R)—Golden West—BMI<br/>La La Colette (R)—Criterion—ASCAP<br/>Love in a Home (R)—Commander—ASCAP<br/>Love Me Tender (R) (F)—Presley—BMI<br/>Mama From the Train (R)—Remick—ASCAP<br/>Money Tree (R)—Frank—ASCAP<br/>Mutual Admiration Society (R) (M)—Chappell—ASCAP<br/>My Last Night in Rome (R)—Famous—ASCAP<br/>Never Leave Me (R)—Leeds—ASCAP<br/>Night Lights (R)—Bregman, Vocco &amp; Conn—ASCAP<br/>Party's Over—Stratford—ASCAP<br/>Petticoats of Portugal (R)—Christopher—BMI<br/>Singing the Blues (R)—Acuff-Rose—BMI<br/>Star You Wished Upon Last Night (R)—Robbins—ASCAP<br/>Last Night (R)—Robbins—ASCAP<br/>To the Ends of the Earth (R)—Winneton—BMI<br/>True Love (R) (F)—Buxton Hill—ASCAP<br/>Two Different Worlds (R)—Princess—ASCAP<br/>You Can't Run Away From It (R) (F)—Columbia Pic—ASCAP</p> | <p><b>Television</b></p> <p>A Beautiful Friendship (R)—Kahn—ASCAP<br/>Baby Can Look (R)—Vernon—ASCAP<br/>Big D (R) (M)—Frank—ASCAP<br/>Blueberry Hill (R)—Chappell—ASCAP<br/>Christmas Toy (R)—Champagne—ASCAP<br/>Cindy, Oh, Cindy—E. B. Marks-Bryden—BMI<br/>Friendly Persuasion (R) (F)—Feist—ASCAP<br/>Gonna Get Along Without You Now (R)—Kellem—ASCAP<br/>Green Door (R)—Trinity—BMI<br/>Hey! Jealous Lover (R)—Barton—ASCAP<br/>I Could Have Danced All Night (R) (M)—Chappell—ASCAP<br/>If I Had My Druthers (R) (M)—Commander—ASCAP<br/>If'n (R)—Chappell—ASCAP<br/>It Isn't Right (R)—Mellin—BMI<br/>It's Yours (R)—Houston—BMI<br/>Jubilation T. Corn Pone (R) (M)—Commander—ASCAP<br/>Just Walking in the Rain (R)—Golden West—BMI<br/>Lay Down Your Arms (R)—Ludlow—BMI<br/>Love Me Tender (R) (F)—Presley—BMI<br/>Money Tree (R)—Frank—ASCAP<br/>Mutual Admiration Society (R) (M)—Chappell—ASCAP<br/>Namely You (R) (M)—Commander—ASCAP<br/>Past My Prime (R) (M)—Commander—ASCAP<br/>Rudolph, the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP<br/>Singing the Blues (R)—Acuff-Rose—BMI<br/>St. Theresa of the Roses (R)—Dennis—BMI<br/>To the Ends of the Earth (R)—Winneton—BMI<br/>True Love (R) (F)—Buxton Hill—ASCAP<br/>Two Different Worlds (R)—Princess—ASCAP<br/>You Can't Run Away From It (R)—Columbia Pic—ASCAP</p> |
|--|--|

**Best Selling Sheet Music in Britain**

(For Week Ending November 24)

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.

- |  |   |
|--|---|
| <p>More—Berry (Shapiro-Bernstein)<br/>A Woman in Love—Morris (Frank)<br/>Autumn Concerto—Macmelodies (Symphony)<br/>Just Walking in the Rain—Frank (Golden West)<br/>Lay Down Your Arms—Francis Day (Howie Richmond)<br/>The Green Door—Francis Day (Trinity)<br/>A House With Love in It—Lawrence Wright (Evans)<br/>Whatever Will Be, Will Be—Melcher-Toff (Artists)<br/>In the Middle of the House—John-Fields (Shapiro-Bernstein)<br/>Two Different Worlds—Spier (Spier)</p> | <p>True Love—Chappell (Buxton Hill)<br/>When Mexico Gave Up the Rumba—Feist (Copar)<br/>St. Therese of the Roses—Dash (Dennis)<br/>Walk Hand in Hand—Duchess (Republic)<br/>Rockin' Through the Rye—Sterling (Valleybrook)<br/>Rock Around the Clock—Kassner (Myers)<br/>A Sweet Old-Fashioned Girl—Campbell-Connelly (Valyr)<br/>Love Me as Tho There Were No Tomorrow—Robbins (Robbins)<br/>Mountain Greenery—New World (Harms)<br/>Christmas, Island—Macmelodies (Peter Maurice)</p> |
|--|---|

**Best Selling Pop Records in Britain**

(For Week Ending November 24)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1.	JUST WALKING IN THE RAIN—Johnnie Ray (Philips)	1
2.	WOMAN IN LOVE—Frankie Laine (Philips)	2
3.	GREEN DOOR—Frankie Vaughan (Philips)	5
4.	RIP IT UP—Bill Haley Comets (Brunswick)	8
4.	BLUE MOON—Elvis Presley (HMV)	10
6.	MY PRAYER—Platters (Mercury)	4
7.	MORE—Jimmy Young (Decca)	7
8.	HOUND DOG—Elvis Presley (HMV)	3
9.	WHEN MEXICO GAVE UP THE RUMBA—Mitchell Torok (Brunswick)	6
10.	ST. THERESE OF THE ROSES—Malcolm Vaughan (HMV)	9
11.	CINDY, OH, CINDY—Eddie Fisher (HMV)	16
12.	TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	20
13.	TWO DIFFERENT WORLDS—Ronnie Hilton (HMV)	—
13.	MAKE IT A PARTY—Winifred Atwell (Decca)	11
15.	GREEN DOOR—Jim Lowe (London)	13
16.	ROCK AROUND THE CLOCK—Bill Haley Comets (Brunswick)	18
17.	ROCKING THROUGH THE RYE—Bill Haley Comets (Brunswick)	12
17.	LOVE ME AS THOUGH THERE WERE NO TOMORROW—Nat (King) Cole (Capitol)	16
19.	AUTUMN CONCERTO—George Melachrino (HMV)	—
20.	HOUSE WITH LOVE IN IT—Vera Lynn (Decca)	—

**Territorial Best Sellers**

Continued from page 42

- |  |   |
|--|---|
| <p><b>Seattle</b></p> <ol style="list-style-type: none"> <li>Love Me Tender, E. Presley, Vic.</li> <li>Singing the Blues, G. Mitchell, Col.</li> <li>Just Walking in the Rain, J. Ray, Col.</li> <li>Don't Be Cruel, E. Presley, Vic.</li> <li>Green Door, J. Lowe, Dot</li> <li>True Love, B. Crosby-G. Kelly, Cap.</li> <li>Blueberry Hill, F. Domino, Imp.</li> <li>Mama From the Train, P. Page, Mer.</li> <li>Rose and a Baby Ruth</li> <li>G. Hamilton IV, Pmt.</li> </ol> | <p><b>Toronto</b></p> <ol style="list-style-type: none"> <li>Singing the Blues, G. Mitchell, Col.</li> <li>Green Door, J. Lowe, Dot</li> <li>Just Walking in the Rain, J. Ray, Col.</li> <li>Love Me Tender, E. Presley, Vic.</li> <li>True Love, B. Crosby-G. Kelly, Cap.</li> <li>Blueberry Hill, F. Domino, Imp.</li> <li>Cindy, Oh, Cindy, V. Martin, Gly.</li> <li>Honky Tonk, B. Doggett, Kng.</li> </ol> |
|--|---|

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## SLOW WALK

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## FORBIDDEN FRUIT

Cadence 1304



**ANOTHER  
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VOCAL  
VERSION**  
of a hit  
Instrumental



# ANDY WILLIAMS

## BABY DOLL

Cadence 1303

**BREAKING  
BIG**

# THE CHORDETTES

A HIT THAT'S FLIPPING

## TEENAGE GOODNIGHT and LAY DOWN YOUR ARMS

Cadence 1299



**BRAND NEW**



**ANDY WILLIAMS  
SINGS STEVE ALLEN**

CLP 1018

**BRAND NEW**



BELTZ  
SHEIN VI DI  
LEVONE  
MY YIDDISHE  
MOMME  
BET MICH A  
BISELE  
ROUMANIA  
VI IZ DUS  
GESELE

**THE BARRY SISTERS SING**

CLP 1017

ROSHINKES  
UN MANDLIN  
ABI GEZUNT  
OTCHI CHORNIA  
AY AY HORA  
DER ALTER  
TZIGEUNER  
MY MOTHER'S  
SABBATH  
CANDLES

**BRAND NEW**



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CLP 1015

**cadence**  
RECORDS

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## "HONKY TONK"

KING-4950

**2**  
BIG  
HITS

## "SLOW WALK"

KING-5000

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**Bill Doggett**  
**HONKY TONK (VOCAL)**  
KING 5001—THIS IS A VOCAL VERSION!

EARL BOSTIC  
KING 4978

HARLEM NOCTURNE

**OTIS WILLIAMS AND HIS CHARMS**

**GYPSY LADY**  
**I'LL REMEMBER YOU**  
DE LUXE 6098

**LITTLE WILLIE JOHN**

**I'VE BEEN AROUND**  
**SUFFERING WITH THE BLUES**  
KING 4988

CONFIDENTIAL

**BUBBER JOHNSON**  
KING 4988

**I WON'T PLEAD NO MORE**  
**CHONNIE-ON-CHON**  
**JAMES BROWN** and the **FAMOUS FLAMES**  
FEDERAL 12290

**COME ON AND GET IT**  
**THE MIDNIGHTERS**  
FEDERAL 12285

**JOE WARD**  
**NUTTIN' FOR XMAS**  
CHRISTMAS QUESTIONS  
KING 4854

**BUBBER JOHNSON**  
**LET'S MAKE EVERY DAY**  
**A CHRISTMAS DAY**  
IT'S CHRISTMAS TIME  
KING 4855

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b/w "LET'S GO HOME THIS  
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# THE TOP 100

For survey week ending November 28

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

Pos.	Song, Artist, Label	Last Week
1.	SINGING THE BLUES—G. Mitchell, Columbia	3
2.	LOVE ME TENDER—E. Presley, Victor	1
3.	GREEN DOOR—J. Lowe, Dot	2
4.	JUST WALKING IN THE RAIN—J. Ray, Columbia	4
5.	TRUE LOVE—Bing Crosby-G. Kelly, Capitol	5
6.	BLUEBERRY HILL—F. Domino, Imperial	8
7.	HEY, JEALOUS LOVER—F. Sinatra, Capitol	9
8.	DON'T BE CRUEL—E. Presley, Victor	7
9.	FRIENDLY PERSUASION—P. Boone, Dot	8
10.	ROSE AND A BABY RUTH—G. Hamilton IV, ABC-Paramount	12
11.	HONKY TONK—B. Doggett, King	9
12.	CINDY, OH, CINDY—E. Fisher, Victor	13
13.	MAMA FROM THE TRAIN—P. Page, Mercury	17
14.	GARDEN OF EDEN—J. Valino, Vik	20
15.	CINDY, OH, CINDY—V. Martin, Glory	14
16.	NIGHT LIGHTS—Nat (King) Cole, Capitol	18
17.	LOVE ME—E. Presley, Victor	24
18.	CANADIAN SUNSET—H. Winterhalter-E. Heywood, Victor	11
19.	SLOW WALK—S. Austin, Mercury	43
20.	PETTICOATS OF PORTUGAL—D. Jacobs, Coral	21
21.	MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral	22
22.	I WALK THE LINE—J. Cash, Sun	19
23.	SINCE I MET YOU, BABY—I. J. Hunter, Atlantic	37
24.	TWO DIFFERENT WORLDS—D. Rondo, Jubilee	29
25.	YOU'LL NEVER, NEVER KNOW—Platters, Mercury	16
26.	SINGING THE BLUES—M. Robbins, Columbia	43
27.	CONFIDENTIAL—S. Knight, Dot	26
27.	HOUND DOG—E. Presley, Victor	31
29.	ROCK-A-BYE YOUR BABY—J. Lewis, Decca	34
30.	GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence, Liberty	40
31.	MOONLIGHT GAMBLER—F. Laine, Columbia	51
32.	LAY DOWN YOUR ARMS—Chordettes, Cadence	24
33.	TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty	15
34.	JAMAICA FAREWELL—H. Belafonte, Victor	52
35.	PRISCILLA—E. Cooley, Roost	30
36.	CANADIAN SUNSET—A. Williams, Cadence	33
36.	CITY OF ANGELS—Highlights, Bally	38
36.	RUDY'S ROCK—B. Haley, Decca	38
39.	TONIGHT YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral	23
40.	IT ISN'T RIGHT—Platters, Mercury	32
41.	TRUE LOVE—J. Powell, Verve	46
42.	ANY WAY YOU WANT ME—E. Presley, Victor	27
42.	STAR YOU WISHED UPON LAST NIGHT—G. MacKenzie, Vik	55
44.	AUCTIONEER—L. Van Dyke, Dot	65
45.	MIRACLE OF LOVE—E. Rodgers, Columbia	81
46.	WHATEVER WILL BE, WILL BE—Doris Day, Columbia	28
47.	SOMEONE TO LOVE—Four Aces, Decca	76
48.	OUT OF SIGHT, OUT OF MIND—Five Keys, Capitol	45
49.	I DREAMED—B. Johnson, Bally	62
49.	IN THE STILL OF THE NIGHT—Satins, Ember	35
51.	BLUEBERRY HILL—L. Armstrong, Decca	68
51.	MUTUAL ADMIRATION SOCIETY—E. Arnold-J. P. Morgan, Victor	57
51.	ON LONDON BRIDGE—J. Stafford, Columbia	47
54.	BABY DOLL—A. Williams, Cadence	—
55.	JUST IN TIME—T. Bennett, Columbia	68
56.	CRAZY WITH LOVE—G. Mitchell, Columbia	53
57.	FADED SUMMER LOVE—G. Shaw, Decca	89
58.	AUTUMN WALTZ—T. Bennett, Columbia	41
58.	TO THE ENDS OF THE EARTH—Nat (King) Cole, Capitol	66
60.	CHINCHERINCHEE—P. Como, Victor	86
61.	WHEN MY BLUE MOON TURNS TO GOLD AGAIN—E. Presley, Victor	94
62.	LOVE ME GOOD—J. Stafford, Columbia	—
63.	MONEY TREE—M. Whiting, Capitol	—
64.	LOVE ME TENDER—H. Rene, Victor	—
65.	I'LL ALWAYS BE IN LOVE WITH YOU—J. Pies, Decca	—
66.	FIRST BORN—T. Ernie, Capitol	61
66.	GOODNIGHT MY LOVE—McGuire Sisters, Coral	—
68.	I SAW ESAU—Ames Brothers, Victor	75
68.	JULIE—Doris Day, Columbia	77
70.	SEE-SAW—D. Cornell, Coral	57
71.	NEW YORK'S MY HOME—S. Davis Jr., Decca	59
72.	SLOW WALK—B. Doggett, King	52
73.	CHAINS OF LOVE—P. Boone, Dot	36
74.	FOOL—S. Clark, Dot	49
75.	AFTER THE LIGHTS GO DOWN LOW—A. Hibbler, Decca	49
76.	GIANT—L. Baxter, Capitol	63
77.	I WOULDN'T KNOW WHERE TO BEGIN—E. Arnold, Victor	64
78.	EVERYDAY OF MY LIFE—McGuire Sisters, Coral	92
78.	MONEY TREE—Patience & Prudence, Liberty	—
80.	ALLEGHENY MOON—P. Page, Mercury	55
80.	SOFT SUMMER BREEZE—E. Heywood, Mercury	—
82.	TWO DIFFERENT WORLDS—J. Morgan & R. Williams, Kapp	77
83.	TRA LA LA—G. Gibbs, Mercury	—
84.	MOONLIGHT LOVE—P. Como, Victor	42
84.	WHEN THE WHITE LILACS BLOOM AGAIN—H. Zacharis, Decca	—
86.	I MISS YOU SO—C. Connor, Atlantic	85
86.	MIRACLE OF LOVE—G. Gibson, ABC-Paramount	86
88.	CRAZY WITH LOVE—T. Brewer, Coral	91
88.	LET THE GOOD TIMES ROLL—Shirley & Lee, Aladdin	66
88.	ARMEN'S THEME—J. Reisman, Victor	—
91.	SADIE'S SHAWL—B. Sharples, London	89
92.	BLUE MOON—E. Presley, Victor	94
93.	PLEASE DON'T LEAVE ME—Fontane Sisters, Dot	—
93.	TEEN-AGE GOODNIGHT—Chordettes, Cadence	—
95.	SINCE I MET YOU, BABY—M. Carson, Columbia	—
96.	ITALIAN THEME—C. Stapleton, London	—
96.	YOU CAN'T RUN AWAY FROM IT—Four Aces, Decca	99
98.	CHEAT—S. Clark, Dot	—
98.	CONFESSION OF A SINNER—Stylers, Jubilee	72
98.	I CAN'T LOVE YOU ENOUGH—L. Baker, Atlantic	73

**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.

# EVERYBODY AGREES DOT'S THE HOTTEST

## AND HERE'S THE PROOF

### BEST SELLING SINGLES

15486	<b>GREEN DOOR</b>	Jim Lowe
15490	<b>FRIENDLY PERSUASION CHAINS OF LOVE</b>	Pat Boone
15503	<b>THE AUCTIONEER</b>	LeRoy VanDyke
15507	<b>CONFIDENTIAL</b>	Sonny Knight
15514	<b>CREOLE LOVE CALL SWEET LEILANI</b>	Billy Vaughn
15515	<b>MY HEART BELONGS TO YOU ORANGE BLOSSOMS</b>	Gale Storm
15516	<b>A CHEAT USTA BE MY BABY</b>	Sanford Clark
15509	<b>NICKELODEON TANGO SOLITUDE</b>	Johnny Maddox
15511	<b>NO REGRETS UNTIL YOU'RE MINE</b>	The Hilltoppers
15497	<b>ONE MINT JULEP &amp; I'M WAITING FOR SHIPS THAT NEVER COME IN</b>	Mac Wiseman
15512	<b>LOVE A LA MODE NO STONE UNTURNED</b>	Ray Johnson
15489	<b>KA-DING-DONG and INTO EACH LIFE SOME RAIN MUST FALL</b>	The Hilltoppers
15481	<b>THE FOOL</b>	Sanford Clark
15472	<b>I ALMOST LOST MY MIND I'M IN LOVE WITH YOU</b>	Pat Boone

### BEST SELLING LONG PLAY ALBUMS

DLP-3030	<b>HOWDY!</b>	Pat Boone
DLP-3016	<b>THE GOLDEN INSTRUMENTALS</b>	Billy Vaughn
DLP-3012	<b>PAT BOONE</b>	
DLP-3023	<b>THE BANJO WIZARDRY OF EDDIE PEABODY</b>	
DLP-3029	<b>THE TOWERING HILLTOPPERS</b>	Featuring the voice of Jimmy Sacca
<b>BEST SELLING E.P.'s</b>		
DEP-1049	<b>PAT BOONE SINGS</b>	
DEP-1053	<b>"PAT" ON MIKE</b>	Pat Boone
DEP-1054	<b>PAT BOONE sings songs from FRIENDLY PERSUASION</b>	

### NEW RELEASES

15513	<b>ROCKY MOUNTAIN ROSE NOW YOU'RE IN MY ARMS</b>	Snoopy Lanson
15517	<b>SINCE I MET YOU BABY I'LL BE WAITING FOR YOU</b>	Molly Bee
15518	<b>THE PINK PANTHER YOUR REASON</b>	The Tads
15519	<b>THE POOR LITTLE DOGGIE IF YOU LISTEN WITH YOUR HEART</b>	The Scholars
15520	<b>ONCE UPON A SUMMERTIME LET THERE BE PEACE ON EARTH</b>	Champ Butler

### BEST SELLING STANDARDS

15247	<b>MELODY OF LOVE</b> Billy Vaughn	15325	<b>THE CRAZY OTTO MEDLEY</b> Johnny Maddox	15409	<b>THE SHIFTING WHISPERING SANDS</b> Billy Vaughn
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THE GREATEST CHRISTMAS  
RECORD OF THE YEAR

**SILVER BELLS  
NUTTIN' FOR  
CHRISTMAS**

The Fontane Sisters  
15434

*Dot*

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THE NATION'S BEST SELLING RECORDS

# VOX JOX

By BOB FRANCIS

**GIMMIX:** A spotlighted three-times-life-size photo of Doris Day is causing a sensation among visitors of Jim Scannell's night show over WOSH, Oshkosh, Wis. Scannell also advises that he is getting good reaction to his new "Thank Goodness It's Friday Club." Club is feature of Friday night show and is open to all listeners. Meetings are held once a month for trend discussions of pop music and merits of new disks. A release selected as "Honor Roll-bound" gets spins every night for a week. . . . Ronnie McCoy, Florian Wineriter, Jack Whitaker and Dick Westman, KALL's, Salt Lake City, "Men of Music," are skedded for appearances at all high schools and junior high schools in the area, sponsoring and heading up teenage dances. Initial announcement of project brought so many requests that the boys are booked solid five nights a week far into next month. . . . Don Bell, KRNT, Des Moines, says that E'vis Presley imitators contest drew 23 entries (including one girl). First of four prelims went off "sensationally" with teen-ager's impersonations "ranging from good to great."

**THIS 'N' THAT:** Ed Ferland, WHEC, Rochester, N. Y., writes that the students of Edison Tech High School have selected Pat Boone's "Don't Forbid Me" on Dot as the "Record Most Likely to Succeed." Pick was made from 10 new releases. . . . Dick Drury announced this week his departure from WHHH, Warren, O., to join the staff of WBRB, new Detroit indie station. He will

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

DECEMBER 6, 1946

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

DECEMBER 8, 1951

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

retain the format of his current show and will be heard Monday thru Saturday, 2:30 to 6 p.m., at the new base. . . . "Since I'm new in the r.&b., r.&r. and deejay field," writes Wes McIngvale, WBLE, Batesville, Miss.; "I'll appreciate any poop sheet you may have on hand or recommend." Could be some of the brethren of the spindle could help Wes, too. . . . Chuck Brinkman, WELI, New Haven, Conn., wants suggestions from listeners in re Christmas music program-

ming. . . . Red Jones KTAE, Taylor, Tex., is switching to KTEM, Temple, Tex., this month, for a 10 to noon pop disk spinning sked six days a week. Station is under new management, which includes Harry O'Connor, Bob Sunderland, Dick Clark, Tom Matts, T. B. Linn and Gaylon Christie. . . . Aside from his regular stint on WHIL, Medford, Mass., George Fennell has introed a weekly taped show for two New England stations. Tapes review the three top disks in Boston area, plus one possible future hit. WARE, Ware, Mass., and WGUY, Bangor, Me., use the tape for Saturday broadcasts. . . . Ken Collins, KXYZ, Houston, happily reports that he is returning his all-nighter stint, "Nite Scene." Pearl Beer, his three-year sponsor, has resigned and a new one, Star Chevrolet, gives his seg a backer sell-out. . . . WQXR, New York, reminds us that its 20th birthday comes up Monday (3). . . . "Christmas in November," reads wire from Bob Day, WNIX, Springfield, Vt., "Gary Robert, 8 pounds 10 ounces. Mother, Gloria, doing fine. Pop is slowly recovering." . . . It's a girl, six pounds seven ounces, Beth Diane Wain, for the Norman Wains, of WDOK, Cleveland.

**CHANGE OF THEME:** One of the outstanding themes that deejays can spin is an obvious growing consciousness of their potential teen-age influence. The newly formed National Council of Disk Jockeys for Public Service is an object lesson. New York meeting held this month was attended by Howard Miller, WIND, Chicago; Al Jarvis, KFVB, Hollywood; Bob Clayton, WHDH, Boston; Dick Clark, WFIL, Philadelphia; Don McLeod, WJBK, Detroit; Mark Evans, WTOP, Washington; Phil McLean, WERE, Cleveland, and Murray Kaufman, WMCA, New York. First item on the council's agenda is establishment of a programming code aimed to eliminate "questionable music" from jock shows. Ultimate aim is to combat juve delinquency. Clayton has since continued pitch in Boston area with a plan to send teen-age group to "Ten Commandments" pic in hope that public will catch on.

## 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.

- Elmira, N. Y. "Love Me Tender," Elvis Presley, RCA Victor.
- Baltimore "Friendly Persuasion," George Cates, Coral.
- Little Rock "Cindy, Oh, Cindy," Eddie Fisher, RCA Victor.
- Hutchinson, Kan. "Singing the Blues," Guy Mitchell, Columbia.
- Chicago "I Dreamed," Betty Johnson, Bally.
- Knoxville "Two Different Worlds," Dick Haymes, Capitol.
- Billings, Mont. "Mama From the Train," Patti Page, Mercury.



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**THE SENSATIONS**  
ATCO #6083

**"STILL IN LOVE"**

b/w My Girl Ivy  
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*The BIG HITS Are on Liberty Records ...*



# Patience and Prudence

### This Week's Best Buys

**“GONNA GET ALONG WITHOUT YA NOW”** (Kellen, ASCAP)  
**THE MONEY TREE** (Frank, ASCAP) — Patience and Prudence—Liberty 55040—Reaction has been highly positive from the outset for the girls on this release. Chicago, Boston, Buffalo, Milwaukee, Detroit, New York and Philadelphia are among the cities that have taken to the record like ducks to water. It's definitely another big one. "Gonna Get Along" has been the preferred side, but "Money Tree" has been helping to pull in the customers' money. A previous Billboard "Spotlight" pick.

THE BILLBOARD  
DECEMBER 1, 1956

# “GONNA GET ALONG WITHOUT YA NOW”

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

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The Nation's Most Copied Record

# “ARMEN'S THEME”

b/w "CAROUSEL IN ROME"

## David Seville



Liberty # 55041

### This Week's Best Buys

**ARMEN'S THEME** (Bourne, ASCAP)—David Seville—Liberty 55041—Against strong competition, this version of "Armen's Theme" is establishing a comfortable lead, and looks now as if it will be hard to beat. Already strong in Providence, Boston, Chicago, Milwaukee, St. Louis, Buffalo and Los Angeles, the disk is snowballing into a whopper of a platter. Flip it "Carousel in Rome" (Bourne, ASCAP) A previous Billboard "Spotlight" pick.

THE BILLBOARD  
DECEMBER 1, 1956

*The BIG HITS are on...*



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## RECORDS, INC.

# 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. **Confidential** . . . . . **Sonny Knight**  
(ASCAP) Dot 15507
2. **Jamaica Farewell** . . . . . **Harry Belafonte**  
(ASCAP) RCA Victor 6663
3. **Moonlight Gambler** . . . . . **Frankie Laine**  
(ASCAP) Columbia 40780
4. **Singing the Blues** . . . . . **Marty Robbins**  
(BMI) Columbia 21545
5. **Slow Walk** . . . . . **Bill Doggett**  
(BMI) King 5000
6. **The Star You Wished Upon Last Night**  
. . . . . **Gisele MacKenzie**  
(ASCAP) Vik 0233
7. **I Dreamed** . . . . . **Betty Johnson**  
(BMI) Bally 1020
8. **Goodnight, My Love** . . . . . **McGuire Sisters**  
(BMI) Coral 61748
9. **Armen's Theme** . . . . . **David Seville**  
(ASCAP) Liberty 55041
10. **I Miss You So** . . . . . **Chris Connor**  
(ASCAP) Atlantic 1105

### 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.

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

**DON'T KNOCK THE ROCK** (Valleybrook, ASCAP)  
**CHOO CHOO CH'BOOGIE** (Rytvoc, BMI)—Bill Haley and His Comets—Decca 30148—Haley rocks and rolls on and on like "Ol' Man River." The amazing thing about him is still the speed with which each new release of his zooms out. Within a week of delivery, a flock of fine sales reports had been returned from major markets in East, South and Middle West. Main emphasis is on "Rock," but "Boogie" is also drawing good action. A previous Billboard "Spotlight" pick.

## Review Spotlight on . . .

### POP RECORDS

**VIC DAMONE** . . . . . Columbia 40807 . . . . . **LONG BEFORE I NEW YOU**  
(Stratford, ASCAP)

Damone gives a tender and inspired reading of one of the strong tunes from the smash legiter, "The Bells Are Ringing." It's the kind of a show tune that can be very big, and with this lushly arranged waxing the singer is sure to be close to the top of the field. Flip is "You Stepped Out of a Dream" (Feist, ASCAP), an oldie which gets another strong reading.

**ROGER WILLIAMS** . . . . . Kapp 169 . . . . . **ANASTASIA**  
(Feist, ASCAP)

There are several strong versions of this pic tune on the market, and this big-sound, colorfully rippling piano interpretation by Williams should be up there when the chips are counted. It's reminiscent of some of his top diskings and with the strong pic exposure, it could climb fast. Flip is "A Serenade for Joy" (Garland, ASCAP).

**SARAH VAUGHAN** . . . . . Mercury 71020 . . . . . **THE BANANA BOAT SONG**  
(E. B. Marks-Bryden, BMI)

This cover of the original Glory diskings of the Calypso tune by the Terriers is one of the thrush's top recent efforts and figures to give the original plenty of pressure. It's smartly arranged and the idiom suits the chick fine. Flip is "I've Got a New Heartache," a country tune (cut by Ray Price) where the singer is equally at home (Cedarwood, BMI).

**KAY STARR** . . . . . RCA Victor 6748 . . . . . **THE BRASS RING**  
(Dayton, ASCAP)

**TOUCH AND GO** . . . . . (Bregman, Vocco & Conn)  
Here's a strong coupling for the canary. Top side the Henri Rene ork backs the gal's strong vocal effort with a schmaltzy, waltzy carousel beat while the flip features a catchy rumba rhythm with the thrush again taking high vocal honors. Either could move up. Watch 'em.

### CHRISTMAS

**ROSEMARY CLOONEY AND HER SISTER GAIL** . . . . . Columbia 40808 . . . . .  
. . . . . **HELL BE COMING DOWN THE CHIMNEY**  
(Planetary, ASCAP)

One of the most promising Christmas sides this year, with true Christmas child-like flavor, sung with engaging charm by the big and little Clooney girls. Tune, which is the official 1956 Christmas Seal sale song, is that of "She'll Be Comin' Around the Mountain." Can register with tots and adults alike. Flip is a non-seasonal cutie, "Mommy, Can I Keep the Kitten?" (Roger, ASCAP).

### POP DISK JOCKEY PROGRAMMING

**ELLA FITZGERALD, COUNT BASIE ORK AND JOE WILLIAMS** . . . . . Clef 89172  
**PARY BLUES** . . . . . (JATAP, BMI)

A sensational up-tempo blues novelty wailed and scatted by the great thrush with the top-rated jazz band and its top-rated warbler. Vocalists inject their feelings of joy at being in on these happenings, and the band rocks in a way to justify this. It's a mighty enjoyable 3:36 for hip spinners and their fans. Flip is a vocal version of Basie's "One More Time," otherwise known as "April in Paris" (Harms, Inc., ASCAP). Thrush is better than the arrangement here.

### POP NOVELTY

**LEE TULLY** . . . . . Flair-X 3007 . . . . . **AROUND THE WORLD WITH ELWOOD PRETZEL**  
(Parts I and II) . . . . . (Lee, BMI)

Using the "Flying Saucer" technique, and with some clever lines and situations, Tully conducts a mythical radio round-up of on-the-spot reactions to "Elwood." Spotted thruout are imitations of Presley's "Hound Dog," "Don't Be Cruel" and "Blue Suede Shoes." Jocks will find some value here.

**CORRECTION:** "On My Word of Honor," by the Platters, a "Spotlight" in last week's Billboard was incorrectly described as a cover of B. B. King's current record of that title. It is a selection in the Platters' LP (Mercury MG 20146) and is not a cover of the B. B. King disk. The number given for "On My Word of Honor" was also incorrect. It should have been Mercury 71011.

## Reviews and Ratings \* \*

### FONTANE SISTERS

**The Banana Boat Song** . . . . . 86  
**DOT 15527**—The girls have a strong cover version of the folk-type tune, altho it may not have the initial impact of the Terriers' or Vaughan versions. Many spinners will go for this one. (E. B. Marks-Bryden, BMI)

**Honolulu Moon** . . . . . 73  
Oldie gets properly languid, harmonized treatment by the slick forces, including orkster Billy Vaughn. Okay for some long-term juke spotting. (Feist, ASCAP)

### JERRY VALE

**Mother Mine** . . . . . 82  
**COLUMBIA 40775**—An expressive ballad which gives Vale a chance to open up the pipes full blast. Rates plays, too. (Montclare, BMI)

**Tell Me So** . . . . . 77  
There's a strong "Third Man Theme" touch in the backing as Vale gives a strong performance. On strength of his

recent hit Vale should get jock plays, which could mean some sales. (Windy City, ASCAP)

### KAY CEE JONES

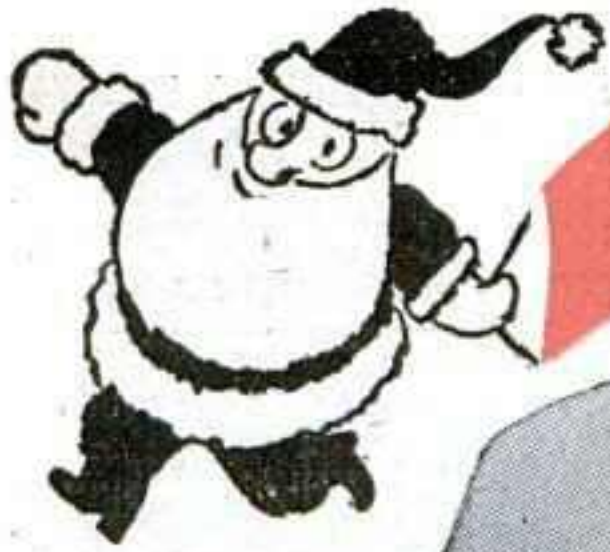
**Say Aghapo** . . . . . 81  
**DECCA 30116**—"Aghapo" is a Greek expression of love, and it becomes the basis of an exotic, Oriental-tinged piece of material that Miss Jones styles to the "nth" degree. It's a vocal back-breaker, but she commands it impressively. (Mills, ASCAP)

**Heaven Knows** . . . . . 79

This is a cute, fast-rhythm opus in a light, swing vein. Shows another facet of this talented chick, who may have a strong seller in one side or the other here. (Mills, ASCAP)

### THE FOUR COINS

**Time of the Year** . . . . . 80  
**EPIC 9192**—The boys wrap up a sentimental ballad with teen-age-appeal  
(Continued on page 54)



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MUVVA (Guitar) HUBBARD  
and his Stompers

c/w  
Ponytail

ABC-PARAMOUNT  
FULL COLOR FIDELITY

## • Reviews of New Pop Records

• Continued from page 52

lyrics in a moving vocal treatment. Fine jockey wax. (Rush, BMI)  
**Destination Love...80**  
Exuberant vocalizing on a fast-moving rhythm tune with a rock and roll tempo. (Tiger, BMI)

**LES BAXTER ORK AND LEONARD PENNARIO**  
**Dream Rhapsody...80**  
CAPITOL 3599—This is definitely something to watch. Baxter's adaptation from Caesar Franck racks up as top-flight mood music and exposure could make this slicing a winner. Great stuff for deejays, too. (Ardmore, ASCAP)  
**Midnight on the Cliffs...79**  
Another great execution of cleffing by Pennario. Superb sound here—real ear-pictures. Same sales possibilities. (Ardmore, ASCAP)

**STEVE LAWRENCE**  
**Long Before I Knew You...80**  
CORAL 61761—Fine ballad from the new Broadway hit, "Bells Are Ringing," gets a warm, full warble by Lawrence. Coupling of the two promising tunes can put this disk in contention, altho other versions of the individual songs will give it a stiff battle. (Stratford, ASCAP)  
**The Banana Boat Song...78**  
Production on this cover lacks the luster of several other versions. (E. B. Marks-Bryden, BMI)

**LEW QUADLING ORK**  
**Armen's Theme...80**  
CORAL 61754—Tho this is a rather late cover, this version could still do very well. The way it manipulates souped-up piano, chorus and strings, it sounds different enough from competitors, to make a splash of its own. (ABC, ASCAP)  
**Wind River Valley...76**  
Using the same elements, Quadling and his ork work over a very pretty melody recorded some time ago by the Three Suns. Good deejay programming material. (Sunbeam, BMI)

**THE THREE CHUCKLES**  
**Won't You Give Me a Chance?...78**  
VIK 0244—Sentimental, slow ballad out of same production. Good harmonizing here and strong assist from Marty Gold and ork. (Snapper, BMI)  
**We're Gonna Rock Tonight...77**  
Lads belt out a solid rocking beat from the Vanguard production, "Rock, Rock, Rock." Delivery could steam interest with teen-age set, and jocks can find it similarly useful. (Snapper, BMI)

**THE KING SISTERS**  
**While the Lights Are Low...76**  
CAPITOL 3594—The King Sisters handle this pretty ballad smartly, with effortless technique and good taste. Tune is swiny and slow in tempo. A touch of class. (American, BMI)  
**In Hamburg...76**  
A change of pace from flip. Tune, from Germany, gets a novel interpretation. The Sisters do snatches of the lyric in German, and occasionally whistle. There's a refined rock and roll quality to it, too. Good novelty. (Sheriton, ASCAP)

**BILLY MAY ORK**  
**Christopher Columbus...76**  
CAPITOL 3598—Tasteful instrumental treatment of the rhythm oldie with standout solo work. (Mayfair, ASCAP)  
**Floater...76**  
Slinky, swiny instrumental wax, which should grab off plenty of jockey spins. (Maytime, BMI)

**DON CORNELL**  
**Let's Be Friends...76**  
CORAL 61757—Attractive warbling stint on an appealing ballad with effective lyrics. (Vim)  
**Papa-Mama-Cha-Cha...75**  
Cornell sells a catchy cha-cha novelty with verve and humor, but flip is better showcase for his style. (Joy, ASCAP)

**MORRISON SISTERS**  
**Three Swingin' Maids...76**  
DECCA 30129—The Sisters, formerly on Deed, have a fresh sound, and they've a cute song here—contrasting their hours in school with their after-hours. A swiny arrangement, too. An unusual item for deejays. (Empress, ASCAP)

**Made for Each Other...74**  
The same attractive, fresh sound. This side is slow in tempo, but swiny, and has a relaxed feeling. These chicks are real promising. (Peer, BMI)

**LEROY HOLMES ORK**  
**Anastasia...76**  
M-G-M 12392—Much-recorded flick title theme gets a very tasteful rendition that may be too straightforward, however, to grab attention away from the Williams piano or Boone vocal versions. (Fest, ASCAP)  
**August Moon...68**  
Flavorsome Oriental theme, from the smash new flick version of "Teahouse of the August Moon," has a vocal by Shirley Yamaguchi. Pretty and unusual, but not very commercial. (Robbins, ASCAP)

**HAL KANNER ORK AND CHORUS**  
**I Guess I'll Get the Papers...75**  
KAPP 166—Joanne Wheatley, former Fred Waring thrush, gives a strong reading to this slow ballad, which has a very familiar air. Kanner chorus backs nicely. Jocks will like. (Porgie, BMI)  
**'Til Roses Cry...75**  
An appealing danceable beat on this side with Jack Haskell offering a nice vocal job. A pretty tune. More suitable jock material. (Garland, ASCAP)

**BILL FONTAINE**  
**Worry About Tomorrow Tomorrow...75**  
UNIQUE 373—A happy, extrovert lilter from the pic "Bundle of Joy." Tune is piped by chorus and tho it has a Broadway show feel about it, has a very catchy melody and beat. Nice listening. (Lamas, ASCAP)  
**The Lover's Tango...74**  
Another enjoyable chorus-ork collaboration in a colorfully arranged tune. The tango beat, etched by castanets, is hard to resist. A bright programming bit. (Simon House, BMI)

**JIMMY CAVELLO**  
**Rock, Rock, Rock...75**  
CORAL 61728—Both these sides are from the new Alan Freed movie, "Rock, Rock, Rock," and the boys also appear in the film. A showmanly rock and roll rhythm item with a good beat and backed by strong promotion.  
**The Big Beat...74**  
Same comment.

**DENISE LOR**  
**This Much I Know...75**  
LIBERTY 55047—Thrush cuts her first slicing for label with another cover of tune from upcoming musical, "Happy Hunting." Very pleasant listening and should stand up counter-wise against its competitors. (Chappell, ASCAP)  
**If You See My Love...74**  
Equally good delivery on a torchy ballad. Marty Gold and ork give

canary fine arrangement backing on both sides. (Simon-Jackson, BMI)

**BERNIE WAYNE ORK**  
**Flirtango...75**  
ABC-PARAMOUNT 9752—Lush instrumental treatment of a sensuous Latin-American theme with good jockey and juke potential. (E. B. Marks, BMI)  
**Maracalbo...73**  
Same comment. (Melody Lane, BMI)

**RED BENSON**  
**Here Today and Gone Tomorrow...75**  
VICTOR 6743—Great for community sings is this nostalgic-flavored ditty, which also has a touch of country feeling. A lively arrangement, with insistent guitar, abets the

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Benson vocal. Watch it. (Bregman, Voeco & Conn, ASCAP)
Seek, Seek, Seek...73
Another good side. A swingy vocal by Benson. Material has a touch of revivalist quality. (Bregman, Voeco & Conn, ASCAP)

BOBBY CHRISTIAN ORK
Chattanooga Cha Cha, Pts. 1 and 2...74
BALLY 1023—A cha cha, but with an unusual sound. In addition to horns and drums, etc., the strings are very much in evidence. The second side develops a melody line different from the first. All in all, an interesting record, and something unusual from the programming point of view. (Keith, ASCAP)

JAN AUGUST
Desert Sunrise...74
MERCURY 71012—Tricky and intriguing sound here from August and his assistants, which can easily spark counter interest. Should be watched accordingly, and jocks can find it worthwhile. (Hamblen, BMI)
Nickelodeon Tango...73
Sound is precisely what title suggests, and makes a solid companion piece for flip. Similar commercial possibilities. (Bermason, BMI)

MARTY BRILL
Bitter Heart and Candy Lips...74
MERCURY 71009—Both lyrics and backing are rather unusual and could spark above-average interest. The beat has a Latin flavor, and there are wispy voicings in the backing that etch Brill's vocal cleverly. Not to be overlooked for radio programming. (Pure, BMI)
They All Had a
Good Time But Me...73
Brill pours heart and soul into this country-inspired weeper. It's a moving performance and could strike home in the teen-age set. (Milestone, BMI)

STEVE GIBSON AND THE RED CAPS
Write to Me...74
ABC-PARAMOUNT 9750 — Damita Jo pipes tenderly on an attractive ballad with a rock and roll beat. (Mellin, BMI)
The Gaucho Serenade...72
Gibson warbles personally on the

swingy oldie which is dressed up in an interesting new treatment. (Remick, ASCAP)
BILL HARRINGTON
Angellique...73
DANA 2114—Two companion sides, in that they portray different types of women. Angellique, its clear, sets Harrington's heart on fire. He sings her charms in fine style to Larry Clinton's accompaniment. (BMI)
Marilyn...73
Marilyn, musically anyway, is the Polka type. Harrington loves her eyes, her grin, etc. It's a lively number (the tune) and a change of pace from the flip. Deejays can have some amusing chatter on the basis of these two sides. (BMI)

LURLEAN HUNTER
This Much I Know...73
VIK 0241—Thrush puts considerable style into her cover of tuneful ballad from upcoming musical, "Happy Hunting." Assist from Sid Bass' ork makes for additional easy listening. Nice item for deejay sentimental segs. (Chappell, ASCAP)
The Party's Over...72
Another good number from the same source, but built on torchy theme. Thrush gives it projection. (Chappell, ASCAP)

LARRY SONN ORK
Desert Sunrise...73
CORAL 61759 — The band works over the Stuart Hamblen melody in a colorful arrangement with chorus. Side could make some juke noise.
Congo Mambo...72
The Sonn crew gives a rousing big band treatment to a smart Latinish vehicle currently riding via Guitar Gable's version in r.&b. Side swings in a highly terple groove.

JONES BOYS
Anastasia...73
LIBERTY 55046—There are several entrants for the loot here. The Jones Boys effort is okay and will get some gravy, but not likely to catch Pat Boone. (Robbins, ASCAP)
All This Is Home...72
The Boys do a sensitive ballad. Tune is slow in tempo and the lyric has a feeling of dignity. Lush strings give it all a fancy-schmancy effect. (Sequence, ASCAP)

DICK CONTINO
Peggy O'Neill...73
MERCURY 70996—Excellent accordion solo work by Contino on the tender oldie. Good for jocks and boxes. (Felt, ASCAP)
Just Squeeze Me...65
Contino warbles the old Duke Ellington rhythm-ballad on this side, but the tempo is sluggish and vocal not up to artist's instrumental performance on flip. (Robbins, ASCAP)

LUIS ARCARAZ ORK
Bright Star Merengue...72
VICTOR 6747—Instrumental. Authentic Latin flavor and arrangement will please those who dig the genre. Fine for dance parties, too. (Southern, ASCAP)
Every Day's a Holiday...72
The oldie dressed up in an interesting scoring. Starts quietly, but with a smart rhythm, and builds as it goes along, then dropping to a quiet pitch again. (Famous, ASCAP)

DOLORES PARKER
I Never Felt This Way Before...72
UNIQUE 372—A happy expression of wide-eyed wonderment by the gal in one of the early disks of tunes from Eddie Fisher's upcoming pic, "Bundle of Joy." Some plays indicated. (Lamas, ASCAP)
Is There No Love for Me?...70
A romantic plea voiced in agreeable tones by the thrush. Flip side, however, will get the push. (Chappell, ASCAP)

THE CAROL SISTERS
In the Chapel of My Heart...72
VICTOR 6750 — New group shows considerable promise on tuneful ballad. Delivery style, however, is not particularly original. But it's easy listening and thrushes' vocalizing can make hay with the younger set. (New York Music, ASCAP)
Could This Be Love?...70
Same type of delivery on a somewhat stronger beat, but gals seem striving at effect more than heart in projection. Flip has the edge. (Lowell Music Corp., ASCAP)

ROSMARY JUNE
Break Away...72
PILGRIM 722—Thrush's first cutting for label indicates a highly promising set of pipes. Maury Laws' arrangement of a pleasant ballad adds to her send-off. Deejays can well give this chick an introductory spin. (Gold, ASCAP)
A Heart for a Heart...68
Projection of another ballad doesn't carry impact of flip, but has good quality. Laws again contris solid backing. (Greta, BMI)

ERNIE ENGLUND
Siboney...71
CADENCE 1302—Instrumental reading of the great Latin standard. Arrangement and performance has plenty of fire. And there's outstanding trumpet work by the Swedish

maestro. Merits good exposure. (Felt, ASCAP)
I Just Goofed...70
Amusing novelty for deejays. Englund, in a gravel voice, tells of his trouble with his chick. Backing has a modern jazz feeling, with strident brass. (Cadence, ASCAP)

SPENCER MORALES
Caribbean Mambo...71
ZEPHYR 70-008 — Fine ball-casting for mambo addicts in this well-arranged grooving. Good sound for listening as well as dancing. Can spark interest in 'field. (Westwind Music, BMI)
Vamos Mamboleros...68
Triggered for similar appeal, but arrangement hand somewhat overplayed. Flip has all the best of it here. (Westwind Music, BMI)

NANCY ARNO
The More I Go Out...71
FLAIR-X 3002 — Miss Arno's first record features this nostalgic tune, and the throaty way she styles it, it makes a big impression. The string-laden arrangement offers an effective background. (Barton, ASCAP)
Hello...67
A novelty that has a bright sound, but of a nature that makes it more of a kiddie disk than anything else. Miss Arno's good—and she deserves exposure. (Lee, BMI)

RUSS DAVID
Let's Dance the Ragtime, Darlin'...70
CORAL 61743—An attractive Dixieland quality and air of nostalgia pervade this side by David's ork and chorus. Older deejays will recall the era of soft-shoe hoofing. (Skip, ASCAP)
Oh, How I Miss You...70
More of the old-time vaudeville and music hall flavor. Again, nice for deejays looking for wax with nostalgic flavor. (Skip, ASCAP)

LEN DRESSLAR
Wriggle Wriggle...70
MERCURY 71010 — Good novelty cowboy item, set to horse-trotting rhythm. Singer puts it across in good style. Appeal is slightly juvenile sales-wise. (Disney, ASCAP)
Believe in Me...68
Singer puts heart into a tuneful plea. Quality sound may get this a moderate sales play, but over-all racks up as off the ballad stockpile. (B. F. Wood, ASCAP)

JIMMY RANDOLPH
The Little Boy...70
MERCURY 71106—This is off-beat, minor key material with a certain staying quality. Randolph sings of a little blind boy. Not likely to hit the paydirt trail but it makes attractive hearing. (Monument, BMI)
Fallen Angel...67
Randolph's dramatic touch helps sell a rather so-so ballad. Flip side has more to offer. (Joy, ASCAP)

JAMES BROWN
Wagon Train...70
M-G-M 12348—Lt. Rip Masters, of the Rin-Tin-Tin TV show, airs another agreeable Western styled tune. Pleasant choral group assists and Brown's exposure on the show will keep up sales to the kiddie audience. (Bedack, ASCAP)
Goodbye, My Love...66
The Cheerleaders give a nice backing to Brown on this pretty ballad but flip side will get the attention from the younger fans. (Fairway, BMI)

ROSEMARY JUNE
Break Away...69
PILGRIM 722—Thrush sings with appealing sensitivity on a pretty ballad. (Jack Gold, ASCAP)
A Heart for a Heart...69
Same comment. (Greta, BMI)

EARL GRANT
Goodnight, My Love,
Pleasant Dreams...68
DECCA 30150—Tune is getting a big play in both the pop and r.&b. fields; Grant's big-voiced baritone styling is good but a little late to catch up to other versions. (House of Fortune & Quintet, BMI)
My Consolation...66
Grant adopts a King Cole sound and style to give a smooth, intimate expression to this ballad. The rock and roll backing is not altogether appropriate. (Criterion, ASCAP)

WALTER (FATS) PICHON
The Man I Love...67
DECCA 30016—Pichon opens with a fancy piano styling of the standard and toward the end throws in a spoken take-off on the lyrics that many will find amusing. (New World, ASCAP)
How Deep Is the Ocean?...65
The styling here is similar. Pichon again shows he has a nimble way with arpeggios and an elaborate way of decorating the melodic line. Nice example of this idiom. (Irving Berlin, ASCAP)

FI-TONES QUINTETTE
Waiting for Your Call...66
ATLAS 1056—New group works out for okay results on a slow paced ballad. Disk has the "demo" sound and stronger backing would help. (Mac-Avery, BMI)
My Tired Feet...64
Here's the rhythm side with the five

(Continued on page 59)

Still another ABC-Paramount release zooms straight out of this world!
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DON COSTA
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### • R&B Best Sellers in Stores

For survey week ending November 28

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
<b>1.</b>	<b>2</b>	<b>9</b>	<b>BLUEBERRY HILL (ASCAP)—F. Domino</b> Honey Chile (BMI)—Imperial 5407	
<b>2.</b>	<b>1</b>	<b>17</b>	<b>HONKY TONK (PARTS I &amp; II)—B. Doggett</b> King 4950—BMI	
<b>3.</b>	<b>7</b>	<b>2</b>	<b>SINCE I MET YOU, BABY (BMI)—I. J. Hunter</b> You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111	
<b>4.</b>	<b>3</b>	<b>4</b>	<b>SLOW WALK (BMI)—S. Austin</b> Wildwood (BMI)—Mercury 70963	
<b>5.</b>	<b>4</b>	<b>5</b>	<b>OH, WHAT A NIGHT (BMI)—Dels</b> Jo-Jo (BMI)—Vee Jay 204	
<b>6.</b>	<b>6</b>	<b>3</b>	<b>I FEEL GOOD (BMI)—Shirley &amp; Lee</b> Now That's It's Over (BMI)—Aladdin 3338	
<b>7.</b>	<b>9</b>	<b>7</b>	<b>GREEN DOOR (BMI)—J. Lowe</b> (The Story of) The Little Man in Chinatown (BMI)—Dot 15486	
<b>8.</b>	<b>5</b>	<b>8</b>	<b>LOVE ME TENDER (BMI)—E. Presley</b> Any Way You Want Me (ASCAP)—Vic 20-6643	
<b>9.</b>	<b>8</b>	<b>17</b>	<b>DON'T BE CRUEL (BMI)—E. Presley</b> Hound Dog (BMI)—Vic 20-6604	
<b>10.</b>		<b>1</b>	<b>GOODNIGHT, MY LOVE (BMI)—J. Belvin</b> I Want You With Me Christmas (BMI)—Modern 1005	
<b>11.</b>	<b>12</b>	<b>2</b>	<b>WHATCHA GONNA DO WHEN YOUR BABY LEAVES YOU? (BMI)—C. Willis</b> JUANITA (BMI)—Atlantic 1112	
<b>12.</b>	<b>14</b>	<b>2</b>	<b>SLOW WALK (BMI)—B. Doggett</b> Hand in Hand (BMI)—King 5000	
<b>13.</b>	<b>15</b>	<b>4</b>	<b>THOUSAND MILES AWAY (BMI)—Heartbeats</b> Oh, Baby, Don't (BMI)—Hull 720	
<b>14.</b>	<b>11</b>	<b>4</b>	<b>ON MY WORD OF HONOR (BMI)—B. B. King</b> Bim Bam (BMI)—RPM 479	
<b>15.</b>		<b>1</b>	<b>AIN'T GOT NO HOME (BMI)—C. Henry</b> Troubles, Troubles (BMI)—Argo 5259	

### • Most Played R&B in Juke Boxes

For survey week ending November 28

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
<b>1.</b>	<b>1</b>	<b>9</b>	<b>BLUEBERRY HILL (ASCAP)—F. Domino</b> Honey Chile (BMI)—Imperial 5407	
<b>2.</b>	<b>2</b>	<b>14</b>	<b>HONKY TONK (PARTS I &amp; II)—B. Doggett</b> King 4950—BMI	
<b>3.</b>	<b>3</b>	<b>2</b>	<b>SINCE I MET YOU, BABY (BMI)—I. J. Hunter</b> You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111	
<b>4.</b>	<b>7</b>	<b>2</b>	<b>I FEEL GOOD (BMI)—Shirley &amp; Lee</b> Now That It's Over (BMI)—Aladdin 3338	
<b>5.</b>		<b>3</b>	<b>OH, WHAT A NIGHT (BMI)—Dels</b> Jo-Jo (BMI)—Vee Jay 204	
<b>6.</b>		<b>1</b>	<b>SLOW WALK (BMI)—S. Austin</b> Wildwood (BMI)—Mercury 70963	
<b>7.</b>	<b>10</b>	<b>3</b>	<b>HEEBIE JEEBIES (BMI)—Little Richard</b> She's Got It (BMI)—Specialty 584	
<b>8.</b>	<b>9</b>	<b>3</b>	<b>JUANITA (BMI)—C. Willis</b> Whatcha Gonna Do When Your Baby Leaves You? (BMI)—Atlantic 1112	
<b>9.</b>	<b>6</b>	<b>2</b>	<b>ON MY WORD OF HONOR (BMI)—B. B. King</b> Bim Bam (BMI)—RPM 479	
<b>10.</b>	<b>8</b>	<b>3</b>	<b>CONFIDENTIAL (BMI)—S. Knight</b> Jail Bird (BMI)—Dot 15507	

### • Most Played R&B by Jockeys

For survey week ending November 28

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
<b>1.</b>	<b>1</b>	<b>10</b>	<b>BLUEBERRY HILL—F. Domino</b> Imperial 5407—BMI	
<b>2.</b>	<b>2</b>	<b>15</b>	<b>HONKY TONK—B. Doggett</b> King 4950—BMI	
<b>3.</b>		<b>7</b>	<b>LOVE ME TENDER—E. Presley</b> Vic 20-6643—BMI	
<b>4.</b>	<b>5</b>	<b>2</b>	<b>SINCE I MET YOU, BABY—I. J. Hunter</b> Atlantic 1111—BMI	
<b>5.</b>	<b>11</b>	<b>5</b>	<b>HONEY CHILE—Fats Domino</b> Imperial 5407—BMI	
<b>6.</b>		<b>1</b>	<b>ON MY WORD OF HONOR—B. B. King</b> RPM 479—BMI	
<b>7.</b>	<b>14</b>	<b>2</b>	<b>SLOW WALK—S. Austin</b> Mercury 70963—BMI	
<b>8.</b>		<b>6</b>	<b>BROWN-EYED, HANDSOME MAN—C. Berry</b> Chess 1635—BMI	
<b>9.</b>		<b>1</b>	<b>BRING IT HOME TO ME—R. Johnson</b> Mercury 12321—BMI	
<b>10.</b>		<b>4</b>	<b>LONELY AVENUE—R. Charles</b> Atlantic 1108—BMI	
<b>11.</b>	<b>3</b>	<b>13</b>	<b>IN THE STILL OF THE NIGHT—Satins</b> Ember 10005—BMI	
<b>12.</b>		<b>3</b>	<b>YOU'LL NEVER, NEVER KNOW—Platters</b> Mercury 70948—BMI	
<b>13.</b>		<b>14</b>	<b>HOUD DOG—E. Presley</b> Vic 20-6604—BMI	
<b>14.</b>	<b>4</b>	<b>3</b>	<b>I FEEL GOOD—Shirley &amp; Lee</b> Aladdin 3338—BMI	
<b>15.</b>	<b>10</b>	<b>10</b>	<b>I CAN'T LOVE YOU ENOUGH—L. Baker</b> Atlantic 1104—BMI	
<b>15.</b>		<b>3</b>	<b>JUANITA—C. Willis</b> Atlantic 1112—BMI	

### • This Week's R&B Best Buys

**BABY, BABY (Kahl & ADT, BMI)—Frankie Lymon and Teen-Agers—Gee 1026—**This record hasn't been available very long, but it is moving at a mighty fast pace. Boston, New York, Philadelphia, Washington, Baltimore, Buffalo, St. Louis and other cities surveyed reported initial impact to be terrific. The kids will probably be all over the charts in the near future, from the looks of early sales. Flip is "I'm Not a Juvenile" (Kahl & ADT, BMI). A previous Billboard "Spotlight" pick.

**RUDOLPH, THE RED-NOSED REINDEER (St. Nicholas, ASCAP)—The Cadillacs—Josie 807—**This novelty has a lot of appeal apart from its holiday theme, and as a result it has started to sell well ahead of most Christmas records. As well established as it is now, it is clear that this will be one of the records that is going to be programmed and sold most this season. The trade should be forewarned.

### • Review Spotlight on . . . R&B RECORDS

**THE MOONGLOWS**  
**Over and Over Again (Snapper, BMI)**  
**I Know From the Start (Snapper, BMI)—Chess 1646—**Two songs that the Moonglows perform in the pic "Rock, Rock, Rock." The first is a weeper-ballad, with a standout lead part. Its slow thrusting, rhythm backing adds weight. "I Knew From the Start" is an effective ballad at a faster tempo. The group offers a tasty, prettily blended backdrop to the lead's happy outburst. Could be a strong seller on either side.

**WYNONIE HARRIS**  
**Destination Love (Tiger, BMI)—Atco 6081—**This is the first record that Harris has made in several years, and in this, his first Atco release, he makes a fresh, strong impression. The humor of the material, the brisk beat and Harris' originality of styling all contribute to make a telling impact. Flip is "Tell a Whale of a Tale" (Progressive, BMI), a cute, tongue-in-cheek escapade that may intrigue some jocks.

**THE SENSATIONS**  
**Little Wallflower (Raleigh, BMI)**  
**Such a Love (Progressive, BMI)—Atco 6083—**Yvonne Mills is the talented lead with this group and she never sounded better than in these two ballads. She has a light, fluffy voice that soars out with the ease of a bird, and in "Wallflower," aided by memorable lyrics, she is hard to resist. The flip is also first-class and could make a strong commercial showing.

### TALENT

**THE SCHOOLBOYS**  
**Shirley (Jot, BMI)**  
**Please Say You Want Me (Blackwood, BMI)—Okeh 7076—**A teen-age group, with a lead reminiscent of Frankie Lymon. They're a dynamic outfit and could make plenty of noise. The material is well chosen, "Shirley" being a fast rhythm-ballad that allows the lead to improvise up and down the scale as fancily as he pleases. The flip is also a ballad, but taken at a slow tempo. It gets a sincere, flavorsome reading that high school kids will dig.

### • R&B Territorial Best Sellers

For survey week ending November 28

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	New Orleans	New York	Philadelphia	St. Louis	Washington, D. C.
1. Blueberry Hill, F. Domino, Imp.	1. Blueberry Hill, F. Domino, Imp.	1. Blueberry Hill, F. Domino, Imp.	1. Blueberry Hill, F. Domino, Imp.	1. Honky Tonk, B. Doggett, Kng.	1. Honky Tonk, B. Doggett, Kng.
2. Honky Tonk, B. Doggett, Kng.	2. Honky Tonk, B. Doggett, Kng.	2. Honky Tonk, B. Doggett, Kng.	2. Thousand Miles Away, Heartbeats, Hul.	2. Oh, What a Night, Dels, VJ	2. Since I Met You, Baby
3. Since I Met You, Baby, I. J. Hunter, Atl.	3. Since I Met You, Baby	3. Thousand Miles Away, Heartbeats, Hul.	3. Since I Met You, Baby	3. Blueberry Hill, F. Domino, Imp.	3. I. J. Hunter, Atl.
4. Whatcha Gonna Do When Your Baby Leaves You? C. Willis, Atl.	4. I. J. Hunter, Atl.	4. Oh, What a Night, Dels, VJ	4. I. J. Hunter, Atl.	4. Since I Met You, Baby	4. Since I Met You, Baby
5. Green Door, J. Lowe, Dot	5. Don't Be Cruel, E. Presley, Vic.	5. It Isn't Right, Platters, Mer.	5. Don't Be Cruel, E. Presley, Vic.	5. Goodnight, My Love, J. Belvin, Mod.	5. I. J. Hunter, Atl.
	6. In the Still of the Night		6. In the Still of the Night		6. Since I Met You, Baby
	Night Satins, Emb.		Night Satins, Emb.		7. Blueberry Hill, F. Domino, Imp.
	7. Heebie Jeebies, Little Richard, Spe.		7. Heebie Jeebies, Little Richard, Spe.		

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FRANKIE LYMON  
and THE TEEN AGERS  
**BABY BABY**  
b/w  
**I'M NOT A JUVENILE DELINQUENT**  
Gee 1026

**GEE**  
220 W. 42 ST., N. Y. C.

• **Reviews of New R&B Records**

**THE CLOVERS**  
**A Lonely Fool** ..... 84  
 ATLANTIC 1118—The Clovers' fine style is showcased handsomely in this pretty material. It's a waltz, with plenty of emotional appeal. Could be another big one for the group. (Wemar-Progressive, BMI)  
**Baby, Baby, Oh, My Darling** ..... 83  
 Up-tempo item done with the Clovers usual smoothness. A swinging backing helps. (Progressive, BMI)

**NAPPY BROWN**  
**I'm Getting Lonesome** ..... 81  
 SAVOY 1506—Brown offers a soulful, all-out, emotional ballad in a solid blues framework. Side has much of the churchy feeling and rates strong exposure. Watch it. (Crossroads, BMI)  
**Little by Little** ..... 78  
 Here's a swinging shouter with Brown in top form. Sharp backing adds flavor. Side should also get plenty of plays. A solid coupling. (Savoy, BMI)

**THE FLAMINGOS**  
**Just for a Kick** ..... 79  
 CHECKER 853 — The Flamingos work thru a change-of-pace routine here with fast then slow and soulful spots. An unusual, rather sophisticated effort that will not go unappreciated. (Arc, BMI)  
**Would I Be Crying?** ..... 73  
 From the Alan Freed "Rock, Rock, Rock" pic, this slow pulsing ballad gets a dedicated, but not especially salable, reading by the group. Disappointing effort. (Snapper, BMI)

**LEONARD CARBO**  
**Sentimental Journey Blues** ..... 78  
 ATLANTIC 1119 — An intriguing arrangement of the great standard. A gal chorus in the background carries the straight melody, with Leonard Carbo's vocal giving the whole a counterpoint quality. Those

who are hip to quality a.&r. work will dig this. (E. H. Morris, ASCAP)  
**My Love, Your Love** ..... 76  
 A swingy side. Carbo sings this pretty melody with finesse. Side is completely pop in flavor, incorporating such r.&b. elements as have become fully accepted in pop. (Progressive, BMI)

**THE BOWTIES**  
**Ever Since I Can Remember** ..... 77  
 ROYAL ROOST 624—From the film, "Rock, Rock, Rock." This tune is likely to get heavy exposure. A ballad with a nostalgic recounting of teenage romance, this side has an expert arrangement by Ray Ellis. (Tappan, ASCAP)  
**IVY SCHULMAN AND THE BOWTIES**  
**Rock, Pretty Baby** ..... 77  
 Ivy is a six-year-old tot, and she leads the Bowties in a swingy rock and roll item. Tune, like the flip, is from the film, "Rock, Rock, Rock" and can expect good play. (Snapper, BMI)

**FOUR CHICKADEES**  
**Teen-age Blues** ..... 77  
 CHECKER 849—The lead chick of this girls group sounds like a very young, higher-voiced Ruth Brown, and she shows an uncommonly fine command of the blues idiom. Material could be stronger, but talent impresses. (Arc, BMI)  
**Ding Dong** ..... 75  
 This fast rhythm-ballad, with the same lead vocalizing, has its attractive moments. It's cute and a little different; should have above-average appeal for the jocks. (Arc, BMI)

**CHUCK CALHOUN AND ATLANTIC ALL-STARS**  
**Hey, Tiger** ..... 76  
 ATLANTIC 1120 — A rousing, up-tempo instrumental. The horns and the rhythm section have an arrangement here that is very fine and really rocks along. (Progressive, BMI)  
**Barrel House** ..... 75  
 Instrumental with a striding beat—in the mode that is popular today. This disk, however, has a distinctive sound, and the instrumentation is going to be very hard to copy. Deejays will get a kick out of this one. (Progressive, BMI)

**THE COPESETICS**  
**Collegian** ..... 76  
 PREMIUM 409—The group sings up a lively storm on a bouncy rhythm ditty, which should grab off deejay play. (Premium, BMI)  
**Believe in Me** ..... 75  
 Enthusiastic warbling on an appealing rhythm-ballad with standout work by lead singer. (Premium, BMI)

**VARETTA DILLARD**  
**One More Time** ..... 75  
 GROOVE 0177—Thrush turns out another solid bit of rhythm chanting, which should spark considerable interest at counters catering to the field. Similar good jock fare. (Raleigh, BMI)  
**I Can't Help Myself** ..... 73  
 Similar projection on slower beat. Good, but not quite up to the flip. (Shallmar, BMI)

**THE JAGUARS**  
**The Way You Look Tonight** ..... 74  
 R-DELL 11—A rather straight vocal version of the lovely Jerome Kern standard, with rock and roll elements in background. An oddity, which

should get some curiosity spins. (Chappell, ASCAP)  
**Moonlight and You** ..... 70  
 An okay reading of an attractive ballad, but flip has more appeal. (Teresa, BMI)

**BOBBY AND MELVIN**  
**Forever and a Day (Woo-Woo, Baby)** ..... 74  
 GROOVE 0178—Pleasant blend work by the duo on a leisurely paced theme with attractive backing. (Jeepster, BMI)  
**She Got Eyes (Roly-Poly Eyes)** ..... 71  
 Attractive duo warbling on a catchy rhythm-novelty. (Jeepster, BMI)

**THE DANDERIERS**  
**She's Mine** ..... 70  
 STATES 160—Okay rhythm slicing with spotlight on instrumental kicks. The boys get in some fair vocal work but accent is on the beat. Wax could go in some boxes. (Pamlee, BMI)  
**My Love** ..... 65  
 The vocal pair offer a tribute to the lady fair but the lyric and melody fail to generate any steam. Wailing won't move any mountains here. (Pamlee, BMI)

**JESSE TAYLOR**  
**It's a Sure Sign** ..... 68  
 ECHOIC 17297—The Taylor Imperial Combo lets loose with some pleasingly swinging sounds on this medium-paced side. Bob Sterrett offers a nice, straight vocal job. Good box wax. (B&B, BMI)  
**Why Sit Around and Cry?** ..... 68  
 Sterrett helps vocally again, this time on a slower, but equally rhythmic reading. Good danceable coupling. (B&B, BMI)

**THE BALTIMEERS**  
**New Love** ..... 67  
 TEEN-AGE 1000—There's a tricky blues beat here but the group doesn't kick up enough fuss to compete strongly. Cats wall on the flat side. (Jeepster, BMI)  
**Moments Like This** ..... 67  
 Group delivers a very slow and soulful ballad with the bass getting over some emotional spoken spots. Not likely to travel far, however. (Jeepster, BMI)

**SKINNY DYNAMO**  
**So Long, So Long** ..... 66  
 EXCELLO 2097—A slow, persistent blues job here gets something akin to the Domino treatment. More than an accident in the tie-up of singers' names, but artist has a way to go to touch the New Orleans cat. (Excellorec, BMI)  
**Jingle Bells** ..... 65  
 The seasonal standard in r.&b. dress. Might rate some box programming for a few weeks. (Excellorec, BMI)

**Spiritual**

**THE FAMOUS DAVIS SINGERS**  
**Jesus, Gently Guide Me** ..... 80  
 SAVOY 4077—After a quiet, thoughtful intro by the lead, the Davis Singers build a group excitement that is very contagious. This rhythmic reading is one of the girls' best recent efforts, and should sell very well. (Crossroads, BMI)  
**Won't It Be Wonderful There** ..... 76  
 An excited evocation of the joys of life of the hereafter. The gorgeous contralto tones of the lead are effectively spotlighted. Very nice. (Crossroads, BMI)

**RADIO FOUR**  
**If You Miss Me From Praying** ..... 77  
 NASHBORO 592—A highly original piece of material, whose lyrics make a dramatic impact. The lead is mov-

**FOLK TALENT AND TUNES**

• *Continued from page 56*

The Jim Reeves Fan Club, dormant the last several months, has been revived under the direction of Shirley O' Daniell, Box 28, Madison, Tenn. . . . Charles Wright, Dallas promoter-agent, has inked Howard Hausey to a managerial contract. Latter is slated to audition for Mercury soon. Hausey has several good tunes of his own out, including "Honkey-Tonk Man," waxed by Johnny Horton.

"D." Kilpatrick, new head of WMS's Talent Bureau, was in Chicago last week for the convention, where he pitched an assortment of "Grand Ole Opry" packages to the fairmen present. Also in Chi from Nashville to pitch their wares to the fairmen were Herb Shucher, Jim Reeves' personal manager, and John Kelly, manager-promoter. Other visitors around convention headquarters while in Chicago on other business were Jack Stapp, WSM program director; Irving Waugh, WSM commercial manager for radio and TV, and Audrey Williams.

Bill Carter, who signed with Starday during the recent deejay festival in Nashville, will have his first release for that label in February. Freddie Frank, of Kilgore, Tex., who signed with Starday at the same time, is working personals

in California with Carter and the Hometown Boys. . . . The gospel-singing Blackwood Brothers Quartet is set for Houston December 7, and follows with Fort Worth, 8; Lubbock, Tex., 10; Gadsden, Ala., 13; Louisville, 14, and Indianapolis, 15. . . . Jack Brown's "Nob Hill Hayride" is featured each Friday night over Station KYA, San Francisco.

Cuzzin Bill Hamby, c.&w. deejay and performer on WONE, Dayton, O., has signed with USO Camps Shows to pilot a package made up largely of c.&w. talent on a six-week trek of military bases in Alaska, starting December 9. Hamby was originally slated to take a unit to Europe in late October, but due to the upheaval over there the jaunt was canceled. Making the Alaska trip with Hamby will be the Ceer Sisters and the Brooks Sisters, formerly of WLW's "Mid-western Hayride;" Guy Blake-man, fiddler; Tulsa O'Hara, Art Bishop, Chubby Howard, Carl Eaton, Bob Beane, Al Runyon, Bill Covert, and Cousin Elmer, formerly of "Grand Ole Opry."

**With the Jockeys**

Bob Manning, on the air each Sunday morning, 6:30-8, over KPMC, Los Angeles, with his gospel stanza, "Bar None Ranch," offers an hour and a half of gospel and sacred fare each Sunday night with his "Night Watch" show. Another KPMC staffer, Red Butler, features c.&w. wax six nights a week, 10:30-midnight. Cousin Ebb is heard over the station from 5:30-7 a.m., Monday thru Saturday, with country platters. Manning reports that Jimmie Thompson is helming two shows a day, 6-7 a.m. and 1-2:30 p.m., over KAFY, Bakersfield, Calif. He advises that Cousin Herb Henson, who is seen over Channel 10, Bakersfield, is back in front of the cameras. Henson has recovered from a heart ailment which he suffered several months ago. . . . Hank Fannin, formerly with the "Houston Jamboree," Houston, has moved to WHTB, Talladega, Ala., where he is deejaying three shows a day. Fannin is on the air from 3:05-4 p.m. with "Country Music Time"; 5:05-6 p.m. with "Hank's Hoedown," and from 7-7:30 p.m. with "WHTB Jamboree." He's also on each Saturday p.m. from 11-11:45 with the "RFD Platter Party." Fannin would like to be added to all mailing lists.

Art Barrett infos that he has left the Norfolk area and is now broadcasting over WSIG, Mount Jackson, Va. Barrett replaced Shorty King, who left WSIG to move to New York. . . . Harmie Smith recently moved his jockeying operations to KCIJ, Shreveport, La. KCIJ features only country & western and gospel music, says Smith, with 82 hours of the music being programmed weekly. . . . Charles Lingafelt, WMNA, Gretna, Va., letters: "Just a note to inform all that I have moved from WMVA, Martinsville, Va., to WMNA, which went on the air for the first time August 11. As such we could use all the help we can get. I have a country music show every morning at 10:30."

Bobby Anderson, manager of WMTA, Central City, Ky., is now holding forth each day with an hour-and-25-minute hillfolk and country music seg, 2:05-3:30 p.m. Anderson is in need of wax.

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and

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**FRANK BRUNSON**

**CHARMAINE**

and

**I BELIEVE IN YOU**

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**JUST RELEASED**

**VARETTA DILLARD**

**ONE MORE TIME**

and

**I CAN'T HELP MYSELF**

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**BOBBY & MELVIN**

**FOREVER AND A DAY**

and

**SHE'S GOT EYES**

G/46-0178

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# Reviews of New Pop Records

Continued from page 55

swinging effectively on a so-so framework of material. Boys have enthusiasm. (Mac-Avery, BMI)

**STAN CORTEL**  
**We Thank You** ..... 66  
 ACE 105—Singer brings a nice voice to bear on a prayerful theme. Projection, however, is lacking in either spiritual or church quality. (Dauphin, BMI)

**Lost Without You**... 62  
 Pleasant vocalizing on run-of-mill religious theme. Little here to spark interest in delivery or sound. (Goldmine, ASCAP)

**THE YOUNG'UNS**  
**I Couldn't Help A-Doin' What I Did**... 65  
 ARCADE 142 — Bouncy little tune with good, toe-tapping projection coupled to pleasant vocal. Rates an occasional deejay spin. Only moderate appeal. (Valley Brook, ASCAP)

**Don't Cry My Shoulder Away**... 64  
 Waltz-tempo ballad gets nice harmony treatment, but lacks projection imagination to carry it any great distance. (Arcade, ASCAP)

## Christmas

**LAEL CALLOWAY**  
**Dear Santa, Have You Had the Measles?** ..... 77  
 ABC-PARAMOUNT 976—The kid's worried that Santa may be effected by the quarantine on her house. Cab Calloway's little one does a cute job on this, which carries one of the original ideas of the season. (Shawnee, ASCAP)

**If Santa Was My Daddy**... 76  
 Another delightful idea, especially since the young 'un isn't purely selfish. Could get spinner support. (Monitor, BMI)

**PATTY BRANDON**  
**Christmas Prayer** ..... 76  
 VIK 0245—An affecting entrant for the Christmas trade. The tot doesn't want toys — only a mommy and daddy. This is fair enough, and it could get considerable action. That is, among deejays anyway. (Mokell, ASCAP)

**Fairyland**... 71  
 An entrant for the holiday market. The kiddie voice of Patty is showcased with considerable production, including a chorus and ample instrumentation. (Mokell, ASCAP)

**MARLENE PAULA**  
**I Want to Spend Christmas With Elvis Presley** ..... 75  
 REGENT 7506—Christmas tie-up of latest teen-ager-to-Pelvis plea can give slicing holiday sales steam. Rocking beat is further adolescent bait. (Dutchess, BMI)

**Once More It's Xmas**... 72  
 Flip has thrush on an ear-easy, soft Christmas ballad beam. Material and projection make for good variety in the coupling.

**LITTLE LAMBSIE PENN**  
**I Wanna Spend Xmas With Elvis** ..... 75  
 ATCO 6082—A small-fry vocal take-off on Presley with amusing results. Good off-beat Yule item for jocks with teen-age audience. (Dutchess, BMI)

**Painted Lips and Pigtails**... 71  
 Child sings sweetly on a pretty ballad by Lincoln Chase. However, flip is side to watch. (Golden Bell, Progressive, BMI)

**JIMINY CRICKET**  
**'Twas the Night Before Christmas**... 75  
 DISNEYLAND F 42—Cricket (Ukelele like) recites the famous poem at a pleasant pace. Can move if it gets into stores, but the packaging is disappointing. (Wonderland, BMI)

**Kris Kringle**... 70  
 A modest, pleasant little filler side. (Disney, ASCAP)

**FRANK AND JACK**  
**'Twas the Night Before Christmas** (Breaking Through

**the Sound Barrier** ..... 74  
 BERGEN 100 — Some wild stuff, including clips of famous voices, dubbed into a recitation of the poem. Some funny moments here, and many jocks will find it useful in the coming weeks. (Kems, BMI)

**Jingle Bells**... 60  
 An unfunny "novelty" in which the words are recited and a sound effect man goes off on tangents. (Kems, BMI)

**LILLIAN BROOKS**  
**Twinkle, Twinkle Christmas Star** ..... 73  
 KING 4999 — Thrush works along with moppet voices in a pleasant little holiday song. Will need heavy plugging if it's to emerge. (Frederick, BMI)

**Merry Christmas to Michael**... 72  
 Sweet thrushing by Miss Brooks on a pretty, sentimental Christmas song aimed at a two-year-old laddie. (Brandom, ASCAP)

**RUSS MORGAN ORK**  
**The Santa Claus March** ..... 72  
 DECCA 30147—Holiday salute by maestro and ork in rousing march tempo. Chorus and vocal by moppet Joey Alfidi provide cheery flavor. Nice fare for the younger, younger set. (Jefferson, ASCAP)

**I Will Always Believe in Santa Claus**... 71  
 Christmas ballad in which Morgan has had a hand in the cleffing. Kiddie vocal lead has this dedicated to the same market. Jocks could give both sides a spin as sentimental holiday fare. (Glenmore, ASCAP)

**BETTY CHAPEL**  
**You Trimmed My Christmas Tree** ..... 72  
 KANDY 104 — Thrush gets good sentimental projection into a yuletide tear-jerker. Voice and arrangement bid for easy listening. Can get attention via its off-key Christmas spirit. (ARE, BMI)

**It's Christmas Time**... 71  
 Side has singer in happy mood on the regular Christmas kick. Same comment on projection. (ARE, BMI)

**BERNIE KNEE**  
**I Wish You a Happy New Year** ..... 71  
 AGENDA 5605—Bernie Knee sings this catchy holiday song with his usual professional excellence. A bright instrumental backing helps. (ASCAP)

**LOLLY TOTS**  
**The Man in the Red Flannel Suit**... 70  
 A Christmas item for the kiddies. Has a beat, a simple melody and cute childish voices. (ASCAP)

**(WEE BONNIE) BAKER**  
**Send a Christmas Card to Joe** ..... 70  
 KAHILL 1017 — Perennial moppet-canary on a bustling, holiday plea suggested in title. Light, Christmas stuff, gaited for a moderate holiday play. (Lakefront, BMI)

**A Stretch Sock for Santa**... 68  
 Gay, kiddie-type thrashing with appeal obviously dedicated to younger youngsters. Same sales comment. (Windy City, ASCAP)

**LITTLE (MIKE) MORTON**  
**Pee Wee (The Christmas Tree)** ..... 66  
 ESTA 9592 — Youngster gives a pleasant send-off to a happy little holiday tune about a happy little Christmas tree. Nice for the kids, but not apt to provoke more than moderate counter interest. (ASCAP)

**Midnight Hoe-Down**... 64  
 No Christmas pitch on this side. Lad is on country-type, hoe-down kick that title indicates. No original treatment comes thru. Sales outlook doubtful. (ASCAP)

**IRENE CARROLL**  
**It's Christmas** ..... 65  
 ARROW 712—Very good production under Joe Sherman's baton, altho the thrushing sounds a bit insecure. Pleasant tune. (Graphic, BMI)

**The "Let-Me" Song**... 63  
 The thrush wrote this brisk three-beat novelty. Will have a tough fight for exposure. (Graphic, BMI)

**LITTLE LEE**  
**It's Santa Claus Time** ..... 60  
 KANDY 105 — Another Christmas entrant obviously aimed at kiddie sampling, with S. Claus ho-hoing an intro. Unlikely to ring holiday bells. (ARE, BMI)

**Dear Mr. Santa Claus**... 59  
 Same type-casting as flip with even less sales chances. (ARE, BMI)

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# Reviews of New C&W Records

Continued from page 56

Fine for deejay programming. (LIn, BMI)

**Barefoot Baby**... 75  
 Another blues. This reading is belted out with a sharp rhythm and a lively honky tonk piano as in the flip. Nice wax. (RFD, BMI)

**(SKEETS) McDONALD**  
**You Better Not Go** ..... 79  
 CAPITOL 3600 — McDonald wails plaintively on a tender weeper. A fine job with good commercial prospects. (Central, BMI)

**Don't Push Me Too Far**... 79  
 Personable rendition of an amusing rhythm ditty, with singer warning his gal not to push him too far. (Four Star Sales, BMI)

**OTTO BASH**  
**All I Can Do Is Cry** ..... 74  
 VICTOR 6745—Keep your eye on this one. Bash has low-pitched powerful voice with a compelling quality. His reading of this blues is backed by a smart arrangement which showcases the dramatic quality of the lyric. (Cedarwood, BMI)

**St. James Infirmary**... 71  
 A dramatically effective version of the standard. (PD.)

**JUNE CARTER**  
**Baby, I Tried** ..... 72  
 COLUMBIA 40797—A mild weeper taken at a brisk clip. The comedienne-singer of the "Grand Ole Opry" gives a vigorous, capable reading, and will please her many fans. (Acuff-Rose, BMI)

**I'm All Right Now**... 71  
 Her husband broke his vows, but came to see his errors, and so she's "all right now." A poignant theme given an intense, sincere expression. (Acuff-Rose, BMI)

**JERRY IRBY**  
**Clickety Clack** ..... 72  
 DAFFAN 108—A swiny vocal treatment of a jaunty rhythm item with a rock and roll beat. (Hill & Range, BMI)

**A Man Is a Slave**... 70  
 A solemnly paced reading of an effective ballad. (Hill & Range, BMI)

**LUCY TRAYLOR**  
**Mommy and God Will See You Through** ..... 70  
 ARC 8004—A sad, sad song with Mommy telling the little boy that she's not long for this world. Plenty

of teardrops here which could help get air exposure. Thrush sings mighty pretty. (Gateway, BMI)

**Thinking of You All the While**... 68  
 The chick has a plaintive style on this mournful ballad. Material could be stronger but the voice pleases. (Gateway, BMI)

**MARTY ROBERTS**  
**Baby** ..... 69  
 ARC 8003—Largely instrumental with a swinging band catching the attention. Sole lyric is "Baby" and Roberts could have just as well stayed off this date. (Gateway, BMI)

**Your Feet's Too Big**... 66  
 The Cincinnati deejay works out on a humorous bit that has "Sister Kate" overtones. The guy's following may dig this, but big potential isn't to be seen. (ASCAP)

**BUDDIE EMMONS**  
**Flint Hill Special** ..... 68  
 COLUMBIA 40796 — A guitar virtuoso piece, written (and previously recorded) by Flatt and Scruggs. Emmons is one of the best young guitarists on the "Grand Ole Opry," and he has a field day with this. (Peer, BMI)

**Cold, Rolled Steel**... 67  
 Another showy guitar solo to fiddle and rhythm backing. Emmons' fleet fingers take some thrilling runs and work out some intricate figures. A good deejay programmer; also some juke possibilities. (Golden West, BMI)

**GENE CRABB**  
**Telling You Goodbye** ..... 66  
 RURAL RHYTHM 506—Tune has a Western touch with occasional worthwhile lyric spots. Ed Willis contributes the vocal. (Four Star Sales, BMI)

**Blues Don't Bother Me**... 64  
 Slow, steady rhythm job with vocal by Ed Willis. Little to offer of commercial value. (Four Star Sales, BMI)



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## RECORD BUYING MARKS OUTDOOR TRADE SHOW

### Ride Buyers Lead Spending Spree; Several Sellers Top \$100,000 Mark

By JIM McHUGH

CHICAGO — Operators of amusement riding devices dug deep into the profits of last season and bolstered these with many more dollars to create a trade show buying spree that was comparable with some of the best years in the past decade.

With scarcely an exception, exhibitors of major and kiddie ride units at the trade show sponsored by the National Association of Amusement Parks, Pools & Beaches at the Sherman Hotel, proclaimed the four-day showing one of the best in their experience.

Actual buying interest showed up as early as opening Sunday (25). Orders were still being written at the closing hour, 7 p.m., on the final day, Wednesday (28).

#### Million \$ Market

Sales in excess of \$100,000 were reported by several manufacturers. Projected figures indicated that sales consummated at the show, plus the contracts which will result from exposure here, will add up to an investment in new equipment of more than \$5,000,000 before the amusement parks, carnivals, kiddie-lands and other recreational installations before a new season gets under way next spring.

Soundly documented thru sales and inquiries were the continuing interest in, and need for, major rides, especially of a novel nature. New and expanding installations are now providing a steady market for the miniature units. The sharp increase in ride earnings in the past two seasons has attracted many more investment dollars for this type of equipment. The short supply of the most wanted units, the Scrambler and Round-Up among them, apparently has reversed the long standing custom of late ordering.

A number of manufacturers volunteered the information that their order books were well filled before

leaving for the meetings and show here. Besides being most unusual, the ordering prior to the staging of the show may well explain the absence of a number of operators who can be expected to buy at least one new piece of equipment each year.

#### Buying Compulsion

If the spurt in buying was occasioned in any way by the thought that the unsettled world situation might abruptly result in an acute shortage of products needed to build the fun units, it was scarcely put into words. It is more than likely that the brisk buying was prompted by the acknowledgement that manufacturers have geared their production for their own economic purposes and the tardy operator can well find himself on the outside looking in.

The indicated prosperity clearly was spread among all types of operators; those at parks, traveling with carnivals, at seaside and recreational locations. Much of the equipment sold was for replace-

ment purposes and this, also, indicated the hard and welcome usage that the units have been getting in recent years.

There was little new in actual production being offered, although plans for new devices, and also of a major category, were being discussed. Prices for production line models ranged up to a notable \$37,500 for the portable Wild Mouse unit offered by the Ben Schiff company.

#### Best for Herschell

The Allan Herschell Company, biggest in the field, which added to its size and scope recently with the acquisition of the Miniature Train Company, reported business the best ever. By way of example it was said that all but three of its originally planned production of Helicopter units had been sold out. Interest in the trains was also reported many times better than ever before.

Fred Markey, of the Dodgem  
(Continued on page 71)

## FAIRS SHOP ONLY AT ANNUAL MEET

### Ringling Enters Booking Picture; Agencies Spread Out Territories

• Continued from page 1

the least of which is Music Corporation of America, which, with Eldred Stacey spearheading its fair-booking activities, had also pushed prominently into the booking picture.

There were still other factors which served to mix up the contract-closing and caused an almost wholesale deferral of action by some of the largest fairs.

#### Icers Gain

Ice shows, introduced two years ago with great success in front of the Nebraska State Fair grandstand at Lincoln, continued to make gains. Morris Chalfen, representing "Holiday On Ice" and "Ice Vogues," picked up two fairs, Cedar Rapids, Ia., and Sioux Falls, S. D.

Rodeos, like ice shows, have pushed to the fore in recent years, and they, too, muddled the picture. Highly successful at the Ohio State Fair, the Iowa State Fair and the Kentucky State Fair last year, they were sought by a number of larger fairs. However, limited stock necessary for really competitive rodeos precluded large-scaled bookings. And, the largest of the rodeo outfits, the Cremer Rodeo, in which Gene Autry is the major stockholder, was forced to limit discussions to a few fairs.

Roy Rogers, a smash hit last year at Ohio State Fair and the Iowa State Fair, was available for only a few engagements. Autry, because of the stock situation, was also limited in the number of fairs he might appear at in a rodeo.

At the convention wind-up, reps of the Ringling-Barnum show had apparently been convinced that either they did not have the time or else did not know of the intricacies of fair-booking. In either case, they gave the Barnes-Carruthers office the exclusive right to book the circus at fairs.

Fair men departing from the convention scene went loaded with information, figures, percentage offerings on the varied attractions offered to them. Action on these submissions in most instances will be postponed until after the first of the new year. Meanwhile, fair boards will mull, carefully, too, judging by their caution at the convention here, before they act.

## Canadian A, Nashville, Pueblo, on GAC-H List

NEW YORK—A string of 16 fair dates, topped by the Canadian "A" Circuit and two State fairs, was contracted by GAC-Hamid at the Chicago conventions last week, and the office noted that the dates will be supplemented by Eastern dates at the coming State meetings in this part of the country.

The list of dates is the widest, geographically, since the amalgamation in October, 1955, of General Artists Corporation and the George A. Hamid Agency. Many dates formerly in the Hamid fold were pacted by the new firm in 1956, and further progress was made recently with the signing of Ernie Young, of Chicago, as Western representative.

The A Circuit dates have previously been held by Young. Other major fairs snared in Chicago include the Colorado State Fair in Pueblo, and the Tennessee State Fair in Nashville.

#### Dates Listed

Rest of the list includes the Pierce County Fair, Puyallup, Wash.; Steele County Free Fair, Owatonna, Minn.; Allegan County



JACK REYNOLDS, general manager of the Eastern States Exposition, Springfield, Mass., who was named president of the International Corporation of Fairs and Expositions in Chicago last week, replacing James A. Stewart.

## Weinberg Inks Lone Ranger for 36 One-Nighters

CHICAGO—Eli Weinberg, of Danceland Attractions, Bluefield, W. Va., has acquired from the GAC-Hamid office 36 consecutive dates on the Lone Ranger and his Indian partner, Tonto, for a one-nighter swing thru the Midwest and South, beginning June 27 in Baltimore.

Pact was arranged during the outdoor showmen's convention here last week, with Joe Higgins handling the deal for GAC-Hamid.

In a tie-in with the Lone Ranger's TV sponsor, a bread firm, Weinberg will set the show in ball parks, arenas and auditoriums. The route, following Baltimore, is as follows: Washington, June 28; Norfolk, 29; Richmond, Va., 30; Roanoke, July 1; Raleigh, N. C., 2; Charlotte, N. C., 3; Atlanta, 4; Knoxville, 5; Chattanooga, 6; Birmingham, 7; Jacksonville, Fla., 8; Daytona Beach, Fla., 9; Tampa, 10; Miami, 11; St. Petersburg, Fla., 12; Tallahassee, Fla., 13; Orlando, Fla., 14; Savannah, Ga., 15;

(Continued on page 66)

## Park Men Honor Bowen, Freed, Whitney, Flatt

CHICAGO—NAAPPB service awards for 1956 were presented to George K. Whitney Jr., of Disneyland; H. G. Bowen, of Whalom Park in Massachusetts; Charles R. Flatt, of Cincinnati, and Robert E. Freed, of Lagoon Park, Salt Lake City.

Awards were made by a committee consisting of Freed, John R. Singhiser, Joseph Barnes, Dr. L. H. Firestone and R. M. Spangler.

Whitney received the N. S. Alexander Award for the finest program appearance dealing with a park or pier. He had told about a tour of inspection during which he visited major parks of Europe.

Bowen, outgoing president of NAAPPB, was presented with the Andrew S. McSwigan Award for outstanding service to the amusement park industry.

Flatt was honored for his part in the beach and pool session, and he received the A. R. Hodge Award for the finest program appearance dealing with pools or beaches.

The Harry J. Batt Award for the best program appearance on the most outstanding promotion of the year went to Freed for the "Wide, Wide World" TV production which originated at his park during the last season.

## Herschell Wins Top Trade Award

CHICAGO—The Allan Herschell Company won the John R. Davies (Sweepstakes) Award for the most meritorious exhibit at the annual trade show of the National Association of Amusement Parks, Pools & Beaches.

Earning honorable mention in the same category were Animated Display Creators and the National Amusement Device Company.

The Elgin Softener Company won the Charles S. Wilson Award for the most meritorious exhibit of equipment and supplies. Honorable mention went to the Globe  
(Continued on page 66)

## Atlanta Sets Racing Sked

ATLANTA—The contract for the 1957 racing season at the Southeastern Fairgrounds has been awarded Southeast Enterprises, Inc., E. Lee Carteron, general manager of the fair, announced last week. Ernest D. Troutman and Carl Queen operate the racing organization.

Tentative dates include events on March 31, April 14, May 26, July 4, Labor Day and October 27. Additional guard rails will be installed at the track and the first turn will be widened, Carteron said.

Eddie and Bee Frisco just closed a tour with Monarch Productions and will be at home in Detroit for the holidays. . . . Young Jim Nordmark, circus fan of Sedro Woolley, Wash., visited clown Earl Shipley when the latter played a school date there.

## Cohen Manages El Paso Arena

EL PASO, Tex.—Sam S. Cohen, general superintendent of Liberty Hall and the Coliseum here, has been named acting manager to succeed C. W. (Chuck) Swan.

Swan resigned to become managing director of the \$1,500,000 Civic Auditorium at Albuquerque, N. M.

Cohen, a member of the IATSE for 40 years, assumes his new duties December 1. He will continue to produce the annual Sun Carnival Coronation Pageant as in the past.

## Alberta Rodeo Assn. Elects McKinney Prez

STETTLE, Alta.—Russ McKinney, of Stettler, was elected president of the Central Alberta Stampede Association. Francis Courtney, of Delia, was re-elected vice-president and Mrs. George Woods, of Hardisty, was elected secretary-treasurer.

Awards were presented to top cowboys in 14 events. Major winner was Wilf Girtitz, of Black Diamond, Alta.

# Rodeo Assn. Names Linder For 10th Term

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

Vice-presidents are Ray Depew, Raymond, Alta.; Fred Johnson, Grand Prairie, Alta., and Irving (Continued on page 66)

F. E. Gooding (writing about operation at Ohio State Fair, 1956) says: "Our four No. 12 BIG ELI WHEELS were top money at the Ohio State Fair. We operated these Wheels for eight days and never lost one minute's time. Quite a record. Had much favorable comment on the appearance and efficiency of operation."

Mr. Gooding speaks with authority of experience. Gooding Amusement Company owns fourteen (14) BIG ELI WHEELS.

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# Ringling Minority Stockholders Call Special Board Meeting

## Directors Plan to Question North About Closing, Future Plan of Show

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

They are Mrs. Hester Ringling Sanford and Mrs. Irene Ringling Bon Seigneur, both directors and both members of the minority stockholders' group.

A telegram was sent to John F. Reddy, secretary of the Ringling-Barnum corporation, in New York on Wednesday (28) instructing him to call the session. Company by-laws provide that any two directors may call a special meeting, it was pointed out.

### First 49rs Move

The action marks the first positive step taken by the minority group, known in the business as the 49rs, since they control 49 per cent of the stock. They were expected by many to take some type of action when the circus was closed in July, but until now they have been quiet.

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

Also active in the move is Stuart Lancaster, son of Mrs. Sanford and holder of her power of attorney in this matter. He said that the directors' meeting may pressage further action by which the group would seek control of the circus. This would be, he said, to "stop a downward spiral" of the circus.

The minority indicated it expects to query John Ringling North, president of the corporation, about

why the circus was closed in mid-season.

They also will request information from him about the present plans and policies for the show. Some members of the minority are known to look with disfavor on North's action in taking the show out of the tented circus business and attempting to convert it into a unit playing indoor arenas, ball parks or fair grandstands.

When the directors convene, it

# Autry Changes Plans; to Make 40 One-Nighters

CHICAGO — Gene Autry will open a tour of 40 one-night stands on January 24, it was announced here by a member of his staff.

The tour will make use of auditoriums and Arenas in cities on the route. Much of the route has been booked, it was revealed. Decision to make the tour marks a change in plans since early fall, when Autry said he expected to stay off the road in 1957 except for fair dates.

With him on the coming tour will be his usual troupe, headed by Gail (Annie Oakley) Davis. They also are seeking circus type acts for the performance.

Autry, together with his staffers, Herb Green and Earl Lindsay, as well as his partner in rodeo operation, Harry Knight, attended the outdoor convention in Chicago last week.

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

CHICAGO—Hunt Bros.' Circus with supplemental Hamid-Morton Circus features has been set for a spring showing at Palisades (N. J.) Amusement Park. The deal was completed at the outdoor meetings here by Irving Rosenthal, operator of the New Jersey fun spot, and George A. Hamid Sr., of the Hamid-Morton Circus, who also represented the Hunt show.

Present plans call for the opening of the three-ring under-canvas presentation Friday, April 12, for charity. The engagement will extend thru April 28.

The Hunt equipment will make possible the creation of the desired true circus atmosphere. Rosenthal believes that the novelty of a tented circus presentation in the metropolitan New York area will provide the park with excellent publicity fodder. He intends to make the most of it with saturation billing and the heavy use of newspaper space and radio and television time.

### Prices Under Study

Daily matinee and evening shows are planned for the entire period. Considerable study will be devoted to the project before all details of presentation and cost to the public are determined. The ticket price structure, Rosenthal said, will likely be 75 cents for children and 90 cents for adults. Advertising will emphasize the three-ring status of the show and the moderate price structure. Per-

formances will not run more than one and one half hours since the park management is primarily interested in attracting people to the fun center and making its profits from the rides and games.

Hamid said that many of the top Hamid-Morton performers would be included in the presentation to make for a well rounded program with all of the imagined pure circus ingredients that will attract and win praise from the New York critics.

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

is expected that John Ringling North, Henry Ringling North and Theodore Buhl will represent the majority stock. John North is in New York. Henry North is expected back from Rome shortly. Buhl is a Detroit businessman.

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

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

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

Trustee of the estate of Mrs. Edith Ringling is Dan Gordon Judge, New York attorney, and he is a spokesman for the 49rs. But the request for the board meeting has come directly from the two members of the board rather than thru Judge.

# Kochman Set For Tampa Thrill Dates

CHICAGO — Jack Kochman Hell Drivers have been awarded the four auto thrill dates at the Florida State Fair, Tampa. Performances have been set for Tuesday night, Saturday night, Sunday afternoon and Friday afternoon.

Kochman, who uses Dodge automobiles, will have all new 1957 models for the date.



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# Grandst'd Bookings Light at Chi Meeting

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

CHICAGO — More grandstand contracts for '57 were left up in the air than were signed at the convention of the International Corporation of Fairs and Expositions, which closed here Wednesday (28). And, more time was spent than usual in most instances before negotiations were closed.

The Western Canadian A Fair Circuit, for instance, spent almost three days before it awarded the night grandstand contract to GAC-Hamid, Inc.

The circuit delegates heard sales reps from six other agencies before closing. They were Bob Shaw of the Gus Sun Agency, Chuck Zemater of the Zemater Agency, Jimmie Hetzer of the Hetzer Agency, L. N. Fleckles of L. N. Fleckles and

Company, Eldred Stacey of Music Corporation of America, and Fred H. Kressmann of the Barnes-Carruthers Theatrical Enterprises.

Ernie Young, who recently joined the staff of GAC-Hamid, made the winning presentation. In recent years Young, who headed a Chicago agency bearing his name, had supplied the circuit with the night show.

### Ashtons Included

The GAC-Hamid show contracted by the circuit embraces Wells and the Four Fays, acrobatic and dancing pantomime; Willie West and McGinty, comedy; Seven Ashtons, Risley; Matt Tuck, barrel-juggling; Les Ghezis, hand-balancing; Julian's Dogs; Bob Top and Lorraine, roller skating on a pedestal atop a 50-ft. pole, and the Roxyettes, 24-girl line.

In other action, the circuit voted that members who use fireworks contract them thru the Interstate Fireworks Company. Some individual members also may contract the Larry Ruhl and Sandy Winters helicopter act submitted by the Hetzer Agency.

During the submission by Jimmie Hetzer of that agency, Hetzer disclosed that Walker Dick of Wheeling, W. Va., of All-American Boys note, who has considerable business interests in West Virginia and is active in show business, has joined the agency. As a result, Hetzer said, the agency will have additional capital and plans to expand.

### GAC Inks Pueblo

Other GAC-Hamid contracts awarded was one for three days from the Colorado State Fair, Pueblo. A new one for the GAC-Hamid office, the contract is unusual in that it calls for the agency to buy the matinee grandstand for three days, paying \$2,000 a day to the fair for the grandstand. The agency is to supply a variety show, including a name star.

Tickets for the 8,000-seat grandstand are to be sold by the Bob Thompson organization to a supermarket, which in turn will give the tickets to its patrons upon the purchase of a stipulated amount of its wares. On three nights the GAC-Hamid office will supply the fair with a revue and, in another unusual twist, will buy 1,100 tickets at \$1 each from the fair for each of the three nights. These tickets in turn will also be put out thru supermarket channels.

Other fairs signed by GAC-Hamid besides Pueblo and those in the Western Canadian A Circuit, are Seymour, Wis.; Nashville, Knoxville; Owatonna, Minn., and Superior, Wis., all repeats, and four new ones, Austin, Minn., Morrison, Ill.; Jamestown, N. D., and Allegan, Mich.

Sam Howard's Water Frolics was sold to Jamestown, N. D., and Superior, Wis., is to have a split run of attractions.

The Barnes-Carruthers Agency, Chicago, did not announce its bookings but some of its old customers among its fairs, such as Saginaw, Mich., and Ionia, Mich., to name a few, disclosed that they had re-contracted.

Harry Knight, of the Cremer Rodeo, reported brisk bookings. One of the principal changes in the rodeo's schedule will put it into the coliseum at the Kentucky State Fair, Louisville, for eight performances in four days. During the '56 fair the rodeo showed in the outdoor stadium, and in four performances in two days grossed in excess of \$80,000.

## ARENAS & AUDITORIUMS

# Prefabrication Comes To Aud-Arena Business

By TOM PARKINSON

**I**NTO the world of engineering studies and prefabrication comes a new product—the pre-fab all-purpose auditorium-arena. In short order, say its developers, they can have 11,000-seat buildings constructed and ready for business.

Behind the plan is John Heinzelman Jr., of the Burge Ice Machine Company. And behind him is five years of study and development by a long-established organization. He is enthused about the possibilities of his project, and he has found interest not only among auditorium-arena people but also among fair executives, amusement park men and other entertainment operators. He hasn't yet built a Burge building, but some are in the discussion stage.

**THEY COME IN THREE** sizes. One that is 100 feet wide and variable length has an ice rink but no seats. A second is 150 feet wide, includes seating and can be had at approximately \$400,000.

The de luxe model is 220 feet wide and has 44,000 square feet enclosed. It includes 7,000 permanent chairs and 4,000 portable seats. The plans include an 80-by-200-foot ice rink, a 78-by-41-foot stage with curtain, a pre-cooling or air-conditioning plant, and six entrances capable of admitting semi-trailer trucks to the main floor or to the storage areas.

The auditorium-arena package is unlike the furniture man's bargain which includes "even the pictures on the wall." This one doesn't include office furniture and a few other bits of equipment. But it does have a large number of features that point up the developer's report of widespread research among ice, stage, exposition and circus people as well as 73 arena managers.

**THERE ARE ELECTRIC** outlets in the floor as suggested by trade show people, eyebolts in the floor for guying circus rigging, telephone conduits to the center for possible broadcast of fights, concessions area, 8,000 square feet of storage space, offices for management, ticket-office, locker and dressing rooms, plus standard plumbing, wiring and hardware. A sound system is part of the deal. Heinzelman figures the package is complete, tho flexible. The blueprints have gotten the okay from most building code authorities.

You could build the arena in 90 days, empty it of people in 90 seconds, or tear out the insides and sell the whole works for industrial uses. A buyer could hire the developing firm as consulting engineer, receive its plan and pay a fee of 7 per cent of the estimated cost on the individualized project. Then if the plan is carried out Burge would be paid the other 93 per cent. Heinzelman says the 220-foot model could cost about \$700,000.

Already there is much interchange of information about design and construction of various auditoriums and arenas, and the IAAM is looking for ways to standardize this exchange. There are several cases in which the arena in one city has been duplicated for another city. Perhaps the next step will prove to be a standardized pre-fab arena with twins in a dozen cities.

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## L. I. Arena Delayed, 2d New Hall Proceeds

**NEW YORK** — Significant developments concerning two new arena structures on Long Island involve the delayed opening of one and the arch-raising of another. Neither, it turns out, will be in operation for months to come.

Originally scheduled to open December 24 with a presentation of John Harris' "Ice Cycles," the Long Island Arena in Commack may have to await warmer weather for its premiere. Possibility is that the suburban sports hall will offer a circus to predate the Ringling show in Madison Square Garden. It is known that three shows have bid for an April appearance.

Cause of the delayed opening is cancellation of the Harris icer's tour, altho his two "Ice Capades" units remain in operation. Hurried construction work on the arena, a 4,500-seater, has slowed since the ice show cancellation. The shell has been completed and the Frick ice plant is being installed, with a frost test set for next week. Rather than risk a freeze-up in cold weather, the pipes will have brine circulated thru them, and will be coated with ice as checks are made for leaks.

The building is unheated yet. Seats are installed and, following installation of heating, the floor will be poured.

The second public stock issue is selling well, and Manager Tom Lockhart said there was a strong chance the New York Rovers team of the Eastern Hockey League will be able to get part of its home

schedule in at the new arena. Total cost of \$700,000 is seen.

First laminated wood arches were erected during the week for Island Garden, 5,000-seater in West Hempstead, Nassau County. This building, which its operators say will cost more than \$2,000,000, will have a dozen 70-foot-high arches and will be Quonset-like in construction, as is the arena in Commack.

Spokesman for the operators is Arnold Carlson, who says the building, occupying 133,000 square feet, will be suitable for conventions, trade shows and sporting events. It is understood, however, that no deals have been made for refrigeration or seating equipment. Carlson is in the storage and warehousing business, it is reported.

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MEETING NOTES:

# Midwest Fair Loop Retitles, Expands

CHICAGO — Members of the Midwest Fair Circuit at their meeting here during the outdoor convention voted to change the group's name to Midwest Circuit and to expand the membership. Originally the organization was set up as a circuit because livestock, shows, concessions, etc., moved from one member fair to the next. Overlapping dates, however, brought an end to that. The Tulsa State Fair joined the group here.

A committee consisting of Maurice Fager, Kansas Free Fair, Topeka, chairman; Joe Monsour, Louisiana State Fair, Shreveport, and Willard Masterson, Wisconsin State Fair, Milwaukee, was named to draft new bylaws. These will be acted upon at the circuit's next meeting to be held in late February in Kansas City. Virgil Miller, Kansas State Fair, Hutchinson, will continue as president.

**Libby Elected**

John Libby, assistant manager of the Minnesota State Fair, St. Paul, was elected secretary of the International Motor Contest Association at the annual meeting of that group. Libby succeeds Frank Harris, secretary of the Davenport (Ia.) Fair.

Jack Kochman, of the Thrill Show bearing his name, was delighted to learn during the convention that a minute-and-a-half film clip of his show was used on John Daly's ABC-TV news show Tuesday (27). The clip showed a panel truck being jumped over a pick-up truck.

Kenny Revling, manager of a Miracle Waters unit, arrived here from New York, where he made an appearance on the Arthur Godfrey TV show. In it Kenny was cast as assistant to a chef who carved on a turkey on the eve of Thanksgiving Day.

**Honor Sedlmayr**

A handsome tooled belt with a large solid gold buckle was presented Carl Sedlmayr, owner of the Royal American Shows, by the Calgary Stampede in observance of his 50th anniversary in outdoor show business. Ten members of the 12-man Stampede board were on hand for the presentation in the Sedlmayr suite. The belt buckle depicts a scene from the Stampede's famed chuck wagon races and an inscription to Sedlmayr. Only two similar belts and buckles have ever been given by the Stampede and both went to high Canadian dignitaries.

Col. Tom Parker, manager of Elvis Presley, renewed his many friendships among outdoor show business in a quickie visit to the convention, during which he also contributed \$1,000 to the Showmen's League of America. . . . First-time visitors included the Floyd Goodings' charming daughter and the James E. Strates' son, Jimmie. . . . Jimmie Conklin, son of the J. W. (Patty) Conklins, squired his bride-to-be, Norma Woodruff,

of Kirkland, Ont. Their wedding is set for December 22.

Jack Ray Lindsey, co-owner of the 20th Century Shows, corrected an earlier announcement that the show will have concessions as well as rides and shows at the Oklahoma Semi-Centennial Exposition to be held next summer in Oklahoma City. As yet, he said, the exposition committee has made no decision on concessions. Jack revealed he is negotiating for several unusual rides, such as the Rotor, Sky Wheel and Wild Mouse, to supplement the 20th Century's line-up at the Oklahoma.

**Collins Recuperating**

John Collins, Lincoln Park, North Dartmouth, Mass., a sparkplug of the park association, missed his first meeting in years as the result of a heart attack. His son, and New England cohorts who did make the meetings, reported he kept in touch by telephone and is now feeling fine.

Mrs. Ben Weiss and Mrs. Harry Batt Jr. contributed to the merriment at the parkmen's banquet when they stooled on stage for comic Randy Brown, who uses paddle balls in his act. Mrs. Batt won the contest and a miniature gold yo-yo for her husband.

**First-Time Visitors**

Treasurer Ed Leidig was perhaps the first representative of the Great Allentown (Pa.) Fair ever to attend the meetings. He was accompanied by Mrs. Leidig. Other newcomers among fairmen included Garland Moss of the Chase City (Va.) Fair and Bill Finch of the Danville (Va.) Fair. The latter are both officers of the Virginia Association of Fairs.

Awards flew thick and fast at the International Corporation of Fairs and Exposition's meetings. The Mississippi State Fair, Jackson, was awarded the Breeder's Gazette Cup, based on percentage of increase of livestock exhibits by boys and girls under 21 years of age. N. S. Hand, fair's executive secretary, was on hand to accept. In the fair association's survey of publicity and advertising media, the winners in various departments were: Canadian National Exhibi-

tion, Toronto, newspapers; Calgary (Alta.) Exhibition and Stampede, souvenir program; Illinois Association of Agricultural Fairs, State association program; Los Angeles County Fair, Pomona, Calif., letter inserts; North Carolina State Fair, Raleigh, premium book; Mid-South Fair, Memphis, Tenn., commercial space brochure, and the California State Fair, Sacramento, billboard.

**New Cadillacs**

Five show people are now driving new Cadillacs as the results of the Showmen's League of America giveaways. Winners were Harry Ingalls, Coldwater, Mich.; Bob Parker, Miami; Robert Conway, Saginaw, Mich.; Rip Brodie, Vancouver, B. C., and Harry A. Cassidy, Spring Valley, Ill., the latter taking the fifth car, a convertible.

The 63 feminine fair executives and wives of fairmen who attended the annual Monday (26) luncheon of the Fair Women's Affiliate all signed a get-well card for Bess Hamid, who was unable to attend due to illness.

**Back to World's Fair**

Bernard (Bucky) Allen, of the World of Mirth Shows, took care of his social obligations and then took off for the East en route to the Dominican Republic, where he operates the midway at the world's fair.

John Courtney, who had a couple of eye-catching models of new major amusement devices, including the Roto Ferris Wheel, a unit that revolves simultaneously in horizontal and vertical positions, acknowledged that several would probably be completed and operated on partnership arrangements.

**Interest for All**

Showing considerable interest in trade show exhibits were Leo Carrillo and Gene Autry, motion picture and television stars, and Bill Nimmo, the long-time commercial announcer for the Pabst Blue Ribbon sports telecasts. The latter caught the show at its tail end, and only this prevented him from using some of its colorful features for background.

The Pepsi-Cola contingent, including Paul Little and Roy Jones, functioned around the clock. With hardly time to catch their breath they moved on from the Sherman to the Hilton Hotel for a coin machine show.

**Valuable Tip**

Dudley T. Fortin, manager of the California State Fair, Sacra-

mento, attested to the value of the annual fair meetings. He said that an idea he received from the '55 meeting resulted in a \$27,000 additional profit for the fair this year. . . . Lloyd Cunningham, secretary of the Iowa State Fair, Des Moines, and a rabid booster of the University of Iowa football team, was predicting the Hawkeye gridgers would emerge victorious in the annual Rose Bowl game. C. G. (Pete) Baker, a fan for Oklahoma University, also predicted victory for his team in another New Year's Day game.

**Joins Conklin Shows**

Fred Sindell, of Coney Island, N. Y., will have the Side Show on the Conklin Shows next year, J. W. (Patty) Conklin said. . . . Cliff Wilson reported that his wife was the recent recipient of a life membership in the Armstrong Lodge, Eastern Star, Montgomery, Ala. . . . Ray Cramer, last season with the Cetlin & Wilson Shows, will go out with the Olson Shows as lot man. A new addition to the Olson Shows will be Duke Jeanette's Unborn Show, Manager Paul Olson announced.

Harry Illions, who arrived in Chicago a week before the convention and remained thru the wind-up, disclosed that he had developed a new safety device for one of the most widely used rides and had turned it over to the manufacturers "for the good of the cause." . . . Louie Berger, general agent of the Olson Shows, was on the receiving end of many compliments for his new china clippers.

Charlie Carroll, of the Carroll Greater Shows, announced he had signed three new fairs. St. Cloud and Marshall in Minnesota, and Webster, S. D., and also Box Car Days, the Labor Day celebration at Tracy, Minn. He also said he has purchased a new Round-Up, with delivery scheduled for February.

The Far West was well represented, Harry Seber, himself a Pacific Coaster, pointed out. Besides Seber others from that area noted included West Worthington, Cal Rossi, Harry Illions, Lloyd Hilligoss, Frenchy La Duex, Archie Gayer, Orville Craft, Leo Carrillo, Pete Seibrand Sr., Pete Seibrand Jr., Wyatt Shepherd, John Guadagno, Phil Gordon, Ski Sudeno, Fred Schwoshkowski, Jack Ray, and Harry Cooper.

## 450 Turn Out to Frolic at Annual Parkmen's Dinner

CHICAGO — A record 450 members and friends attended the annual banquet and ball of the National Association of Amusement Parks, Pools & Beaches at the Sherman Hotel here Tuesday night (27). The gala event climaxed a series of business and social activities which began Sunday (25).

Noted for its dedication to fun and frivolity, the event once again was devoid of speechmaking. Note was taken of the presence of the outgoing president, Henry G. Bowen, of Whalom Park, Fitchburg, Mass., and his successor, John Coleman, of Indianapolis.

Coleman announced the creation of a new club to be known as the Old Goats, with membership limited to past presidents. Eleven past presidents were introduced as eligibles and charter members.

They were Fred Pearse, Arnold Gurtler, Paul Huedepohl, A. B. McSwigan, Edward Schott, Harry Batt, Edward Carroll, George Hamid Sr., Elmer Foehl, Don Dazey and Bowen.

Agencies swap off in the presentation of the show and this year it was the turn of the Music Corporation of America. Talent included Pat Buttram, emcee; Jimmie Richards, who took over the emcee post when the television star had to catch a plane; Burns Twins and Evelyn, Randy Brown, Miss Loni, Paul Grey, Sutton Bombshells, Stanton and Peddie.

Other scheduled association social activities included open house at the Pent House nightly except for the night of the banquet when dancing followed the show.



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# Chicago Hall Wins Decision; Clashes Loom on Site, Size

CHICAGO—The Illinois Supreme Court declared valid the laws authorizing construction, operation and financing of a new exposition hall in Chicago.

The action cleared the way for the Metropolitan Fair and Exposition Authority to get into operation and to make use of a fund derived from a tax on horse race winnings. The fund now stands at about \$5,800,000 and will reach \$7,000,000 in May.

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

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

Original plans for a \$34,000,000 building were cut back some weeks ago to \$26,000,000 when a study revealed that financing the structure and its operation would be difficult.

The International Association of Auditorium Managers, in its August convention, took note of an early study and warned the Chicago group against "unrealistic" figures. IAAM members noted privately that it would be impossible for any building to book anywhere near as much convention business as was being anticipated for Chicago's proposed building by one study on how it would be financed.

## Sees Different Need

In still another action, Marcus Hinson declared the style of building Chicago should have would cost about \$4,500,000 rather than \$26,000,000. He told a group of fellow exhibition managers here that the building he had in mind was one for which plans were developed in 1953 by the National Association of Exhibit Managers. He was moderator of that meeting.

The building he recommended would have 200,000 square feet of exhibit space. He said a structure larger than hotel exhibit space and smaller than the International Am-

phitheater or Chicago Coliseum would be his recommendation.

While opposition to size and location of the proposed building is open, there also has been some expressions against constructing any such building here.

It has been pointed out that the proposed building probably would not be adequate to handle specific events which backers picture in it, that there would not be sufficient new business available to make the new building self-supporting, that existing private-enterprise buildings already offer adequate and larger facilities, and that the present buildings already hold advance contracts for the specific events which the proposed building is said to be aiming at as "new business for Chicago."

## COMING EVENTS

**Arizona**  
Phoenix—Ariz. Nat'l Livestock Show, Jan. 2-5.  
Winslow—Indian Day, Dec. 8.

**California**  
Turlock—Far West Turkey Show, Dec. 4-6. M. S. Johnson, 207 Crane Ave.

**Colorado**  
Denver—National Western Stock Show, Jan. 11-19.

**Connecticut**  
Hartford—Connecticut Sportsmen & Boat Show, Jan. 19-27. F. J. Byron Jr.  
Hartford—7th Annual National Autorama Show, Feb. 20-24.

**Florida**  
Clewiston—Sugarland Expo., Jan. 31-Feb. 4. Doug Pearcey.  
Kissimmee—Kissimmee Valley Livestock Show, Feb. 14-17. Carlyle Bronson.  
Madison—N. Fla. Livestock Show & Sale, Jan. 28-29. C. R. Hamrick Jr.  
Miami—S.E. Fla. & Dade Co. Youth Show, Jan. 23-27. Lamar S. Walker.  
Plant City—Fla. Strawberry Festival, Feb. 18-23. P. W. Nulter.  
Quincy—W. Fla. Livestock Assn. Fat Cattle Show & Sale, Jan. 22-24. A. G. Driggers.  
West Palm Beach—Palm Beach County Fair, Jan. 18-26. Lamar Allen.  
Winter Haven—Fla. Citrus Expo., Feb. 11-18. Phillip E. Lucey.

**Georgia**  
Atlanta—Southern China, Glass & Gift Show, Jan. 20-23.

**Illinois**  
Chicago—National Boat Show, Feb. 8-17. Guy W. Hughes.

**Indiana**  
Fort Wayne—Fort Wayne Sports, Vacation & Boat Show, Jan. 29-Feb. 3. Ben Cwall.

**Massachusetts**  
Boston—New England Sportsmen's & Boat Show, Feb. 2-10. Albert C. Rau.

**Michigan**  
Bay City—Poultry Show, Jan. 10-13.  
Detroit—Junior Livestock Show, Dec. 4-6. W. J. Chambers, 6750 Dix.  
Detroit—Detroit News Boat Show, Feb. 2-10. Frank Jenkins.  
Jackson—Turkey Show, Dec. 4-6. Don Miller.

**Missouri**  
Kansas City—Kansas City Sports, Boat, Trailer & Travel Show, Feb. 1-10. F. W. Kahler.  
St. Louis—Auto Show, Jan. 19-27.  
St. Louis—Midwest Sports Show, Feb. 23-March 3. Wendell Emrick.

**New York**  
Buffalo—Buffalo Boat, Travel & Sports Show, Feb. 22-March 2. George W. Collins.  
New York—National Automobile Show, Dec. 8-16.  
New York—Retail Toy & Gift Sale, Dec. 5-22.

**New York—National Sports & Vacation Show**, Feb. 15-24. Vic Oristano.  
**New York—National Motor Boat Show**, Jan. 19-27. Joseph E. Chote.

**Ohio**  
Toledo—Toledo Home & Travel Show, Feb. 9-17. Mill H. Tarloff.

**Oregon**  
Portland—Portland Boat Show, Feb. 22-March 3. The Oregonian.

**Pennsylvania**  
Harrisburg—Pennsylvania State Farm Show, Jan. 14-18. H. R. McCulloch.

**Texas**  
Houston—Pat Stock Show & Livestock Expo., Feb. 20-March 3. Herman Engle, Box 2371.  
Laredo—Washington Birthday Celebration, Feb. 19-March 3.

# THE FINAL CURTAIN

**BENNETT—Mrs. Grace O.**, veteran circus performer, who with her husband, Leon Bennett, presented a mental act with Bill Chalkais' Side Show for the last six years, November 21 in Kansas City, Mo. Burial in Kansas City.

**BEROFSKY—Mrs. Agnes**, 85, wife of Harry Berofsky, concessionaire known in the trade as Harry Brown, November 16 at her home in Aransas Pass, Tex., after a prolonged illness. Besides her husband, she is survived by three sisters, Mrs. George Kinzie, Hebron, Neb.; Evelyn Steinbrook and Mrs. Mattie Jones, both of Los Angeles, and two brothers, Charles and William Steinbrook. Burial in Aransas Pass.

**CARTY—Don Lee**, Side Show performer, recently in Greensboro (N. C.) Polio Hospital of bulbar polio. Carty formerly worked with Leola's Congress of Wonders and the Col. Jefferies Side Show. Survived by his father, of Scranton, Pa.

**CLAKE—Albert Franklin**, 81, former circus and carnival free act performer, November 20 in Burleson, Tex. Clake left the road in 1943. Burial in Temple, Tex.

**DUDE—Fritz**, magician and concession worker, recently in Boston of a self-inflicted bullet wound. He is reported to have been despondent over the failure of a theater stagemanager he had invested in. Previous to this year he had been on both the Cetlin & Wilson and Olson shows in the concession department. He leaves no known survivors. Body shipped to Dallas for burial.

**DUFFY—John**, 55, partner with his brother James in operation of the John Duffy and Sons Circus, England, died November 2 at Dunmanway, County Cork, where the funeral was held on November 5. The brothers succeeded their late father as co-directors. Survivors include the widow, a son and two daughters.

**GRAVES—John (Sonny)**, young son of Mr. and Mrs. John R. Graves, November 23 at Wilcox, Ariz., of asphyxiation by carbon monoxide. He was with his parent on the Capell Shop-O-Rama Circus. Burial at San Antonio.

**LAWRENCE—Vi**, widow of Charley (Cohen) Lawrence and sister-in-law of Dr. Jacob Cohen, physician for the National Showmen's Association, died last week in Los Angeles. She was active in the club's Ladies' Auxiliary.

**LESTER—William J.**, 80, circus contracting agent and veteran of 60 years in show business, November 24 at his home in Roseville, O., of a heart attack. Survivors include his widow, a sister, and two sons by a former marriage, Carroll and Allen J. Lester, circus and legit press agent. (Details in Circus section.)

**McGUIRE—Arthur H.**, past president of the Calgary (Alta.) Exhibition and Stampede, November 23 in Calgary. (Details in Fairs section.)  
veteran cookhouse man, recently in Veterans' Hospital, Birmingham. Burial in East St. Louis, Ill.

**MEVERDEN—Mrs. Anna**, who, with her husband, Lloyd, owned and operated Meverden's Amusements, November 17 of a heart attack in Oconto Falls, Wis. Before organizing their own show, the Meverdens had

rides on the Bodart Shows and also toured the Southern and Eastern States with various other carnivals. Besides her husband, Mrs. Meverden is survived by 12 children, Glenn, Hilary, Mrs. Lloyd Johnson, Mrs. Ervin Sievert, Mrs. Earl Newber, Mrs. Clyde Johnson, Nick, Anita, Greg, Jerry, Rita and Margaret.

**MUELLER—Karl**, 82, retired circus performer, November 15 at Peru, Ind., after a prolonged illness. Mueller had toured with Sells-Floto and Hagenbeck & Wallace circuses. Survived by his widow; a daughter, Mrs. Joe Hodgini; three grandchildren and seven great grandchildren. Burial in Mount Hope Cemetery, Peru, November 17.

**SIMON—Slovin**, 51, veteran concessionaire, November 24 at Worcester (Mass.) City Hospital. He had toured with such shows as Dick's Paramount Shows, and in recent years was in the auctioneering business. Burial in Worcester.

**SHEPARD—Howard L.**, 57, superintendent of concessions at the Dodge County Fair, Beaver Dam, Wis., November 23 in Beaver Dam following a lingering illness. He was also a member of the Dodge County Board.

**SKAGGS—Henry D.**, 61, November 12 at Gainesville, Tex., where he had been boss hostler of the Gainesville Community Circus for 15 years. Survived by his widow and four children.

**STETSON—Elliot**, internationally known as the "Mad Hatter" juggler, in Barcelona, Spain, November 19. For several years Stetson had been personal manager for his daughter, Patricia d'Or, and his son, Peter Woodrow — both well-known jugglers, who have toured both Europe and America. He is survived by his widow, son and daughter. He and his wife were temporarily staying in Barcelona, where his daughter was a feature act of the revue at the Teatro Comico.

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## Circus Routes

Gould, Jay: Black River Falls, Wis., 4;  
Medford 5; Mondovi 6; New Richmond 7;  
Red Wing, Minn., 8; Ladysmith, Wis., 10;  
Viroqua 11; Tomah 12; Rushford, Minn., 13; New Prague 14; Springfield 15;  
Appleton 17; Cilda 19.  
Henson Bros. Indoor Circus: Hirman, Tenn., 6;  
Oliver Springs 7; Maryville 8.

## Ice Shows

Holiday on Ice of 1957: Kansas City, Mo., 4-9.  
Ice Capades, 16th Edition: San Diego, Calif., 1-9; Phoenix, Ariz., 25-Jan. 2.  
Shipstads & Johnson's Ice Follies of 1957: Hershey, Pa., thru the 8th; New Haven, Conn., 9-16; Philadelphia, Pa., 26-Jan. 13.

## Miscellaneous

Burke's Wild Cargo: Brunswick, Ga., 3-5.  
Hitler's Personal Armored Car, Jack W. Burke, mgr.: Greenville, Tenn., 3-5.

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## MARRIAGES

**MILLER-LITTLE WOLF—** Joe Miller and Earlene Little Wolf, formerly with A-1 Amusements, in Liberty, Miss., November 2.

**FERGUSON-SCHUTZ—** Frank Ferguson and Ida Schutz in Baton Rouge, La., November 18. Both are with the Harry Burke Shows.

**ZHITO-TODD—** Lee Zhito, head of The Billboard's West Coast TV division, to Mirium Todd, nonpro, December 1 at St. Luke's Episcopal Church, La Canada, Calif. Couple is honeymooning in New York and Mexico City.

## NEW BYLAWS

### IAFE Changes Name, Hikes Annual Dues

CHICAGO—The International Association of Fairs and Expositions changed its name, increased its annual dues, broadened its membership rulings and made other changes in its bylaws at the annual meeting here last week.

The new title is International Corporation of Fairs and Expositions, supplanting the word "association" with "corporation."

The new dues showed an increase of from \$5 to \$50, according to the type membership. National, interstate and State fairs and expositions will pay \$150, an increase of \$50; district, county and community fairs will pay \$30, a \$5 hike; State and provincial associations of fairs will be assessed \$40, an increase of \$15, and Canadian fairs will pay \$75, up \$25.

#### Adds Members

According to the bylaw changes, there are now five types of membership—active, associate, service, sustaining and honorary. Active consists of corporations, associations, societies and departments of any State, province, county or city government that operate an annual fair and State and provincial associations of fairs. Associate members consist of fairs located outside the United States and Canada; activities or events as may be held regularly, such as rodeos, horse shows, community events, trade shows, expositions; agricultural, horticultural, livestock and other associations whose purposes include the furthering of the development of agriculture and industry and community life thru fairs.

Service membership consists of corporations, organizations or individuals who provide entertainment or services to member fairs upon the certification of at least two member fairs that such corporations, organizations or individuals have satisfactorily fulfilled their contracts. Honorary life membership—without dues—may be accorded certain persons upon the recommendation of the Board of Directors and the approval of the voting membership.

Another change in bylaws makes the outgoing president a member of the Board of Directors. Whereas in the past it has been necessary for each zone to be represented on committees, the new rule is "The president-elect shall appoint the members of all standing and special committees who shall serve for one year and until their successors are appointed and qualified."

### Art McGuire, Calgary Exec, Dies Suddenly

CALGARY, Alta.—Arthur H. McGuire, past president and veteran member of the board of the Calgary Exhibition and Stampede, died her Friday (23) after a brief illness.

McGuire was president of the fair from 1947 thru 1948, was president of the grandstand committee for many years and later served as chairman of the midway committee.

In 1955 he was honored at a special meeting of the Association of Western Canada Exhibitions as one of the most outstanding men in community exhibition work in Canada.

In addition to his 25 years of fair work, he was active in the Rotary Club, Glencoe Club and the Ranchmen's Club.

Survivors include his widow, two daughters, a son, four brothers, one sister and 10 grandchildren.

### ICFE Elects Jack Reynolds '57 President

CHICAGO — Jack Reynolds, general manager of the Eastern States Exposition, Springfield, Mass., was named president of the International Corporation of Fairs and Expositions here Wednesday (28). Reynolds, who was vice-president during '56, replaces James A. Stewart who, under new bylaws, now becomes a member of the board of directors.

Joe Monsour, manager of the Louisiana State Fair, Shreveport, was named vice-president. Two new board members were named. Clyde E. Byrd, Little Rock, Ark., replaces Monsour as director from Zone 4, and J. Hugh King, Yakima, Wash., replaces Du'ley T. Fortin as director from Zone 6. J. C. Huskisson, Tampa, Fla., was re-elected from Zone 2.

Holdover directors are John Leahy, Danbury, Conn., Zone 1; Willard Masterson, Milwaukee, Zone 2; Virgil Miller, Hutchinson, Kan., Zone 5; Maurice E. Hartnett, Calgary, Alta., Zone 7, and Harry B. Kelley, Hillsdale, Mich., Federation of State and Provincial Association of Fairs.

### Gooding Lauds Annual State Assn. Meetings

CHICAGO—Floyd E. Gooding, Columbus, O., midway operator, termed annual meetings of State and provincial fair associations as a vital part of the business. Gooding spoke here Monday (26) at the annual meeting of the Federation of State and Provincial Association of Fairs.

The veteran ride operator said the meetings bring all the segments of the business together at once and allows the attraction people to meet a large volume of customers. It also allows fairs to select the best carnival, grandstand attractions, fireworks displays and advertising materials, Gooding said.

This allows fairs to compare prices of the various attractions, permits them to learn what's new in the business and is actually a great shopping center for both attraction people and the fairs. He also pointed out that both Michigan and Indiana associations set aside specific periods which are devoted to booking of attractions.

#### Kelley Presides

Harry B. Kelley, Hillsdale, Mich., president of the Federation, presided at the two business sessions of the organization.

## WINTER FAIRS

### Florida

- Arcadia—DeSoto Co. Fair, Jan. 14-19. A. G. Erickson.
- Dade City—Pasco Co. Fair Assn. March 6-9. J. F. Higgin.
- De Land—Volusia Co. Fair Assn. March 4-9. Lee Maxwell.
- Eustis—Lake Co. Fair & Flower Show Assn. March 11-17. Karl Lehmann.
- Fannin Springs—Suwannee River Fair & Livestock Show, Jan. 23-25. L. C. Cobb, Trenton.
- Fort Myers—Southwest Fla. Fair Assn. Feb. 4-9. Robert Hippelheuser.
- Largo—Pinellas Co. Fair Assn. Feb. 26-March 2. B. J. Logan.
- Orlando—Central Fla. Fair Assn. Feb. 18-23. C. T. Bickford.
- Palmetto—Manatee Co. Fair Assn. Jan. 28-Feb. 2. W. H. Kendrick.
- Piant City—Hillsborough Co. Jr. Agr. Fair Assn. Dec. 13-15. D. A. Storms.
- Punta Gorda—Charlotte Co. Fair Assn. Jan. 14-19. Harry Jack.
- Sarasota—Sarasota Co. Fair Assn. Jan. 14-19. Kenneth Clark.
- Sebring—Highlands Co. Fair Assn. Feb. 25-March 2. B. J. Harris Jr.
- Tampa—Fla. State Fair, Jan. 29-Feb. 9. J. C. Huskisson.
- West Palm Beach—Palm Beach Co. Fair Assn. Jan. 18-26. Lamar Allen.

### ICFE's 66th Meet Covers Broad Range Of Timely Subjects

#### Five Sessions Pull Good Turnouts; Night Show Discussions Are Brief

By CHARLIE BYRNES

CHICAGO—The 66th annual meeting of the International Corporation of Fairs and Expositions, held here Monday thru Wednesday (26-28), climaxed a year that saw many changes in the structure and operations of the organization. The organization changed from an association to a corporation, a year-round secretary was named and several projects that will develop in the coming years were launched.

The three-day meeting, which was generally well attended, saw a variety of subjects discussed. While the foremost and most important subject—night grandstand shows—came up for some attention, nothing definite was decided among the fair men.

James H. Stewart, '56 president, handled the gavel during the five business sessions, all of which were

held in the Bal Tabarin of the Hotel Sherman.

The opening session, which was turned over to committee reports and passing of bylaw changes, was well attended. E. Lee Carteron, manager of the Southeastern Fair, Atlanta, injected showmanship into the Tuesday morning sessions in presenting his subject, "Cracker-town U. S. A." A tape-recorded speech, which was co-ordinated with slides, made up the address.

Paul Smith pinch-hit for William F. Baker as representative of the New York State Fair and described the benefits derived from its model farm. John E. Libby, Minnesota State Fair, related experiences with a plug-horse derby, and Ed Schultz, Nebraska State Fair, described his fair's health exhibit.

#### Grandstand Shows

Willard (Bill) Masterson, manager of the Wisconsin State Fair, in a discussion of failing night grandstand shows, said, "We evidently aren't offering what the patrons want." He also pointed out that possibly too much emphasis is being put on attracting rural people whose numbers are declining steadily each year. Masterson showed several slides which bore out this statement. He also said that the lure of night shows should be pitched to the woman of the family and the kids.

Dudley T. Fortin, California State Fair, described their system of presenting awards to various fair participants, and Clarence Hamden, Saginaw (Mich.) Fair, pointed out that a broad appeal to people can be generated by hobby shows. Kenneth Blackwell, Indiana State Fair, described the use of a food theme at their fair, and Smith reported on their industrial theme.

#### List Giveaways

A trio of managers spoke on giveaways. Jack Clarke, Central Canada Exhibition, described their giveaway of a \$25,000 home; James M. Savery, Mississippi-Alabama Fair, told of automobile giveaways, and Stan Muckle, Steele County Fair, spoke on the awarding of \$1,000 bills. Percy F. Loiselle, Kankakee (Ill.) Fair, described an adult tractor contest.

A panel on "Product Promotion," which described the promotion of a number of commodities thru fairs, included Amico Barone, Eastern States Exposition; E. Lee Carteron, Southeastern Fair, and W. H. Ritz. *(Continued on page 66)*

## BUILDS WILL

### Farm Mch. Day Wins Friends At Minn. State

CHICAGO—How the Minnesota State Fair—thru a special dealer day—hyped its farm machinery exhibit and paved the way for good future relations, was outlined at the fair meetings here last week by T. H. Arens, president of the fair and a dealer in the State's farm machinery industry.

Arens said the idea, which came out of the fair's board of directors, scored well with the farmers, dealers and manufacturers. The special day was given strong publicity thru trade papers, farm papers and bulletins sent out by the various machinery organizations.

When the dealers arrived on the grounds they registered in the superintendent's office on machinery hill. They were then given name cards, treated to coffee and doughnuts, and given a handful of tickets good for chances on attendance prizes. The stubs of the tickets were deposited at the various exhibits thruout the grounds and the drawings were made later in the day.

Arens said the reaction was excellent. Many dealers closed up their shop for the day and brought their employees to the fair. In a check of exhibitors late in the day, fair officials found that many manufacturers saw dealers they hadn't seen in years. One, in fact, had 42 dealers registered for the day.

The prime objective of the day was to get dealers to come to the fair. However, Arens said, it also helped increase the fair's outside gate count on that day.

### Conn. Annual Names Warren

COVENTRY, Conn. — Charles Warren, Vernon, Conn., has been elected president of Tolland County Fair Association.

Also named: Vice-president, Charles Schreier, Hebron; corresponding secretary, Phyllis Kirk, Vernon; recording secretary, Carolyn Blinn, Tolland; secretary, Betty Ann Daley, Willington, and assistant treasurer, Donald Gehring, Coventry.

### Re-Elect Clarence Fritz

SHAUNAVON, Sask. — Clarence Fritz was re-elected president of the Shaunavon Agricultural Society at the fair's annual meeting. Vice-presidents are Herb Anderson and Bernard Gardner.

### Melfort, Sask., Names Lancaster

MELFORT, Sask.—A. George Lancaster, business manager of The Melfort Journal, was elected president of the Melfort Agricultural Society at its annual meeting. He succeeds Jim S. Reynolds, who had been president for five years.

Walter Schmidt is first vice-president and D. J. Vansickle second vice-president. J. M. H. McKee was named honorary president.

The financial statement showed a net profit of nearly \$2,000 on the year's operations. Good weather favored the three-day summer fair. Gate attendance was up and pari-mutuel play was the highest on record. The fair's money figure was \$7,500 ahead of last year.

### Minn. Circuit Sets '57 Dates

WARREN, Minn. — Dates for Minnesota's 1957 Red River Valley Fair Circuit were announced here by O. M. Mattson, president, with the loop scheduled to open on July 11 and end on July 28.

Dates include Barnesville, July 11-13; Fertile, July 15-17; Warren, July 18-20; Roseau, July 23-25, and Mahanomen, July 26-28.

Mattson was re-elected president along with Barney Ross and Theo Holum as vice-presidents, and Reynold Erickson, secretary-treasurer.

# Mrs. Leon Harms Named Prez of Ladies' Group

CHICAGO — Mrs. Leon H. Harms, wife of the manager of the New Mexico State Fair, Albuquerque, was elected president of the Fair Women's Affiliate at its annual luncheon here Monday (26) in the Hotel Sherman. The luncheon, which originated eight years ago, drew a record 63 feminine fair executives and wives of fairmen.

Mrs. T. O. Robinson, London, Ont., was named vice-president, and Mrs. Willard Masterson, Milwaukee, was re-elected to the post of secretary.

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

Attending, in addition to the officers, were Mrs. R. O. Planert, DePere, Wis.; Mrs. James H. Stewart, Dallas; Mrs. C. T. Syden-

striker, Lewisburg, W. Va.; Mrs. Robert S. Turner, Horseheads, N. Y.; Mrs. Ed Leidig, Bethlehem, Pa.; Mrs. Maurice Fager, Topeka; Mrs. Harold Donahue, London, Ont.; Mrs. Frank Yuronick, Green Bay, Wis.; Mrs. Frank Harris, Davenport, Ia.; Mrs. Joseph Bartlett, North Haven, Conn.; Mrs. Harry B. Kelley, Hillsdale, Mich.; Mrs. Lester Schrader, Centreville, Mich.; Mrs. R. C. Beezley, Giraud, Kan.; Mrs. Perry H. Lambert, Hiawatha, Kan.; Mrs. Everett E. Erhart, Stafford, Kan.; Mrs. Elmer McNabb, Pleasanton, Kan.; Mrs. Harry Fitton, Billings, Mont.; Mrs. Lem Jones, Oklahoma City, Okla.; Mrs. Ruth Hartkopf, Blackfoot, Idaho; Mrs. Roy Freeland, Topeka; Mrs. Beverly Briley, Nashville; Mrs. I. E. Parker, Nashville; Mrs. E. Lee Carter, Atlanta.

Also Mrs. R. S. O'Day, Great Falls, Mont.; Mrs. C. J. Matthiessen, Monticello, Ia.; Mrs. Lloyd Rhoden, Tallahassee, Fla.; Miss Goldie Scheible, Dayton, O.; Mrs. Moxie Mulrooney, Saginaw, Mich.; Mrs. R. H. McIntosh, Birmingham, Ala.; Mrs. Jack Reynolds, Long Meadows, Mass.; Mrs. Louis London, Springfield, Ill.; Mrs. Charles Drewry, Plymouth, Wis.; Mrs. Win H. Eldridge, Plymouth, Wis.; Mrs. Alex Warden, Great Falls, Mont.; Mrs. Roy Currell, Great Falls, Mont.; Mrs. E. Hensen, Salt Lake City, Utah; Mrs. John W. Gillman, Orem, Utah; Miss Rose Sarlow and Miss Mary Sarlow, Ionia, Mich.; Mrs. Edna Ikemire, Springfield, Ill.; Mrs. Kenneth F. Blackwell, Indianapolis; Mrs. Harry F. Caldwell, Connersville, Ind.; Mrs. John A. Craft, LaPorte, Ind.; Mrs. Albert Derr, Boonville, Ind.; Mrs. Margretta R. Cassell, Brazil, Ind.; Mrs. Estel Callahan, New Augusta, Ind.; Mrs. Robert H. Weedan, Indianapolis; Mrs. C. H. Hackleman, Connersville, Ind.; Mrs. Joseph Shermerhorn, Wawaka, Ind.; Mrs. Carroll Bledsoe, Rensselaer, Ind.; Mrs. Donald Swanson, Mrs. Cass J. Wasung, Mrs. Eldon McLachlan and Mrs. C. Skoronski, all of Detroit; Mrs. Edwin B. Stark, East Detroit, Mich.; Mrs. Ray LaPorte, Escanaba, Mich.; Mrs. Gerard Lacey, Mount Clemens, Mich.; Mrs. Eldon Rosegart, Drayton Plains, Mich.; Mrs. Peter Bruback, Detroit, and Mrs. Frank Spencer, Great Falls, Mont.

# W. Va. Assn. To Pick Queen

HUNTINGTON, W. Va.—The West Virginia Association of Fairs will conduct a beauty contest to select "Miss West Virginia Association of Fairs" at its annual meeting in Charleston, December 7-8.

The contest, with prizes for the winners, is expected to draw a big attendance at the meeting, according to Jimmy Hetzer, association secretary. Main business session of the convention will be on Friday with the banquet that evening.

Other officers include Earle Morrison, president, and E. H. Williams, vice-president.

# Mobile Appoints Hamrac Gen. Mgr.

MOBILE—James Hamrac has been appointed general manager of the Greater Gulf Coast Fair, according to the Junior Chamber of Commerce which sponsors the event.

Dates for 1957 were not announced.

# ICFE's 66th Meet

Continued from page 65

enthaler, Missouri State Fair. Ritzenthaler also spoke on FFA do-it-yourself shows while Robert Jones, Ohio State Fair, described some outstanding exhibits by junior fair members. Dudley T. Fortin was also on the program again, this time to outline the success of a consumer research program conducted at the California State Fair this past year. Donald L. Swanson, Michigan State Fair, spoke on the model bakery which was a feature of the '56 Michigan State Fair.

J. Dan Baldwin, manager of the Kentucky State Fair, drew much comment in his description of the new \$16 million fair plant.

Other speakers included Lloyd B. Cunningham, Iowa State Fair, and Leon H. Harms, New Mexico State Fair, who described new buildings on their fairgrounds. G. W. (Bill) Wynne, Mid-South Fair, spoke on their centennial, and C. G. (Pete) Baker, Oklahoma State Fair, described the '56 operation of the Southwest American Exposition.

## Mexican Exhibit

Maurice E. Hartnett discussed the bringing of a Mexican exhibit to the Calgary (Alta.) Exhibition, and Goldie V. Scheible, Dayton (O.) Fair, described her operation of daily program changes. An open discussion on grandstand shows brought out some talk about ice shows, both pro and con, but nothing concrete was tossed into the hopper.

C. G. (Pete) Baker, 1955 president of the fair group, was toastmaster at the organization's annual luncheon of the Past Presidents' Club, which was held Tuesday (27).

A new feature of this year's meeting was a display of advertising and promotion material gathered by Secretary Frank H. Kingman. Included were newspaper ads, premium books, mailing pieces and programs.

# Herschell Wins

Continued from page 60

Ticket Company and the Gold Medal Products Company.

The Allan Hawes Manufacturing and Display Company won the D. S. Humphrey Award for the most meritorious device exhibited. Honorable mention was won by Animated Rides Company and the Arrow Development Company.

The Exhibit Supply Company won the Henry A. Guenther Award for the most meritorious exhibit dealing in games (mechanical or manual) and/or Arcade equipment. Honorable mention was awarded the Williams Manufacturing Company and Capitol Projector Company.

Suitably engraved plaques were given each of the winners.

# Linder Renamed

Continued from page 61

Hansen, Swift Current, Sask. Secretary is Irving Parsons, of Calgary.

The Cowboys' Protective Association met with the Stampede Managers' Association here and agreed to allow steer wrestling on rodeo programs should individual rodeo boards wish to include it. The sport has not been on Canadian rodeo programs for many years.

# Lone Ranger

Continued from page 60

Charleston, S. C., 16; Augusta, Ga., 17; Columbia, S. C., 18; Greenville, S. C., 19; Winston-Salem, N. C., 20; Durham, N. C., 21; Greensboro, N. C., 22; Bluefield, Va., 23; Charleston, W. Va., 24; Huntington, W. Va., 25; Louisville, 26; Lexington, Ky., 26; Cincinnati, 28; Toledo, 29; Columbus, 30; Dayton, O., 31, and Hershey, Pa., August 1.

# FAIR ASSN. MEETINGS

Western Fairs' Association, Hotel Del Coronado, Coronado, Calif., December 3-6. Louis S. Merrill, Sacramento, Calif., general manager.

West Virginia Association of Fairs, Huffner Hotel, Charleston, December 7-8. James T. Hetzer, P. O. Box 589, 307 Bank Arcade, Huntington, secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 10-12. C. S. Miller, Tipton, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 2-4. Win H. Eldridge, 315 1/2 E. Mill Street, Plymouth, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 5. Robert S. Turner, Horseheads, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 6-8. William H. Clark, 360 Walnut Street, Franklin, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 7-9. Harold C. Pederson, 3521 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9. Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, Department of Agriculture, State of Missouri, Jefferson City, secretary.

North Dakota Association of Fairs, Dacotah Hotel, Grand Forks, January 10-12. A. D. Scott, Fargo, secretary.

Georgia Association of Agricultural Fairs, Atlanta, January 14. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 15-17. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 16. Tom Craig, 618 Montgomery Building, Spartanburg, secretary.

Association of Tennessee Fairs, Hotel Andrew Jackson, Nashville, January 17-18. L. E. Griffin, P.O. Box 90, Nashville, secretary-treasurer.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 17-18. Corbin Green, P. O. Box 776, Hickory, secretary.

Western Canada Association of Exhibitions, Prince Edward Hotel, Brandon, Man., January 18-20. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, Jefferson Hotel, Richmond, January 20-21. William E. Finch, Fairgrounds, Danville secretary.

Michigan Association of Fairs and Exhibitions, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, secretary-treasurer.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 21. William C. Lynn, Room 615, 1 West State Street, Trenton 8, secretary.

Massachusetts Agricultural Fairs Association, Hotel Hawthorne, Salem, January 21-22. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 23-24. Roy E. Symons, Skowhegan, secretary.

Pennsylvania Association of County Fairs, Abraham Lincoln Hotel, Reading, January 23-25. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, Jan-

uary 24-25. L. Doc Cassidy, Kentucky Fair and Exposition Center, Louisville 17, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 27-29. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 28-29. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 28-30. H. C. McClellan, Arlington, secretary.

Louisiana Association of Fairs and Festivals, Bentley Hotel, Alexandria, February 3-4. Adolph Netter, Donaldsonville, secretary.

Oklahoma Association of Fairs, Hutchins Hotel, Oklahoma City, February 4-5. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 7-9. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 11-12. Leonard T. Barnes, P.O. Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Berlin High School, Berlin, March 9. Joseph C. Bartlett, North Haven, Conn., secretary.

# A NEW GRANDSTAND SHOW FOR 1957 FOR FAIRS AND CELEBRATIONS

## SAM HOWARD'S WATER FROLICS

Beautiful Bathing Girls, Novelty Acts, all necessary scenery, music and marvelous lighting effects.

Will play on percentage basis or flat price.

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JANUARY 21 AND 22, 1957

J. D. Warren, Pres. C. W. Summers, Sec'y  
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OF ALL THRILL SHOWS

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10						
17						
24	25					

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## Regular Slate Wins In NAAPPB Contest

CHICAGO—A candidate for director was nominated from the floor at the convention of the National Association of Amusement Parks, Pools & Beaches, but the regular ticket won in the balloting.

Named to the NAAPPB board were William K. Muar, Roseland Park, Canandaigua, N. Y.; M. A. Rindin, Medora Park, Youngstown, O.; C. K. MacDonald, Idlewild Park, Ligonier, Pa.; James E. Johnson, Playland Park, San Antonio; Walt Disney, Disneyland, Anaheim, Calif., and Arthur E. Hale, State Fair Park, Dallas, all for three-year terms. In addition, Larry Stone, Paragon Park, Nantasket Beach, Mass., was elected for a two-year term to fill a vacancy.

James L. Brown, of Sans Souci Park, Wilkes-Barre, Pa., nominated William J. Tarr, of Conneaut Lake Park (Pa.). In doing so he also asked that a cumulative vote procedure be followed. NAAPPB President Henry G. Bowen ruled, however, against that system, by which

members would be able to give five votes to a single candidate or one vote to each of five candidates.

Brown appealed to the floor and he cited bylaws which he said provided for this procedure. It was put to a vote and the move was denied.

### Sees Future Move

In subsequent voting, it was brought out that major parks might cast up to three votes each, depending upon its number of employees and upon whether dues were paid on the say number-of-employees basis. It was clarified also that a single corporation operating two parks should cast only one vote. The balloting was completed and the slate named by the nominating committee was elected.

Smith said later that his action was a friendly objection to what he described as a situation which gave the smaller parks too little representation in NAAPPB. He stated that in the action he represented about 20 other parks, most of them located in or near Pennsylvania.

He said that the group was not angry but that it was expected to continue its efforts, possibly putting up a full slate of directors next year.

## Ex-Mgr. Wins \$4,525 From Balto. Club

BALTIMORE — Meadowbrook Club, Inc., operator of Meadowbrook Swimming Pool, has been ordered by State Court of Appeals to pay \$4,525 to its former pool manager as payment for stock promised him in an "oral contract of employment." The ex-employee is William K. Shipley. Shipley had brought suit and both sides appealed the decision of the City Superior Court, which had awarded him only \$440.

Meadowbrook's lawyers said "acts of disloyalty" to the club constituted a forfeiture of any of Shipley's rights to compensation. The court held, however, that evidence showed Shipley's "irregularities," which were not specified, were done with the club's knowledge and approval.

## Souvenir Firm Going After Park Stands

NEW YORK — A veteran souvenir and novelty firm, nearly 20 years in the manufacturing and jobbing end of the business, has gone into the retail end with the intent of developing a string of concession operations at permanent locations.

Firm is Souvenirs Incorporated, which operated its first stand last season in Storyland, the kiddie attraction outside Asbury Park, N. J. Bids have been submitted on other locations, and a contract is expected to be signed next week with a major park in New York City.

Company officials include Paul Falk, vice-president, and Hal Green, sales manager. Souvenirs Incorporated has been negotiating with Kiddielands and outdoor attractions.



JOHN L. COLEMAN

## John L. Coleman, Of Indianapolis, Heads NAAPPB

CHICAGO—John L. Coleman, president and general manager of Riverside Park at Indianapolis, has been elected president of the National Association of Amusement Parks, Pools & Beaches. He succeeds Henry G. Bowen, of Whalom Park, Fitchburg, Mass.

Coleman, first vice-president last year, was elected at the NAAPPB directors' meeting here Tuesday (27). He also was a director and banquet committee chairman last year.

At the same time William Schmidt, of Riverview Park, Chicago, was elected first vice-president; Robert E. Freed, Lagoon Park, Salt Lake City, was named second vice-president, and Carl E. Henninger, Kennywood Park, Pittsburgh, was elected third vice-president.

Paul H. Huedepohl was re-elected secretary and A. L. Filograsso was retained as treasurer.

Coleman has been with the big park in Indianapolis since 1937, coming into the business after having been an assistant city attorney. Currently he is a member of the Governor's Economic Committee on Recreation and the Marion County Health and Recreation Council, a foundation-supported operation. He also is active in Indianapolis Masonic lodges.

## Bowen Warns NAAPPB Against Splinter Threat

CHICAGO—Henry G. Bowen, out-going president of NAAPPB, declared in the president's annual message before the NAAPPB convention Monday (26) that the association must pay more attention to the needs of various groups within the parent organization.

He warned that unless all phases of the industry are adequately represented in NAAPPB, splinter groups will form and break away from the national association, leaving NAAPPB "shallow and hollow."

Bowen said laxness in representing all needs in the association in the past contributed toward the organization of the Participating Sports Association, a group of commercially operated swimming pools and other establishments, which opposed a tax set-up by which municipal pools were tax exempt

but competing commercial pools were required to collect and pay admission tax.

### Cites Splinter Groups

He said, too, that the National Ballroom Operators' Association, formed to deal with music groups, was made up to a large degree of NAAPPB members who operated ballrooms at their parks, piers and beaches. Bowen said he visited the sessions of the beach and pool section of NAAPPB during the convention and heard that few other NAAPPB presidents had visited that branch. He urged more attention be given to beach and pool problems.

He said Kiddieland operators may soon be at the point of forming their own organization if they do not get what they want from NAAPPB. Bowen noted that some

(Continued on page 69)

## Conklin Tells AREA About Foreign Rides

CHICAGO—American Recreation Equipment Association members, builders of amusement rides and suppliers of park and carnival needs, heard J. W. (Patty) Conklin, Canadian ride tycoon, say here Monday (26) that some European ride makers are ahead of American counterparts.

Conklin spoke at AREA's annual banquet during the outdoor conventions here. He described his trip this summer to Europe and Munich's Oktoberfest.

AREA officers were re-elected. They are Art Sellner, Sellner Manufacturing Company, president; Lyndon Wilson, Allan Herschell Company, Inc., vice-president; Ben O. Roodhouse, Eli Bridge Company, secretary, and Fred L. Markey, Dodgem Corporation, treasurer.

Elected to the board of directors were R. D. Robertson, Allan Herschell Company, Inc.; B. H. Brockaway, Concession Supply Company, and C. D. Trubenbach, Perey Turnstile Company.

Conklin, who said four European purchases would bring his ride roster to 88, said most European rides appear to be owned by men who depend on a single ride for their living. He said Americans

own rides to make money while Europeans own them to live by.

European operators pay flat rentals rather than percentages and the better the attraction the less the rent. There were about 700 rides, shows and concessions at the Oktoberfest, he said, including four very large portable Roller Coasters. One device was illuminated with 5,500 light bulbs. Kiddie rides have capacities of 40 to 60 in Europe.

## Pose Aquarium For A. C.'s Garden Pier

ATLANTIC CITY — A non-profit resort Visitors' Bureau will be organized by interested citizens if City Commissioners approve the construction of an aquarium and museum in existing buildings on Garden Pier.

Harry Gottlieb, chairman of the Chamber of Commerce committee on new activities and projects, said the two-fold proposition has been presented to May and commissioners for consideration. An aquarium was included in original plans for remodeling of the pier.

The pier then could be a major attraction for resort tourists who would participate in sightseeing tours planned by the Visitors' Bureau, Gottlieb explained.

Some 180 property owners and businessmen in the uptown section of the Boardwalk have signed a petition, now before the city officials, for construction of the two pier attractions.

Stating that reconstruction of Garden Pier has not proved helpful to business places above Steel Pier because of the lack of attractions on Garden Pier, the petition notes that an aquarium and museum would be permanent places of interest for visitors the year around, and especially in winter when other Boardwalk attractions are closed.

Garden Pier, with a museum of local history, plus the lighthouse, Convention Hall, lunches at resort restaurants, and trips offshore to historical sites, are among activities which would be scheduled for tours.

## Geist Spurs Park Group's Member Drive

NEW YORK — Mailing pieces are going out on behalf of the National Association of Parks, Pools and Beaches to more than 300 individuals and firms, in efforts to increase membership.

Dick Geist, of Rockaways' Playland, chairman for two years of the NAAPPB committee, is proceeding with his efforts altho the 1957 chairman has not been appointed yet. Geist is one member who will serve on the committee.

The letters stress the business functions of NAAPPB, in contrast to other organizations, which are largely social and fraternal, Geist said.

## Park Convention Panelists Ponder Multitude of Professional Posers

CHICAGO — Panelists at the NAAPPB convention last week tackled problems of small parks and Kiddielands, mulled questions of free gates and promotion, major rides and teen-agers, and recounted tribulations that when with new rulings on games.

Arthur M. Fritz moderated a Kiddieland session, with aid from Ferd Clemens. Robert Guenther was the moderator as New Jersey game regulations were discussed. Past presidents of NAAPPB batted out the answers to a barrage of questions pitched to them from the floor of the convention. And Ed Palmer was in charge when small parks had their inning.

The forums were spotted on the three-day program of the NAAPPB's annual convention at the Hotel Sherman.

### Kiddielands Compared

The kiddielanders clicked off their comments to an agenda of

problems. They mentioned several price arrangements, including one of 13 cents or nine for \$1; another of 15 cents, five for 54 cents or 28 for \$2.75; and a third for central tickets at 21 for \$1, with most rides going for three tickets each. The 28-ticket book deal was termed very successful by Herbert H. Youtie, of Playtown, Morton, Pa. The group had no comment about whether ride ticket prices could be hiked.

Youtie took the ball on the topic of major rides. He said his early customers have grown into teen-agers and for them he has added two majors. Business has been good.

That led talk to the teen-ager topic, and the consensus was that only the minority of teens might make trouble and they can be controlled. Fritz said he refunds troublemakers' money and escorts them out. He stated that adults have

caused his spot at least as much trouble as teens.

### Reserved for Kids

Clemens said he discouraged teen-agers from riding kiddie devices but provides miniature golf and other amusement center features especially for the older group. His policy is to refuse ride tickets to teen-agers because parents of younger children expect the spot to be reserved for their youngsters.

A St. Louis operator defended teen-agers and said that fun supplied by parks would help keep the youths out of mischief. He said adults divert more golf balls. He also said youngsters have plenty of money, but he added that he follows a strict discipline problem for all.

Fritz said he operates his major rides and train later in the evenings for teen-agers. Youtie said he also closes little rides and operates only

(Continued on page 69)

# Convention Panelists Ponder

Continued from page 68

the majors as bedtime comes and goes for kiddies.

Turning to birthday party promotions, John O'Brien, Fun Fair, Chicago, told that for his own child's birthday he carried youngsters to his park in a kiddie fire truck. This led to inquiries from others and it built into a schedule that now has a party starting every half hour during the season.

Carson Dinaburg, Willow Point Park, Webster, N. Y., said his weekday afternoons are kept busy by

birthday parties. If there is rain, he shows a movie or offers kiddie bingo.

Where O'Brien sells 100 rides for \$10, Clemens charges \$20 for 16 youngsters to use the park for 90 minutes. At half time the party is called in to eat; as the final time expires, the group is assembled to go home.

Fritz voiced his opposition to all types of tie-ins with commercial firms or grocery products, but Dinaburg said he was pleased to have a deal in which a tie-in firm advertised his park heavily and in return he accepted a bottle cap and 5 cents for each 10-cent ticket.

### Cites Disney Figures

George Whitney Jr., Disneyland, Anaheim, Calif., cited statistics which shed light on age groups from which most business comes. Four per cent is less than three years old; 28 per cent is from three to 12; 19 per cent is from 13 to 17, and 3 per cent is from 18 to 21.

In another way, he said, the figures showed 47 per cent of the patrons were three to 17 years, while 34 per cent were from 30 to 50 years, or the parental age bracket.

Disneyland, he said, has budgeted \$50,000 for an ad campaign directed at teen-agers in 1957.

### Palmer, Terrill Talk

In the discussion of operation of small amusement parks, Ed G. Palmer, of Summit Beach Park, Akron, noted that "anything which draws six people is competition" and that both TV and night baseball have changed public amusement habits. He said picnics are the way he finds best to overcome the competition.

H. J. Terrill, of Silver Beach Park, St. Joseph, Mich., detailed a change in approach at his park. Early line-up of games was altered and sale of beer was suspended at his spot. In their place he established a new appeal to picnics, school groups and youth organizations.

He also told of using his ballroom for home shows, boat shows and Christmas shows; of success with 24-sheet and TV spot advertising, and of a big "birthday party" in the summer for kids whose birthdays came in winter and thus they missed a deal in which he gives

free tickets to youngsters whose birthdays are in the summer.

In the past presidents' panel, Don Dazey directed questions to panel members. Among the comments were these:

Harry Batt, New Orleans, said self-service food was successful for him and that he followed ideas from Dazey's installation.

Ed Schott, Cincinnati, said operating a train to carry people from the parking lot to picnic grove was not financially successful and that he substituted a public road to the grove.

Arnold Gurler, Denver, said his spot closed one day a week because of union regulations at the ballroom. Dazey, of Middletown, O., said shuttering on Mondays worked well and that he does as much business in six days as he used to do in seven.

In reference to a question about renting use of rides by the hour, Fred W. Pearce, Detroit, said his spots do that and get a good rate. Brady McSwigan said he believes once a customer is admitted on a pass of some sort he is not likely to return with cash the next time. And Batt said that he was pleased with a deal in which he rented the park to a bakery for from noon to 3 p.m. at \$1,000 an hour and then operated on his own with the ready-built crowd left by the bakery.

### Carroll Braves Winter

Ed Carroll, Agawam, Mass., said winter business has been built at his park with a bowling alley, where leagues tie in with the same industrial groups that buy summer picnics, and with a roller rink and a cocktail lounge.

How to switch to a paid gate was discussed by several. Elmer Foehl, Philadelphia, said he wanted to put on a gate fee in order to pay free acts and that initial complaints lessened and were forgotten by the next spring. Dazey told of an operator who distributed season tickets for free admission on weekends at the first of the season, then charged a gate fee thereafter. Complaints could be answered by citing the earlier distribution of passes.

In the games forum, Guenther, Irvington, N. J., and George Hamid Jr., Atlantic City, N. J., told the background of action in that State which ruled out virtually all types of games. Harry Batt Jr., New Orleans, told how his park met a similar problem. The New York City license commissioner, Bernard J. O'Connell, was unable to attend.

# ROLLER RUMBLINGS

### Ice Protesges Train

For Regional Meet . . . DENVER—Seven local youngsters are entering final training for the Midwestern regional ice skating meet to be held January 25-27 in Sioux City, Ia. The team is being coached by Hedy Stenuf, former Olympic champion and Austrian

national champion, at her rink here. Monty Hoyt, 12, who was runner-up in the juvenile division last year, moves into the novice competition this year. Shirley and Bonnie Carlson, who failed to place at Cleveland last year, will compete in the junior and novice classes. Others on the Denver ice skating team are Marny Davis, 10; Sammy Lancaster, 12; Dalean Mink, 13, and Bill Opie, 20.

### 50 Overcome by Fumes

At Ohio Skating Rink . . . BETHEL, O. — Fifty persons were overcome by carbon monoxide fumes November 23 at the Dreamland Skating Rink, located on State Route 125, a mile east of here. All recovered after treatment. The rink is owned and operated by Howard and Vernon Brose.

Some of the victims were taken to nearby hospitals for treatment, while others were administered oxygen at the rink. The fumes were believed to have come from a gas furnace heating the rink. Approximately 100 skaters were at the rink at the time of the accident.

The building, a one-floor concrete block structure, was built last year at a cost of \$35,000. The heating plant was recently installed and had passed inspection. An investigation into the cause of the fumes was to be conducted.

# Henry Bowen Warns NAAPPB

Continued from page 68

NAAPPB directors have been for and some have been against catering to Kiddielands. He added that last year they were encouraged to join and that now it was anticipated the NAAPPB bylaws would be amended to provide special terms for Kiddieland membership in NAAPPB.

In other phases of his report on the year, Bowen told of success by NAAPPB in seeking admission tax adjustments and that further legislation is pending by which pools would get tax relief. He complained of the article carried by Esquire Magazine in which an unhealthy picture of the amusement park business was painted.

Bowen also stated that while NAAPPB should look to needs of all members it cannot be expected to take part in conflicts at State or

local levels. He cited his decision earlier this year to keep NAAPPB apart from the New Jersey conflict about games.

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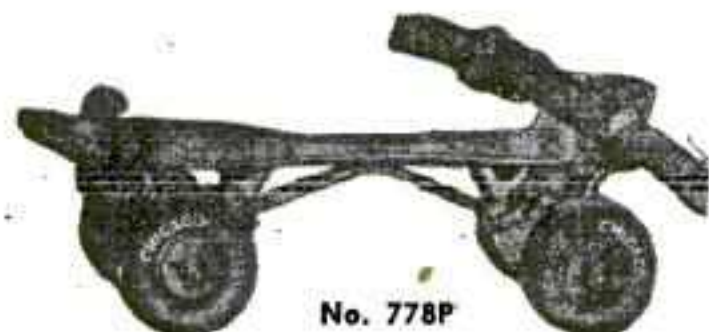
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## R-B Spring Route Told by Concello

**Plans Truck-Rail Moves for Arena Dates; Looks to Ball Parks; Skips Sponsorship**

CHICAGO—Ringling-Barnum's executive director, Art Concello, revealed here the latest edition of the show's spring route in the East and updated plans for its operation as an untented show.

After the standard New York and Boston stands, Ringling will be in Providence, R. I., for five days; Rochester, N. Y., War Memorial Auditorium, for five days; Hershey Sports Arena, Hershey, Pa., four days; Baltimore; State Fair Arena,

Raleigh, N. C., and Charlotte Coliseum, Charlotte, N. C., the latter two for a split week.

Concello said these dates have been set and that contracts are in New York. The show will make these dates without auspices.

### Look to Ball Parks

Ringling has made an arrangement with the Arena Managers' Association, Concello said, and such buildings as Boston Garden, Madison Square Garden, Hershey Arena and Charlotte Arena are members of the AMA.

Plans to book dates in baseball parks or open stadiums during July were announced by Concello. After that is to come the show's proposed string of fair dates.

While announcing that the Barnes-Carruthers agency will handle Ringling in the fair field, Concello stated that Harry Dube will represent the show in all other bookings. Dube has had the Ringling-Barnum program book in past seasons. Intentions still are to play buildings again after the fair season, closing down about December 15 to January 10 for the 1957 holidays and then running two months more before shuttering March 15, 1958, to complete the full-year schedule.

### Plan Truck Moves

Revised are the Ringling plans for transportation. Concello said here that the show would move on four or five railroad baggage cars plus a fleet of perhaps 16 semi-trailer trucks. He said trucks would give the show great flexibility in movement on equipment that might be needed early on a stand. Elephants, horses and other parts of the show can be moved more leisurely by train, he said. While tickets will be available for passengers, it is expected that most personnel with the show will have their own cars and will make their own jumps.

The proposed Ringling show will require arena show space of roughly 180 feet by 75 or 80 feet, Concello said. He stated that there are 102 buildings that meet the specifications.

### Other Developments

These were other developments and policies reported for Ringling: Most concessions will be handled by the building, ball park or grandstand that the show is playing, but an effort will be made for the concession gross to be included in the overall gross for the whole date. Thus the circus could figure in profits derived from concessions.

Terms of contracts with various buildings have varied some, but fair committees reported a fairly standardized set of terms for grandstand dates.

Concello and Jackie Bright reportedly have reached accord on relations between the circus and AGVA, with all reported serene.

## Dr. W. C. Huebener On Mend in Cincy

CINCINNATI—Dr. William C. Huebener, M.A.M. member of the John Robinson-Loyal Repensky Tent 52, stricken ill several months ago while visiting relatives in Frankfurt-am-Rhein, Germany, returned to this country by plane recently and is now recuperating at his home, 872 Clifton Hills Terrace here.

He spent some time in a Frankfurt hospital for observation and several operations.

## R-B CONTROL FIGHT LOOMS

A battle for control of Ringling Bros. and Barnum & Bailey Circus is breaking out, with a faction of the Ringling family objecting to recent moves by John Ringling North. Two minority stockholders have demanded a special board meeting be called. A leader of the minority side has declared he is moving for control of the circus to "stop a downward spiral" of the show. (Details on page 61.)

## Circus People Visit During Chicago Meets

CHICAGO—Circus participation in the outdoor conventions here last week was limited mostly to lobby visiting. While some show owners, acts and agents were on hand for buying and booking chores, most of the attendance was of an informal nature. Outstanding exception was the appearance of Ringling-Barnum representatives, who were seeking fair dates.

Others who were on hand included:

Jack Mills, Howard Suesz, Jack LaPearl, Tom Parker, Mr. and Mrs. Art Miller, R. O. Scatterday, Frank Ellis, George Johnson, Denny Howard, Jimmy Hetzer, Al Hasek, Otto Gretona, Jorgen Christiansen and Jack Lampton.

Bill Oliver, Verne Williams, R. C. McGuire, F. A. Boudinot, Harry Bert, Nat Green, Dwight Pepple, Dave Friedman, Earl Lindsay, the Ortons, Gene Randow, Larry Benner, Carl Marx, Mike Wissinger, Nick Carter, Paul Kelly and Ed Widaman.

Frank Hildebrand, Walter Hohenadel, Tony Gentry, David Nowrocki, Chuckles Facer, Marshall Green, Frank Little, Edna Curtis, Christy Obrecht, Lew Christianson, E. R. Gray, Mae Hong, Fred Jones, Vernon McReavy, Omer Kenyon, Kurt Oranto, Al Dobritch, Hans Lederer, Ken Fishleigh, Pearly Houser, Fred D. Pfening, Montes De Oca, Mr. and Mrs. Marion F. Lewis, Sam Stratton, Alex Irwin, Eddie Howe.

## Cole Quarters Near Conroe

CONROE, Tex.—Winter quarters for the George W. Cole Circus have been set up at a spot about 10 miles south of here.

New quarters are being built for the rhino and for the three elephants. About 20 people are in quarters.

## Dobritch, Sennes Merge; To Handle Acts, Circuses

NEW YORK—The Frank Sennes-Al Dobritch Enterprises have been formed by Sennes and Dobritch for operation with offices in New York and Chicago.

Dobritch, booking agent for numerous circus and novelty acts, has been manager of Sennes' office here in recent weeks. Sennes, producer of shows at the Moulin Rouge, Hollywood, and the Desert Inn, Las Vegas, Nev., also is highly active in other indoor show business.

Sennes announced the new set-

## Ringling-Barnum Pitches for Fairs

**Concello in Chicago to See Fair Boards; Barnes Office Named to Represent Show**

CHICAGO—Ringling Bros. and Barnum & Bailey Circus pitched strongly for major fair dates at the outdoor convention here last week. The move was seen as the latest in the show's extensive action to build a new route for the coming season, when it will be without a big top for the first time.

Ringling's entry into the fair field created much interest at the convention. Delegations from numerous fairs called at the Ringling suite in the Bismarck Hotel and there was widespread comment about the show's proposals among conventioners at the Hotel Sherman.

Representing the show here were Arthur M. Concello, executive director; Harry Dube, Leon Pickett and Murray Fein.

Major action to come from the convention was Concello's announcement Thursday (29) that the show will be represented in the fair field by the Barnes-Carruthers Theatrical Agency, Chicago.

Concello said that fairs showed great interest in his proposals. He said he thought Ringling "made a very successful entry into the fair field." Thirty fair committees called on him, he said, and all were very interested.

Concello said that he was seeking eight or 10 weeks of fairs. For such appearances, the circus plans to use a set-up involving three rings, hippodrome track, bandstand, two flying return riggings, a Cyclorama backdrop and a tent to house props, elephants, dressing rooms and other backyard needs. This would be presented in front of the grandstands.

Plans provide for the circus to put on an advance sale for the grandstands. There also will be a promotion and publicity operation by the circus, and this was likened

## Polack Clicks At Springfield

SPRINGFIELD, Ill.—Polack Bros.' Circus pulled good business for its Western unit at the Illinois State Armory here three days ending November 24. Show moved next to Charleston, W. Va., the final stand on its current route.

The Shrine date here started with half houses of 3,500 and 3,200 in the Armory. Friday (23) had two capacity houses. On Saturday (24) there were two three-quarter houses.

to the advance department on ice shows.

Ringling policy would be to scale tickets the same as each fair has done in the past, thus not putting in any radical change in prices. Concello said that much of the price matter would be left to the fair executives.

## Smarts Repeat Observance of U. S. Circuses

NEW YORK—Another of Britain's Smart family has completed a tour of American circuses, gathering impressions to utilize in the 1957 Billy Smart Circus. David Smart, production supervisor, sailed for home Friday (30).

Last year at this time the country was visited by Billy Smart Jr., Ronnie Smart, and the senior member of the family. An attempt was made to install American-style baton twirling into the 1956 show, but it was found that British girls could not learn the showy American-style twirling and high-stepping without extensive training. Attempts are still being made to lure an American girl to oversee this phase of the Smart's production.

David Smart expressed regrets over not being able to visit the Ringling show before it returned to quarters, but he did, however, visit several other circuses, including Beatty. Notable differences between the British and American shows, he added, is the Continental emphasis on skill, rather than flash, and a reluctance to disturb a patron's concentration by pitching concession items at him from all angles.

## Macon Shrine Shows Profit

MACON, Ga.—A highly profitable run of the Macon Shrine Circus ended Saturday (24), but W. J. Bailey, general chairman, said the net will probably be less than the two record highs set in 1955 and 1954.

Tickets and concession receipts for the 22d annual show fell off, Bailey said, but the net cannot be determined until final figures on cost of concession merchandise are computed.

The Macon Shrine Circus has netted between \$15,000 and \$20,000 for the uniformed units of Al Sibah Temple in the past three years. Last year the net was about \$17,000. Bailey estimates the net this year will be close to \$15,000. Budget for acts was upped to about \$5,000.

Crowds were about equal to 1955 on four of the nights of this year's run, but money was tighter, Bailey said.

Show visitors included Bill Morris, owner of Benson Bros.' Circus; O. C. Cox, former legal adjuster of the Wallace Bros.' Circus; Mr. and Mrs. Floyd King and Arnold F. Maley, formerly of the King Circus; Charles Underwood, Walter Nealand, Elmer Kauffmann and Charley Borza.

## Packs Records Set at Orleans; Sign Cuba Acts

NEW ORLEANS—Tom Packs Circus played to nine successive straw houses here starting Wednesday (21) and continuing thru the 6 p.m. show on Sunday (25).

An earlier rafter-jammer brought the total to 10 and there were 16 other strong turnouts, to put the show into a new record category. Jack Leontini, of the Packs staff, said both attendance and money were ahead by a substantial margin. The show is a Shrine date.

Meanwhile, Leontini announced booking of key acts for the upcoming date in Havana, Cuba, where Packs equipment is to be rented and Packs staffers are to be borrowed.

The acts he said will be among those in the Sports Palace, Havana, during the Christmas season, are Jack Joyce Exotic Animals, Great Wallenda Troupe, Betty and Benny Fox, Pat Anthony's Wild Animals, Norma Cristiani Elephants and the Flying Roberts. Johnny Manko will have the props and John Drotar will be electrician.

## William Lester, Advance Agent, Dies at Home

ROSEVILLE, O.—William J. Lester, 80, a veteran of 60 years in show business, 50 of them as contracting agent with circuses, died at his home here Saturday (24) of a heart attack.

One of his sons is Allen J. Lester, press agent formerly with circuses and now ahead of the legit show, "Cat on a Hot Tin Roof."

The elder Lester was ahead of a long list of shows. Among them were Howe's Great London, Kit Carson Wild West, Hagenbeck-Wallace, John Robinson, Cole Bros., and Ringling Bros. and Barnum & Bailey. In 1949 he was general agent of Cole Bros.' Circus. He went from there to Ringling, where he was contracting agent until his retirement two years ago.

Surviving are his widow, Grace; two sons by a former marriage, Allen and Carroll; a sister, Miss Florence Jones, and two grandchildren, all of Roseville. Burial was at Roseville.

# Shrine Annual Begins Stand At Fort Worth

FORT WORTH — The independent Shrine Circus here opened Friday (23) at Will Rogers Memorial Coliseum and closes on Sunday (2).

Staff includes Jack Joyce and Bob Atterbury, equestrian directors; Izzy Cervone, band; Dan Coates, announcer; Happy Kellems, producing clown; Harry Little, special lighting, and Pat Hutcheson, choreography. Dr. B. W. Garrison is general chairman.

Performances includes:

Spec; Pat Anthony Wild Animals; Les Oriols, Cathay Duo, Great Berosini, Del Rays and Miss Ruggero; Lola Dobritch, Don-wallys and Dam Brothers; clowns; Watkins' Chimps and Helen Haag's Chimps; clown with the Honey-mooners; Klausner's Bears; Elly Ardely; intermission.

Eddie's Flyers and the Flying Marlees; Albert Zoppe Family; clowns; Shanghai Twins, Lenpat-ricks, Tokayers, Valencianos and Fredonias; Kelly-Miller Elephants; Bob Top and Lauren and the Hildalys, and the Zucchini Triple Cannons.

Clowns included Kellems, Van Wells, Garner Newton, Slim Williams, George LaSalle, Johnny Toy, Dan Pappy Kerr, J. C. Scotty, Bill Fee, Jim Snell, Al Maddox, Joy and Roy Thomas, Sunny Riley and Peggie Murphree.

# Paris Rundown Counts Nocks, Vasconcellos

PARIS—The Bouglione Brothers have solved part of their talent problem by engaging a couple of numbers from street fair shows playing Paris and its suburbs. Jeannette MacDonald and her 10 lions, long-time habitues of the carnival lots, now top the bill at the Circus d'Hiver, and Dodor Fanni, of the Cirque Fanni carnival family, presents a group of Bouglione Liberty horses.

Good circus acts are provided by the Hassini Troupe, tumblers; Tamara and Company, trampoline-comedy; Rigettis, unsupported ladders; Oliveras, bar act; Ferry Forst, illusionist; Billy Russel's chimps, and the clowns, Albert Fratellini and Mais and Manetti.

Hubert de Malafosse will again present a big Circus Festival December 22-January 15 at the Palais des Sports. At least two recent Ringling-Barnum acts—Roberto de Vasconcellos, high-school rider, and the Four Nocks, high sway pole—have been booked for this event, as have the Minivers, novelty perch; Billy Smart's horses from England, and Hagenbeck's bears.

American circus and vaude acts also are getting a break in the Paris vaude and movie houses. Bobino (music-hall) is using mostly big-time acts, including Schaller Brothers, trampoline; Gautier's canines; Joan Rhodes, muscle act; Bob Bramson, hoop roller; Sid Plummer, xylophone; Rudy Bolly, juggler on wire, and the See Hee Troupe, acrobats.

## UNDER THE MARQUEE

The George Hanneford Troupe will be with Polack Eastern again next season. . . . The Dorchesters are to be with Tom Packs in Cuba . . . the Charles Velvin Turners celebrated their 30th wedding anniversary.

Bill Dollar is agenting Ralph Green's Rudy Circus in the South. Visitors included Byron and Thelma Gosh, Ward and Leonard, But-tons and Junie Grantham, the Billy Holloways and Robert R. White.

Otto Greibling is at the Famous Barr store in St. Louis for the holiday season. . . . Harry Shell is back in Farmington, Mo., letting his steam calliope cool off after a busy season. He had a visit from Capt. and Mrs. Billy Bryant, of showboat fame.

The Bertram Mills Chimpanzees from the English circus will be with the Polack Western show. Earlier they will be with the Radio City Music Hall's Christmas show.

Mellita and Wicons also will be in the yule program. . . . Peter Pepke, North Warren, Pa., fan, is presenting a show with Lou Rich, juggler, and the Woodford dog and monkey act worked by Veo D. Powers. Pepke's band will appear in the Monday (3) show. . . . Alan Davidson, Chicago fan, caught Polack Western at Springfield and reports the Palacios attempted triple somersaults for the benefit of his movie camera.

Agent Paul Forrester, with the Tommy Scott Show, and Scott have formed a company called National Show Printers to handle promotional form work. . . . Paul R. Sharp, Florida CFA chairman, announces that a conclave of CFA members will be in Sarasota in early 1957 to visit Ringling, Beatty and Cristiani quarters.

After playing Orrin Davenport's fall dates, Bert and Corinne Dearo made the Evansville, Ind., Shrine show. They are in Florida until time for the Davenport winter dates. . . . Billie Burke, clown, is at the White House department store in El Paso, Tex., since closing with the Gil Gray Circus. He will be back for his seventh season with Gray.

JoJo Lewis is in Sarasota and has new plans for the coming year. . . . The Boginos are at the Riverside Hotel, Reno, Nev. . . . Don Marcks is working up a Christmas circus party for the San Francisco Moose club. . . . Ira Millette writes that the Paul Eagles Luncheon Club met recently with Eagles, Millette, Ed DeWitte, Arthur Hockwald, the Ted DeWaynes and the Fay Alexanders.

Roxy Engesser and Mrs. George Engesser caught Henson Bros.' Circus in Tennessee and visited Shotgun Page and the Matt Laurishes. . . . David Monahan, former top-mounter with the Amazing Monohans, has just won a four-year scholarship to college. He was a Calvert student for three years on the road. He made a straight-A average in high school. The Monahans are doing a series of shows for the American Tobacco Company, writes Bob Monahan, and they have a Detroit Sports Show booked thru the Shilling office.

Acts which have returned to the U. S. with the Harlem Globetrotters after a tour of the Middle East and Europe include Mike Pickering, Bob Anderson and Company, Bird Carrell and Rose and Don Phillips. They are touring this country with the Globetrotters now.

## 3-WAY PRODUCTION

# Ice-Water-Variety Show Framed for Fair Dates

NEW YORK — An ice-water-variety package is being prepared here for presentation to fair officials for 1957 dates, bankrolled by a youthful organization which has already scored solidly in the television field. Originally designed for industrial sponsorship, the show is being built with touring aspects in mind.

Known as the "Ice-Aquaganza," the unit will be fielded by Theatrical Enterprises, a one-year-old firm which recently landed a pact to frame TV spectaculars for Alcoa. It's first such presentation will be "The Stingiest Man in Town" which will feature a host of big names when telecast just prior to Christmas.

Associated in TE are Dave Savage, who has been with CBS, NBC, Official Films and Guild Films, and Jack Talan, who was with Music Corporation of America (MCA) for six years. Producer of the outdoor three-phase show is Lenn Laden, veteran water show figure whose pas' exposure to fair business is being utilized in the show.

Multiple Skills  
The company will emphasize its diversification as a distinct advantage for fair grandstand offerings. Altho there will likely be no name

personalities in the cast, many of the performers, who may total to nearly 50, will have multiple skills. This will enable the line of dancing girls to take part in ice and water ballets. There will be stage numbers such as comedy, juggling, acrobatics, and others, and costuming will be in keeping with the lavishness of the production.

TE's ice rink will be 20 feet by 20 feet and the water tank will measure some 60 feet by 40 feet. There will also be a 20 by 20-foot diving tank and stage. Performance will run two and a half hours.

Equipment will be transported by locally-contracted haulers, and it is anticipated that moves will utilize trucks and trains for equipment, and buses for the cast.

Fairmen will be heavily circulated in coming weeks, and most, at least in the East, will have been exposed to what TE has to offer by the time their State meetings roll around. By then it will also have been decided whether the show will be booked direct or thru established agencies.

Rather than being unwieldy, the "Ice-Aquaganza" is boasted as offering fair viewers a chance to see several elements combined. Equipment is on hand and production is under way now.

## Record Buying at Chi Meet

Continued from page 60

Corporation, termed the show the best for his company since 1946, the banner year for all exhibitors. This was caused by the final elimination of material shortages which made it possible for operators to obtain badly needed replacement units and new equipment. Sparking the Dodgem sales was the purchase of 24 cars by the Royal American Shows. The units will be used to replace a similar number purchased three years ago.

Schiff reported the sale of 13 Wild Mouse units out of planned total of 22 units. One is to be exported this month for use in Cuba.

Hot Rod Sales Brisk  
Sales and probabilities announced by Hot Rods added up to an estimated \$200,000. A 23-foot Merry-Go-Round was sold to the Manlius (N. Y.) Kiddie Park. Forty-foot units were sold to Fred McFalls for the Texas State Fair Park and S. B. Ramagosa, of Wildwood, N. J. The latter also bought 10 Hot Rod cars. Junior Hot Rods were bought by Max Tubis, Million Dollar Pier, Atlantic City; Conklin Shows; George Somers, Seaside Heights, N. J., and Dave Simons, Kiddie City, L. I., bought both major and junior Hot Rods. A Scooter ride and 15 Hot Rod units are slated for Jacobs Bros. Fun Fair City, L. I. A 40-foot Merry-Go-Round is also set for Playland Park, Rye, N. Y.

The National Amusement Device Company reported excellent interest particularly in its trackless train which it exhibited for the first time. The Pretzel Amusement Company also reported excellent results with the ice broken within an hour of opening. Amusements Unlimited and Eric Wedemeyer were happy with the show with the latter reported to have sold all he wanted to before the end of the show.

More for Gooding  
Floyd Gooding, who owned some 118 devices before the show, many times more than the number owned by any other individual, added to his holdings and lent encouragement to several exhibitors, among them Arrow Development, from whom he purchased a Merry-Go-Round.

King Amusements and the Hampton Amusement Company

also reported business good. Sales were closed for Sellner's Tilt-a-Whirl and business for the firm was reported much better than last year.

Sales in excess of \$100,000 were reported by Frank Hrubetz, who concentrated on his Round-Up. He set total production at a probable 13. Business was excellent also for the Eli Bridge Company. Their concern now is only production. They reported only one Ferris Wheel, a No. 16, in stock. The prospect list for the Scrambler numbers 325. Thirty-four have been delivered. Eight are in production. It is hoped to complete 25 for the coming season. The ride is priced at around \$20,000.

Fair Buys Boat  
Business was also reported good by the Philadelphia Toboggan Company, and Allan Hawes, manufacturer of a scaled river boat. Another fairman, John Leahy, of the Danbury (Conn.) Fair, bought a boat for use at his event. Ray Lusse, of Lusse Bros., also reported good business.

Of the ride manufacturers queried, one, Steel Fabricating, reported business bad. They offered a hot rod unit, one of many on display.

One of the most interesting exhibits were two models offered by Courtney and Adams. They were a Double Sky Wheel, 73 feet, 6 inches high, with 16 seats. The unit will be mounted on a 38-foot trailer and designed to be erected or dismantled in three hours by four men. The other unit, also trailer mounted, is a Roto Ferris Wheel. It will be 43 feet, 6 inches high, and containing 12 seats. Its feature is simultaneous horizontal and vertical rotation. Variations for children are included in plans.

The cost on these units has not yet been determined but there was assurance that at least the Roto Ferris Wheel would soon go into production.

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## Eastern Ops Quiet At Midwest Confab

### King Reid Pacts Essex Junction; Cetlin-Wilson Strengthen '57 Route

CHICAGO—It was an off year at the outdoor meetings insofar as the Eastern carnival contingent was concerned. Fewer show owners and representatives were in attendance as compared to last year. Those who were on hand arrived with their routes in excellent shape and, as a result, booking efforts were virtually nil.

The biggest news, the awarding of the Champlain Valley Exposition, Essex Junction, Vt., to the King Reid Shows, occurred a thousand miles away and resulted in that showman's returning home well in advance of the end of the scheduled activities here.

The chopping up of the fair route abandoned by the Marks Shows came into focus here for the first time, altho the details were worked out in each instance well in advance of the meetings.

#### Reithoffer in South

Pat Reithoffer, operator of the shows bearing his name, won all of the laurels for progress. Since the end of the season, when he announced his intention to route into the South for the first time, he has booked the Orangeburg (S. C.) Fair, a spot last held by Marks and, before that, by a number of railroad shows, and fairs at Newberry and Union, S. C.

A static situation prevailed among the railroaders, altho several contracts won't be signed until formal meetings are held later this month. The World of Mirth was minus a date, the Essex Junction event, coming in here as a result of the change in dates by the Central Canada Exhibition, Ottawa. The Vermont fair had to be abandoned as a result and went to King Reid, who also holds, for the second time, the contract for the Rutland (Vt.) Fair. Essex Junction was also sought by the O. C. Buck Shows. World of Mirth representation was at top strength here for the first time, with Bernard (Bucky) Allen, concession manager; Jim Bergen, assistant manager, and Gerald Snellens, general representative, on hand.

The James E. Strates Shows, represented by the owner; his son, E. James, and Allan Travers, general representative, once again had only an entertaining role to fill. Representatives of most of their fairs were in attendance.

#### C&W Adds Albany, Ga.

The Cetlin & Wilson Shows have strengthened their route with the addition of the Fayetteville (N. C.) Fair, also a former Marks spot, and the Albany (Ga.) Fair. The remainder of its route remains the same, with the Missouri State Fair, Sedalia, and the Ionia (Mich.) Fair in the Midwest, and the Reading, Pa.; Richmond, Va.; Spartanburg, S. C.; Greenwood, S. C., and Macon, Ga., already booked. Their booking efforts here again were focused on the Indiana State Fair contingent. The spot, a key one in the show's route, will be awarded next week. Issy Cetlin, Bill Moore, Claude Sechrest and Al Dorso were the representatives.

The O. C. Buck, Ross Manning and Prell Broadway Shows split up the remainder of the Marks route. Buck has signed the fairs at Albe-Marle, Monroe and Hickory, N. C. Manning signed Covington, Lynchburg and Charlottesville, Va., and Burlington, N. C. Prell booked Gastonia, N. C., and Roanoke, Va.

Others Buck dates in the South

include Rocky Mount and Greenville, N. C. The Manning route includes Woodstock, Va.; Rutherfordton, Lenoir and Carthage, N. C., and Athens, Ga.

#### Petersburg Set

Ralph Lockett, manager of the Southside Virginia Fair, Petersburg, announcing the awarding of the midway contract to the Amusements of America.

Garland Moss, manager of the Mecklenburg County Fair, Chase City, Va., announced the signing of the Thomas Joyland Shows. Other spots credited to Thomas include Charleston, W. Va.; Concord, Lexington and Reidsville, N. C. This routing takes the Thomas organization deep into the southeast for the first time.

## Book-Awards Total High For N. Y. Club

NEW YORK—An idea of how the National Showmen's Association made out this season with its Yearbook and awards was reported to the club this week by Ethel Weinberg, executive secretary.

The Yearbook figure topped last year's by some \$500 with a total of more than \$8,000. The awards were off somewhat due to the cost of buying the new Chevrolet offered as first prize, but the results were nonetheless gratifying. Last year's net of \$7,000 was the same as this year's gross, but outstanding moneys expected in the next two weeks will mark off a good part of the difference between the two years.

## SLA Raises \$11,000 In 30-Minute Drive

### Al Sweeney Installed as Prez; Names '57 Committee Chairmen

CHICAGO — The Showmen's League of America raised a total of \$11,000 in 30 minutes here Thursday night (29) to chalk up one of the fastest fund drives for any show club on record.

The money, which is earmarked for the Building Fund Plaque Committee, was raised by Carl J. Sedlmayr Sr., chairman of the new committee. A plaque will be erected in the new clubhouse one year from now and showfolk, thru the payment of \$100, can put the name of any living or deceased male member on the plaque. The fund drive was made during the annual meeting, with upward of 100 in attendance.

#### Officers Installed

Al Sweeney, president of National Speedways, Inc., was installed as president, succeeding Maurice Ohren. Also taking office were Jack Duffield, first vice-president; Bill Carsky, second vice-president; John Gallagan, third vice-president; Bernie Mendelson, treasurer, and George W. Johnson, secretary. Homer Briant is executive secretary.

President Sweeney also appointed chairmen and co-chairmen for '57, and they will select their committees and submit them within 10 days.

Those named were: Carl J. Sedlmayr Sr., building fund plaque committee; Wells and Eifort, mem-

bership; Charles Zemater Sr., and Max Brantman, house; Morris A. Haft and Ed Sopenar, cemetery; James Campbell, funeral; Sam J. Levy Jr. and Chuck Zemater, annual banquet and ball; Louis Berger, program; Fred H. Kressmann and Ed Levinson, finance; Jack Duffield, 1957 Christmas party; Bill Carsky, entertainment; Nat Green, publicity; Hank Shelby, grievance; Chick Schloss and John Lempert, welfare; Paul Olson and J. P. (Jimmy) Sullivan, ways and means; Bob Parker, home fund trustees.

Other appointments included George B. Flint, chaplain; William A. Hetlich and Whitey Lehrter, tylers; Morris A. Haft and Arthur Morse, co-counsels; Dr. Max Thorek and Dr. John C. Havlik, physicians; Louis Herman and C. N. Kushner, Canadian counsels, and M. M. (Neil) Webb, Canadian secretary.

## Kansas City Club Seeks Clubhouse

KANSAS CITY, Mo.—Heart of America Showmen's Club has entered negotiations for the purchase of a clubhouse here with final closing of the deal depending on a zoning board verdict.

The building is located in the 3100 block on Broadway.

## 1,200 Celebrate At SLA Banquet

### Maurice Ohren Presented With Gold Life-Membership Card

CHICAGO—A record number of guests, estimated at over 1,200, turned out for the 44th annual banquet and ball of the Showmen's League of America here Wednesday night (28). Every seat in the Hotel Sherman's ballroom was occupied as the show people relaxed after a busy week of convention activities.

Speeches were held down to a minimum and J. W. (Patty) Conklin, toastmaster, kept the program moving at a fast clip. Introduced from the speaker's table were the '56 officers of the League, Maurice Ohren, president; Al Sweeney, first vice-president and incoming president; Jack Duffield, second vice-president; Bill Carsky, third vice-president, and Bernie Mendelson, treasurer.

Others on the dais were P. H. Siebrand, Arizona Showmen's Association; Jack Dickstein, Michigan Showmen's Association; M. (Whitey) Monette, Show Folks of America, San Francisco; Harry Julius, Greater Tampa Showmen's Association; C. C. (Specks) Groscurth, International Showmen's Association; Max Cohen, American Carnival Association; Gerald Snellens, National Showmen's Association; Paul Huedepohl, National Association of Amusement Parks,

Pools and Beaches; John Gallagan, Hot Springs Showmen's Association; James Stewart, International Corporation of Fairs and Expositions; Harry Seber, Pacific Coast Showmen's Association; Oscar C. Buck, Miami Showmen's Association; Chuck Moss, Texas Showmen's Association. Also George B. Flint, League chaplain; Morris A. Haft and Arthur Morse, co-counsels; Dr. John C. Havlik and George Johnson.

#### Wires Read

Wires were read by Conklin from Governor William C. Stratton of Illinois, Mayor Richard Daley of Chicago, Mrs. Gaylord White, Judge Beverly Briley, Hot Springs Showmen's Association, Mickey Blue, Pacific Coast Showmen's Association, Pearl Anderson, National Showmen's Association, Elvis Presley and John White.

Conklin announced that Col. Tom Parker, manager of Presley and a former midway showman, had donated \$1,000 to the League's mortgage fund. Carsky then took over the microphone and presented Ohren, outgoing president, with a gold life-membership card. Ohren spoke briefly, and Sweeney, the new president, recalled the start of the organization and its many accomplishments over the years.

Guest speaker was Leo (Pancho) Carillo, who, despite a partially lost voice, spoke at length.

High point of the evening was a floorshow brought in by Sam J. Levy Jr., banquet chairman, which featured Roger Williams, pianist, and the Hilltoppers, vocal group. Also on the bill were the Shepherd Brothers, bells; Mary Naylor, songs; Jimmy Burns and Company, comedy and dancing; Mr. Codell, birds, and Arthur Blake, impressionist. Lou Breese and orchestra cut the show.

Following the show the floors were cleared and several hours of dancing followed.

## Nominators to Pose Slate at Next NSA Meet

NEW YORK—The 1957 slate of officers and board of governors list will be submitted at the next meeting of the National Showmen's Association, on December 12. Chairman of the committee is Joe McKee.

The meeting Wednesday (28) was severely depleted by the attendance of many officers at the Chicago conventions, with a total of some 40 persons attending. Wielding the gavel at the governors' session was Chaplain Louis D. Kling and Treasurer Harry Rosen led the general meeting that followed.

Among those attending were trustees Bernard (Bucky) Allen, Joe McKee, Phil Isser, and John S. Wiseman. General discussions were held about the banquet week activities, and about the new home into which the club will move next year, probably in early spring.

## League Honors Departed at Solemn Rites

CHICAGO — Several hundred members and friends of the Showmen's League of America honored deceased club members at the annual memorial services held here Sunday (25). The rites were held in the Bal Tabarin of the Hotel Sherman with Ed Sopenar as chairman.

The services were opened with organ selections by Gerald Gros-saint and a rendition of "Omnes Plaudite Manibus" and "Ave Verum Corpus" by the Catholic Choral Society.

Rt. Rev. Msgr. L. J. Arrell, of Fargo, N. D., delivered the invocation and the choral group sang two additional songs, "Ave Maria" and "O Bone Jesu." Msgr. Arrell then delivered the address of the day, "This Day Shall Be a Memorial for You." The Choral Society presented three numbers, "Aves Mundi Spes Maria," "O Sanctissima" and "Salve Regina."

George B. Flint, League chaplain, read the memorial for de-

(Continued on page 74)

## League Honors Ohren At President's Party

CHICAGO—Over 700 representatives of every branch of outdoor show business honored Maurice (Lefty) Ohren at the annual Showmen's League of America President's Party held in the Hotel Sherman here Sunday night (25).

In addition to being honored by the large turnout, Ohren, who was president during 1956, was presented with a diamond-studded watch by Lou Dufour, who with Bill Carsky was co-chairman of the event. Vince Gottshalk, local

television personality, was also a featured speaker.

Following supper and presentation speeches, a three-hour floor show was presented. Acts included the Four Encores, Rich and Gibson, Karo-Karo, DeArco and Gee, Sid Stone, Three-Leggors, Vagabonds, Stylemasters, Bobby (Puppets) Clark, Tommy Bartlett, Mona McCall, Johnny Mattson, Musical Brightons, Gus and Greg, Ernie McLane, Bill King and the Rudy Noel Dancers.



AL SWEENEY

# Heth Show Makes Convention News

**Snares Five New Fairs for 1957; RAS, Olson, Gooding Stand Pat**

CHICAGO — A Birmingham-based truck show, the L. J. Heth Shows, provided the big news of the outdoor convention which ended here Wednesday (26).

Aided in its contract quest by the Amusement Corporation of America, of which Paul Olson is president, the Heth aggregation snared five fairs new to its route and went out of the sessions with indications that it would make still further gains at coming State fair conventions.

The Big Three—the Royal America, the Olson Shows and the Gooding Shows—emerged with their '57 routes either true duplicates of their strong '56 itineraries or, in one instance, a slightly stronger route.

The mighty Royal went into the get-together with the contract for the Western Canadian A Circuit already tucked away, and, as expected, came out of the sessions with all of its usual fairs, plus the Kansas State Fair, Hutchinson—a new addition in '56—set for repeats. The Royal's fair route—the strongest by far in the nation—will take it from Brandon, Man., the first stop in Western Canada, in early July to the Louisiana State Fair, Shreveport, in late October.

#### **Olson Unchanged**

The Olson Show's route—the second best in the Midwest—remains unchanged from '56. The Gooding organization emerged from the meetings with all of its '56 fairs plus Rome, Ga., which will precede its engagement at the Atlanta fair.

The Heth Shows picked up the Ozark Empire Fair, Springfield, Mo.; the West Tennessee Fair, Jackson; the West Alabama Fair, Tuscaloosa; the South Mississippi State Fair, Laurel, and the Gulf Coast Fair, Mobile. Prior to the meeting it had added still another fair to its route. This addition was the Cobb County Fair, Marietta, Ga.

The Heth Shows, owned and general-managed by Floyd R. Heth, will go out with 14 major rides and 8 kiddie rides and will have as many as 16 major rides and 14 kiddie rides at the peak of its fair season. At one date—the Mobile Fair—the Roto Ride will work in the show's line-up.

Al Kunz, manager of the show, said that shows already booked include Buttons Grantham's Monkey Show. Nat Mercy, last year with Cetlin & Wilson, will produce the Girl Show and will also frame a Snake Show. Charlie Teichner will produce the Girl Show, Kunz said. At some of its fairs the show is contracted to provide 12 shows, Kunz added.

Keith Chapman, who was with the Don Franklin Shows the past two seasons, will be the Heth concession manager.

Carl Sedlmayr, Royal American owner; Floyd E. Gooding, head of the operation bearing his name, and Paul Olson, co-owner and general manager of the Olson Shows, found time during the convention to do some ride buying or

negotiating for rides and shows during the convention.

Even before the formal sessions started, Sedlmayr purchased 24 new Dodgem cars. Later, he purchased a new Skyfighter, Helicopter, and Auto Parkway rides from Allan Herschell Company, North Tonawanda, N. Y. The Skyfighter will replace the one which has been on the Royal; the Helicopter and Auto Parkway will be new additions to the line-up.

#### **Big Purchases**

Gooding made a substantial amount of purchases. He placed orders for a 32-foot Merry-Go-Round from the Arrow Development Company, Mountain View, Calif.; a Tub of Fun from the Hampton Amusement Company, Portage Des Sioux, Mo., and a Roller Coaster, with 1,250 feet of trackage and two four-car trains, and a total capacity of 32 passengers, from the Philadelphia Toboggan Company, Philadelphia.

The Merry-Go-Round purchased from Arrow Development Company will up the number of Merry-Go-Rounds owned by Gooding to 14. The new one, purchased because its size and design makes for speedy set-up and tear-down, will be used to serve Gooding's mounting business in the church festival and industrial picnic field.

The Roller Coaster is to be installed in the Columbus Zoo Park, which Gooding acquired last winter, with the installation to be completed by Easter Sunday, when the park will open for Sunday operation. The Roller Coaster will have a maximum height of 40 feet, Gooding said.

#### **To Spend 100G**

In all, Gooding plans to spend \$100,000 to further improve the park in time for the '57 season. One project, currently under way, is the redecorating of the park's Merry-Go-Round which has no fewer than 52 hand-carved figures of animals. A major project will be the installation of a number of animated figures to give the Kiddieland a Disneyland atmosphere.

Gooding, it was learned, will introduce at least one, possibly two new major rides during the 1957 season. Such ride or rides will go out with one of his touring units.

Gooding revealed that he will have two dark rides and as many Funhouses owned by Tio Zaccchini under the Gooding banner in '57. One of the Funhouses will be new.

#### **Inks Taylor**

He also announced that he had contracted Charlie Taylor to produce a minstrel show, which will join the No. 1 unit when it starts its Southern fair route at Knoxville. Joy Purvis will produce the unit's revue for the fourth season.

Milo Anthony, Gooding said, will be back with a large reptile show and, in addition, also will have a pinhead show. Harvey Wilson has been contracted to return with two Crystal Mazes.

Paul Olson closed negotiations during the convention to have the new Sky Wheel (double Ferris Wheel), now being built by Elmer and Curtis Velare, join the Olson Shows' line-up at the Illinois State Fair, Springfield.

The sale of one carnival was announced during the convention, with Hub Luehrs buying Ideal Rides from Paul Robertson. Luehrs has been in the business since the early '30's and in recent years had the bingo and a string of concessions on Bill Gullette's Imperial Shows. Hub's brother, Bob, will take over the operation of those concessions.

Robertson will tour with Ideal

# Dolly Young Leaves Heth

CHICAGO—Dolly Young, the past season manager of concessions with the Heth Shows, announced here last week during the outdoor showmen's convention that she has severed connections with that organization and that she will put in the 1957 season operating concessions at the amusement park at Cedar Point, O.

She begins her Cedar Point season next Decoration Day, but will keep occupied thru the winter handling concession arrangements at seven Florida fairs.

# Associated Gets A Big Turnout At Homecoming

SAN FRANCISCO — Regular Associated Troupers pulled a record turnout at its 14th annual homecoming party and bazaar held in the clubrooms here Friday (23). Ted LeFors was chairman of the event, assisted by Arthur Thompson, Max Kaplan, Lilabel Williams, Fred Smith, Jack Morris, C. H. and Inez Allton, Kenneth Payne, Jimmy Dunne and Marlo LeFors.

Cards were the afternoon entertainment, followed by a turkey dinner and dancing in the evening. Myrtle Huit Morris and Tillie Palmateer conducted the bazaar which netted close to \$200, and Zoe Wick's grab bag brought in another \$62.50.

Included among the guests were: Moxie and Babe Miller, John and Violet Backman, Emily Bailey, Nancy Meyer, Frank Babcock, Vera Downie, Lucille King, Cecile Branch, Mary Dewey, Eve Scott, Rose Fitzgerald, Alex and Donna Freedman and their daughter, Patsy; Carl Frye, Emiley and Dave Freidenheim, Katherine and Abe Goldstein, Claudia Cruickshank, Rose Westlake, Babe and Mike Herman, Ellis Hendry, Florence Lusby, Ray Marrion, Larry and Martha Nathan, Mora Bagby, Zoe Wick, Robert Seigel, William and Dolores Tilden, Jimmy Thralls, Jack Leonard, Jennie Reigel, Steve and Rae Freedman, Bill and Esther Sinclair, Marie Rhodes, Jeanette Roth, Ann Stewart, Wayne Brandenberg, Peggy Freedman, Ruth Knowles, Spot and Ruby Fowler, Sammy Steffin, Peggy Saul, Jules and Rita Blumenthal, Dick and Kitty Scearce, John and Ronnie Cardwell and Sheri Engel.

# Florida Fair Inks Saddlemire

CLEWISTON, Fla.—The Sugarland Exposition and Livestock Show has signed Jerry Saddlemire, of Glades Amusement Company, to handle its fun zone this year. Wabash Valley Tent and Awning Company will provide the tops for the fair.

Rides in an advisory capacity during the season and plans eventually to buy some kiddie rides and install them in a Kiddieland. The show plays principally in Illinois and Indiana.

Route changes announced by truck shows included the signing by the Don Franklin Shows of the Heart of Illinois Fair, Peoria. The engagement will replace a still date. The show also announced closing for a still date on the grounds of the Kansas Free Fair, Topeka. Major early dates in '57 will be the Charro Celebration, Brownsville, Tex. The Franklin show had played the Texarkana, Tex., fair for seven years but because of conflicting dates in '57 had to forego contracting it to play Tyler, Tex., it was disclosed. Art Frazier is the new Franklin concession manager.

**\$870,000,000 IN 1954**

# Census Estimates Outlay For Outdoor Fun in U. S.

WASHINGTON—Based on surveys and tax computations, the federal government estimates that \$870,000,000 was spent in 1954 on participant amusements — circuses, amusement parks, carnivals, rinks, bowling alleys, swimming pools, coin-operated amusements, and billiard parlors.

Many of the elements were also covered in an earlier (1948) tally of service businesses for the Commerce Department's over-all census of 1954.

Carnivals and circuses were not covered in 1948, but the estimates for 1954 show that in New York State alone there were 54 different carnival and circus units in operation, of which 28 had payrolls totaling \$518,000. There were 300 amusement park units, including ride locations and shooting galleries, of which 206 had payrolls totaling \$2,700,000.

Of the coin-operated amusement device establishments, which the census says included juke, pinball, mechanical games, Arcades and

amusements parlors (plus slot machines were legally allowed), there were a total of 288 using payrolls, with a total reportedly over \$3,000,000.

#### **Other Reports Coming**

Other State results are expected to be released by the Commerce Department in the near future.

Of the estimated \$870,000,000 spent in the country in 1954 for these forms of amusement, about 8 per cent, or \$71,000,000 was spent in New York State. A significant increase from 1948 to 1954 was shown in the State's 300 amusement parks, with over-all spending rising from \$8,800,000 to \$9,000,000.

Percentages of the total national spending attributable to the Empire State in the 1954 census' fun categories, run from about 12 per cent of the nation's bowling outlay, to 4 per cent of the money spent nationally on carnivals and circuses, and 11 per cent of the spending on amusement parks and devices.

# MIDWAY CONFAB

Mr. and Mrs. Al Kaufman announced the engagement of their daughter, Judy, to Robert Krum, of Long Beach, N. Y. Al is a veteran concessionaire with World's Finest Shows. . . . Charles Carroll, owner of Carroll Greater Shows, placed an order for a new Round-Up at the Chicago meetings. Delivery is scheduled for February.

Jody Kennedy, son of Mr. and Mrs. Noah Kennedy, is back at their Tahihina, Okla., home after being released from a Mena, Ark., hospital following surgery. . . . Gilda Lee, annex attraction, recently closed with Preacher Monroe's Side Show and has returned to the night club circuit. . . . D. D. (Tex) Blake reports his country and western unit is scoring good crowds on its tour of schools and sponsored dates.

Tony Geinter, formerly with the Le Ola show on Ross Manning's midway, is currently touring Florida with his Congress of Wonders featuring Ashley, world's smallest man. The unit is sporting new canvas and new banners have been ordered for the Cuban tour which starts late in December. Peggy Ewell and her big snakes will be added for Cuba. . . . Jack Hamilton is readying two girl shows for next season at his Rock Falls, Ill., winter base.

Alec Santoro, long-time show owner, has rides and concessions on Donovan's Famous Midway, which is playing fiestas along the U. S.-Mexican-border. He's taking time out for some gulf fishing and sightseeing. . . . Ray Garrison is

back at his Owensboro, Ky., home and recently purchased a candy floss machine and a snow cone joint that are scheduled to go out on Blue Grass Shows in the spring.

Hy Nicholas and Johnson, bag punchers and musicians, recently left for England. . . . After a good season with Holly Bros.' Shows, Mr. and Mrs. L. H. Hardin are back at their winter occupations in Brunswick, Ga. Mrs. Hardin has opened her Vi Burger Cafe, while her husband is managing Hank's Radio and Television Service. . . . Billy Logsdon posts that he has his show with Pan American Shows playing around Baton Rouge, La.

Larry Schaff, former secretary of the Peppers and John R. Ward shows, is wintering with his mother at Hagerstown, Md., and plans to rejoin F. C. Bogle in the spring. . . . Earl and Edna Chapman will return to Hattiesburg, Miss., after winding up their safety campaign sponsored by the Prichard, Ala., DAV Post.

Frank W. Peppers, owner of the show bearing his name, writes from Mobile that his show is back in quarters there after closing November 11 at Fort Walton, Fla. . . . Cem City Shows are wintering in Theodore, Ala., after closing the season at the Mobile fair. . . . L. D. (Bill) Dollar recently closed his 10th season with the Lee Amusement Company and is agenting a circus. Recent visitors included Mr. and Mrs. Byron Gosh, Ward and Leonard, Buttons and Junie Grantham, Mr. and Mrs. Billy Holloway and Robert R. White.

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Greenville, S. C.

# CLUB ACTIVITIES

## Miami Showmen's Association

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

Max Sharp, chairman of the president's testimonial party, announced that he has made arrangements for the party to be held at the Eden Roc Hotel, Miami Beach, in the Pompei Room, Tuesday (18). Whitey Tara, chairman of the blood bank committee, reported that 432 pints of blood were on hand.

William C. Bryant, chairman of the cemetery committee, announced that there will be joint memorial services at the clubrooms Sunday

(16) at 2 p.m. After services, an unveiling will be held at the Showmen's Rest Cemetery, North Miami. William B. Moore, past president, asks that those who pledged \$50 toward the Plaque Fund please remit same immediately.

Alton Pierson, chairman of the entertainment committee, announced that the first barbecue home-coming party and dance was held in the clubrooms Saturday (1). This is to be a weekly affair. Executive Secretary Martin M. Weiss reports that the '57 membership cards are ready. Some that have been sent out have been returned for insufficient address. Members who haven't received the cards are asked to write Weiss directing him to either mail or hold their cards.

The annual banquet and ball is scheduled to be held at the Seville Hotel, Miami Beach, January 7. Affair will be under the chairmanship of Bob Parker and David Endy.

## National Showmen's Association

### Ladies' Auxiliary

NEW YORK — The slate of officers for 1957 was presented by the nominating committee on November 14, and is headed by Ann Brown, to repeat as president. Other officers suggested are Mildred Peterson, first vice-president; Katherine Rausch, second vice-president; Florence Thompson, corresponding secretary; Helen Mansfield, recording secretary; Claire Priddy, treasurer; Leah Rosen, assistant treasurer; Blanch Balzer, hostess, and Florence Van Raalte, chaplain.

Also submitted was the list for board of governors. The meeting also featured a discussion by Mildred Peterson of a new means for raising money for the club's philanthropies.

While Margaret McKee and her sisters were visiting in California, their niece, Lydia, gave birth to a son on October 15. Mrs. McKee returned to New York just in time to attend the annual banquet.

The annual memorial services were held on November 20, prior to the open house. Bess Hamid was sorely missed, but she had a fever and had to remain in Atlantic City.

Among the many persons greeted at the cocktail party preceding the annual banquet in the Hotel Commodore were: Mrs. Joe Basile, Dorothea Isser, Carolina Hamid, Mona Saltis, Mrs. Nan Levine, Mrs. Pearl Scherer, Mrs. Anna Davidoff, Mrs. Ann Kaye, Abby Hymes, daughter of Mr. and Mrs. A. Hymes, who will be married December 16; Jeannette Finkel, Eileen Weissman, Evelyn Batalsky, Catherine Anderson, Ann Peterson, Mildred Peterson, Harriet Mercan, Dorothy Packman, Ann Brown, Henrietta Wertheimer, Ray Goldman, Jane Tubis, Margaret McKee, Anna Cook, Midge Cchen, Flora Elk, Ethel Shapiro, Mae McKee, Ruth Robbins, and many others, all of whom were beautifully dressed. Mildred Peterson.

## Canada Showmen's Association

MONTREAL — S. J. Young, president, opened the regular meeting, assisted by Pat Marco, Alex Saien and O. Drouin, vice-presidents, and R. Genest, treasurer.

A clubroom has been leased at 1457 Metcalfe Street, adjacent to the Sheraton-Mount Royal Hotel. Plans for a '57 convention and banquet were discussed, with the event to be held in Toronto next fall. It was suggested that the location be alternated annually between Toronto and Montreal.

The treasurer reported receipts of \$1,500 from a jamboree and \$146.75 from Bernard & Barry Shows. Also Frank Conklin, \$100; J. P. Sullivan, \$100; J. W. Conklin, \$50; employees of World's Finest Shows, \$220.34; P. Marco and A. Zaien, \$65; Daniels Shows, \$36; I. Faith, \$22.15.

New members include J. P. Sullivan, B. Arent, P. Cronin, J. Bernier, W. Dicosimo, R. Dicosimo, W. Forde, K. Rifkin, A. Kaufman, C. Leopold, S. Mancuso, M. Paradis, T. Prockin, J. Thomson, H. Windfield, F. Alarie, L. Boulanger, J. Belanger, E. Beaudoin, C. Bolduc, F. Esner, E. Joly, P. Leonard, A. Morin, M. Morin, C. Morriseau, A. Richer, R. Trudel, W. Topolinski, A. Pinard, W. Bonder, J. Bonder, W. Baker, J. Campi, R. Dufour, R. Forget, F. Guay, S. Lorenz, S. Miller, J. May, A. Weinstein, J. Paling, P. Miller, R. Anderson, J. Boisclair, J. Bodnar, C. Bellino, J. Dubeau, M. Grandchamp, V. Prockin, Ray Trudel, W. Werezac, L. Albert, J. Ganz, S.

## Hot Springs Showmen's Association

### Ladies' Auxiliary

The meeting Thursday night, November 29, found Ethel Booth, president; June Reynolds, second vice-president; Bonnie Wheatley, secretary; and Vivian Zimdars, treasurer, pro tem, on the rostrum.

Out-of-town members Jannie Bloth, Betty Harris and Millie Wilson were welcomed back. Lucille Donoflio, Lela Howie and Della Rogers returned.

On the sick list were Bonnie Wheatley, Billie Owens, and Vivian Zimdars, but all are on the mend. Members were sorry to learn that Caroline Holt, who just returned from Fulton, Mo., suffered a bad fall while there over the Thanksgiving holidays.

Members were saddened at the news of the death of Rose Marie Steins' father in Little Rock, Ark.

The following ladies were admitted to membership: Mabel Welshman, Lois Crangle, Veatta Qualls, Marguerite Glickman and Elsie Johnson. Final plans were made by Chairman Elsie Powell for the annual Christmas party, given for the Old Folks Home in Hot Springs, Ark.

In a recent raffle the \$100 war bond was won by Patty Conklin; the \$25 bond by Al Williamson; the set of dishes by Sammy Aldrich, and the alum-num ware by Lee Moss. Out-of-town winners included Bill Darden, Texarkana, Tex., who won the pen set; Gail Olson, the carving set; Lavern Schwack, knife sharpener; J. H. Martin, Memphis, the pillow cases; Guy Schmuck, the billfold; Hal Stanger, Woodland Park, Colo., the escort alarm; Tony Festetino, Cincinnati, the carving set; F. Flanagan, Tampa, the deep fryer; Tommy Duncan, the electric coffee maker; Mrs. Harry Finch, the electric razor, and Ray Oaks Jr., Tampa, the pillow cases.

## Pacific Coast Showmen's Association

LOS ANGELES — Vice-President Bob Downey was in the chair at the regular Monday (19) meeting. Also present were Harry Phillips, treasurer, and Bob Mathews, secretary. New members are Ray Adams and Noel Stevens.

Harry Sandler will represent the club at the banquet of the National Showmen's Association and Harry Seber at the Showmen's League of America banquet and ball. Matt Herman was named chairman of the President's Party. Harry Seber and Lucille Dolman were named to supervise the memorial services.

Sam Steffin brought in \$390 raised at a benefit party in Phoenix, Ariz.

Brief talks were made by Bobby Cohn, Philip Gordon, Mike Herman, Sam Steffin, Orville Crafts, Lee Brandon and Sam Silvers.

It was announced the club will try to persuade the Western Fairs Association to hold its meeting here in either 1957 or 1958.

## Heart of America Showmen's Club

KANSAS CITY, Mo.—President Raymond A. Clayton was in the chair for the regular meeting. It was announced that negotiations for purchase of a clubhouse had progressed well and the committee was awaiting a zoning verdict.

Joseph A. Clayton reported all arrangements had been completed for the annual New Year's Eve banquet and ball. The party will be held in the Hotel Continental.

The Ladies' Auxiliary will hold its annual tackey party on December 29.

Ganz, Harry Jones, W. Laughlin, E. Laughlin, D. Pitcher, G. Rooney, J. Wilson, D. Finkelstein, F. Oakie, A. Pver, A. Fortier.

## Michigan Showmen's Association

### Ladies' Auxiliary

Officers present for the November 12 meeting included Laura Baker, president; Ann Stone, Tina Wiener and Helen Cook, first, second and third vice-presidents respectively; Gertrude Quist, secretary, and Betty Greely, treasurer.

An invitation was read from the men's club inviting the auxiliary to its "mortgage-burning" party.

Carrie Dear left for St. Petersburg, Fla., to visit her sister. Clara Baloy and Dora Connors were reported on the sick list.

## League Honors

Continued from page 72

parted members and the audience stood for a minute of silence.

The Square Post No. 232, American Legion, presented the colors and "Taps" and the choral group sang "Holy God We Praise Thy Name". Msgr. Arrell delivered the benediction and the memorial closed with an organ solo by Grossaint.

League members who died during 1956 included Noble C. Fairley, Nieman Eisman, Mal M. Fleming, Frank Slenk, Edward J. Burke, Harry P. Fisher, F. B. Collins, Louis Torti, Harry V. Carson, Benjamin W. Mach, Curtis Bockus, M. H. (Mike) Barnes, Robert G. Thomson, Elwood A. Hughes, Fred N. Scheible, R. T. Riley, Joe Striebich, Boyle Woolfolk, Jack Nelson and Luxie Adams.

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Fleischer & Kasner Import Company, P. O. Box 3603, El Paso, importer of Mexican products and novelties, announces a special set-up for jobbers and wholesalers and will send a catalog showing the items, including purses, wallets, hand-painted skirts, hand-painted jackets, carved canes, ash trays, straw hats, maracas, etc.

Shrunken heads are taking the country by storm, according to E. Joseph Cossman & Company, 7015 Sunset Boulevard, Hollywood 28, which offers jobbers and dealers generous discounts on the items which retail for \$2.98. Made of skin-textured, pliable plastic with long, black silky hair and nostril cords, the items may be hung in the car, den, bar, etc. They make an unusual conversation piece and a perfect gift for the man who has everything, according to the firm.

B. & H. Novelty Manufacturing Company, Box 4032, Station B, Spartanburg, S. C., reports heavy response to its offer of a new, oval-top cedar chest. Made of genuine red cedar, attractively embossed, the chest's inside dimensions are 5 1/2 inches by 10 inches by 2 1/4 inches. Fitted with a mirror, lock and key, the chest also has an at-

tractive picture on its top. The unit may be had in two ways, the first with a pound of flash packaged candy at \$4; the second, fitted with a \$19.95 jewelry set at \$4.50. If you are a quantity user, write for special prices. Immediate delivery.

Dexeco, Inc., 191 South Street, Providence, specializes in engraving jewelry. The firm carries in stock over 600 different kinds of pins and idents suitable for engraving. They also have 12 carded styles of engraving cuffs and tie clips which they offer at \$3 per dozen. In fancy boxes, they are \$5.25 per dozen. If you use this type of merchandise for your operation, it will pay you to send for the firm's new catalog especially prepared by engravers and demonstrators. Dexeco requests you state your business.

Something different in perfume is being introduced by Harris Novelty Company, 1102 Arch Street, Philadelphia. Parisian Holiday Parfum Spray is said to be a quality fragrance. Packed in a new shatter-proof spray bottle with gold cap, Parisian Holiday holds great appeal for all women. Nationally advertised in Town and Country magazine the two-ounce bottle carries a \$20 price tag. Price to the trade is \$15 per dozen. Another item being featured by Harris is their 17-jewel Dalton men's wristwatch. At \$12 each (sample \$13 postpaid), this is one of the best watch deals ever offered. Its thin-platter style, gold-tone case and bezel is set off by a black suede band. Dalton watches are known for their style, accuracy and long life and come equipped with a guaranteed unbreakable mainspring. Gift-boxed, the watch has been nationally advertised and comes with a \$55 price tag.

## PIPES FOR PITCHMEN

By BILL BAKER

WORD HAS REACHED ... the Pipes desk that David A. Swan, known in the med field as Chief Gray Fox, died November 14 at the age of 46. Swan, who had been in show business for 30 years, is survived by his widow, Hilda; a son, David; two daughters, Delores and Gaynell; a twin brother, Jack, and a second brother, Smokey.

LEO (HAPPY) HELLER ... pipes in the following: "I closed the medicine joint recently and took three days off. Will start up again with pens in Sam's Department Store, Detroit, where I've had the med joint. I'll work the pens during Christmas and reopen the med December 26. Chick De Coursey who had his rug cleaner in Sam's, closed last month. Chick's a terrific worker, so good, in fact, that Prof. Ben Schumaker, who teaches a class on sales promotion at Wayne University, had him and his wife, Marion (another good worker), put on their demonstration of Aladdin Cleaner in the classroom. This is no jackpot, it really happened, and I think it's a grand tribute to our profession. Dorothy Thompson is on the sick list. She has had reducing chewing gum in Kresge's, Detroit, four months and has done a big job on it. She is a powerful worker and gets some real money with it. Tommy Norton (not the Tommy Norton of pen fame); his wife, Vernal, along with Chuck Arnold, are in Kresge's Detroit store with Popiel's new Chop-Chop joint. They are doing well with it. Bill

Hocker, Larry Sauls, Tommy Fisher, Al Reiser, Lawrence Irvin and Marty Halloran are all in town getting lined up for Christmas. Phil and Eileen Kraft were in to say hello. They are manufacturing their own product, Krafts Formula No. 9 Auto Polish. They say they are doing well and the evidence is there in the new machinery they have purchased for their factory. All in all, as we go into the Christmas season, it looks like a red one. I'd like to hear from the boys in the hospitals and get some names and addresses of pitch folks who are laid up."

BACK IN THEIR ... winter home at Tarpon Springs, Fla., Mae and Robert Noell, of Noell's Ark Gorilla Show, are looking forward to a rest after a carnival season that would probably have been better but for much rain and a flood in which they were involved. The Noells, accompanied by Bob's sister and brother-in-law, Mr. and Mrs. E. P. Herndon, Roanoke, Va., recently visited New York. It was a business trip, the Noells returning with a gorilla for their show, which now includes 10 chimps, an orangutan, monkeys, bears, birds and alligators. Mrs. Noell reports the recent death of Ed Wood, an old-time tent opy man, at Small, N. C. In his 70's at the time of death, Wood was a veteran of the Spanish-American War and is survived by his widow. Mrs. Noell suggests that friends write Mrs. Wood notes of consolation at R. F. D. 1, Aurora, N. C.

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PIANO MAN—WIRE WESTERN UNION, write General Delivery, Phoenix, Ariz.

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6.75 Doz. (gross lots)

SAMPLES 1.00 EACH

Each pin contains a miniature picture of Elvis. Beautiful gold finished frame. Guitar has mother of pearl finish. These pins are selling like wild fire so order now. We also have a matching charm bracelet for the same price.

**SHOP-RITE INDUSTRIES**  
Dept. 103  
P. O. Box 88 Brooklyn 14, N. Y.  
Jobbers, Wholesalers, Write

**LITTLE ATOM**  
World's Smallest Pistol

COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS

ACTUAL SIZE

Dealers \$12.00  
Cost . . . \$12.00  
List . . . \$1.95 ea.

Actually shoots caps with terrific report . . . sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '57 Catalog.

**G & S Mfg. Co.**  
Dept. B,  
NASHVILLE, TENNESSEE

**BREATHTAKING MASTERPIECES!**

Imported pictures of birds, hand made, from REAL feathers in an endless variety of birds and beautiful colors in deep shadow box frame 1 3/4 x 1 1/2, 3 in. deep, in white, brown or black. \$19.95 gold price tag & worth it! Prepaid sample \$4.00; 3 or more \$2.50. F.O.B. Att. Men calling on gift, credit jewelers, department & furniture stores. The illustration does not do the picture justice. You have to see the real thing to know why they sell on sight.

**ECONOMY DISTRIBUTING COMPANY**  
8622 1/2 B Lankershim Blvd.  
North Hollywood, Calif.

**NEWLY STYLED HOLLYWOOD MATCHED ENSEMBLES**

Necklace, Earring, Pin, Expansion Bracelet Sets in Satin-Lined GIFT BOXES!

Also 4-piece ALL Rhinestone Bracelet and Earring Sets—(boxed) \$21.00 per doz. Necklace and Earring Sets (boxed)—\$7.00 per doz. \$75.00 per gr.

**PACKARD JEWELRY CO.**  
25% deposit on all C.O.D. orders. SEND FOR NEW CATALOGUE of 150 other jewelry items, watches and watch sets.

Dept't B-48 West 25th Street  
New York, New York

when answering ads . . . Say You Saw It in The Billboard

**THE ORIGINAL TWO WAY ELVIS PRESLEY FLASHER BUTTON**

This is the Official Flasher Button That Is Sweeping the Country

**\$3.00** per dozen **\$20.00** per 100

**I LIKE ELVIS**

Buttons and Pennants Selling Like Wildfire All Over the Country. Terrific Action at All Schools and Colleges. They Buy Them on Sight.

Immediate Delivery No Delay

**I LIKE ELVIS**

1 1/2" Elvis Buttons \$11.00 per 100  
2 1/2" Picture Buttons \$15.00 per 100

1 Like Elvis Pennant 12" x 30" . . . . . \$17.50 per 100

Rock and Roll Hats . . . . . \$4.50 per doz.  
Rock and Roll Girls' Collars . . . . . 2.50 per doz.  
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

**Salesmen GET IN BUSINESS FOR YOURSELF!**

HERE IS THE NATION'S TOP OFFER!

REBUILT BY EVGO

**ELECTROLUX MODEL 30 VACUUMS**

Complete with all Attachments LOOKS NEW • WORKS LIKE NEW!

INDIVIDUALLY BOXED 1 YEAR GUARANTEE WRITE FOR FREE CATALOG

TERMS: Check with order until credit is established.

**\$24** IN LOTS OF 12

**EDER VACUUM CLEANER CO.**  
13345 LIVERNOIS DEPT. 7 DETROIT 35, MICH. TE 4-1010  
Largest Independent Rebuilders and Parts Supply House in the Midwest

**SELL EXCELLENT IMPORT VALUES**

Irish Linen Luncheon Sets. Price, including postage, drop shipped to customer. Sets napkins available—pink, gold, red, lime, aqua, gray, hunter green. Hems hand drawn. Gold Thread Luncheon Set (8 pcs.), \$3.95; list \$9.95. Solid colors (8 pcs.), \$4.95; list \$10.95. Cloth 42x42", 4 napkins 12 1/2x12 1/2", (5 pcs.), \$5.95; list \$11.95. Hostess Set (9 pcs.), cloth 48x48", 4 mats 12x17", 4 napkins, 16x16", \$15.95; list \$19.95; colors—red, yellow, lime, emerald. Sample layout costs you \$30.00, including Import Order Book. A hot fast line, backed by fifty years' experience.

**Clark Import-Export**  
Box 205, Flint 1, Mich.



**THE FANTICH BROTHERS ARE PASTMASTERS IN KNOWING THE AUCTION TRADE! THAT'S WHY THEY'RE THE LARGEST SUPPLIERS OF AUCTION MERCHANDISE IN THE COUNTRY!**

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

### Matching Luggage Complete 3-Pc. Set!



26" Pullman, 24" O'nite Case, Train Case with removable mirror.

Top quality feature! **NESTS AND BOXED. NEW! SMART! DURABLE!**

You can stand on it . . . Tough as leather covering! Available in California Ivory, Caribbean Blue or Sunset Tan.

RETAILS FOR **\$39.95**

- #300 Sample, \$12.00
- 3 or more, \$11.25
- #500 Sample, \$14.50
- 3 or more, \$13.75

A TERRIFIC VALUE LOOKS AND LASTS LIKE \$50 LUGGAGE

# HALL of DISTRIBUTORS, Inc.

## FANTASTIC DIAMOND RING VALUES

Unbeatable prices . . . See for yourself. Cash refund in 72 hours if not satisfied.

All our diamonds are of fine color and quality. Brilliant American Cut.



Matching diamond set. 4 diamond Bridal Duetta Set with beautifully carved matched Engagement and Wedding Band. Made to sell at a much higher price.

Solitaire with matching Wedding Ring. White or yellow gold featuring Hall Lock mountings. Keeps both rings together.

	Your Cost	Retail
1/4 ct.—A	\$ 70.95	\$240.00
1/3 ct.—B	94.95	290.00
1/2 ct.—C	174.95	550.00
3/4 ct.—D	260.95	700.00
1 ct.—E	419.95	1200.00

Our diamonds can be appraised by certified gemologists. Written guarantee certificate with each order.

Add 10% federal tax if not a dealer.

# BARBARA DELMAR'S XMAS SPECIALS!

Box Sets: \$9- 10.50- 12- 13.50- 15-18- 21-24- 27 doz., all styles

Sample doz. sets . . . \$20.00

Cuff Links & Tie Bar Sets, boxed, doz. . . . \$9-\$10.00

Watch, Wallet, Pen, Pencil, Cuff Link & Tie Bar Set, boxed, all for \$6; with leather wallet 7.00

Sheffield Steak Knife sets, 6 in box, set . . . 1.75

Wallets, boxed and wrapped, doz. . . . \$6-\$7-\$8-\$9-\$12

Electric Razors (men's and women's), each . . . 2.00

Pop-up Toasters (Salt and Pepper Shakers), doz. . . . 7.00

Steak Knife & Cutlery Set, 9-pc. set 2.25

Christmas Sall & Pepper Shakers, doz. . . . 6.00

Hand polish GP Hearts for engraving, doz. . . . 2.75

Rhinestone Necklaces (no two alike), each . . . 1.25

Flowered Pony Tails, \$3 doz.; Chignons, doz. . . . 3.75

Rhinestone pronged Earrings, doz. . . . \$1.75-\$2.50- 3.25

Large Flowered Spray Earrings, doz. 3.00

Tailored Pierced Earrings, asst., dz. 3.00

Pop-It Bead Chokers, \$1 doz., regular, doz. . . . 1.50

Free Rotating Display Stand & 6 doz. Earrings . . . 18.00

Alphabetic Pop-Its (good fair gimmick), 1,000 . . . 4.25

Fingernail & Button Earrings asst'd., gross . . . 9.00

Beaded Bracelets (Grab Bag item), gross . . . 10.50

Pearl Chokers, 8MM, single strand, doz. . . . 2.00

Pearl Chokers, 3 strand adjustable, doz. . . . 3.25

Pearl Necklaces, graduated, 1 & 3 strand, doz. . . . \$1-\$3.00

Pearl Button Earrings to Match, dz. 1.25

Assorted Gold Button Earrings, dz. 2.25

Rondelle Earrings, Pearl & Rhinestone, doz. . . . \$2.25-\$2.75

Assorted pearl with gold Earrings, doz. . . . 3.25

New Aurora Borealis, doz. \$3.40-\$5.50

Sequin Drop Earrings, asst'd., dz. 2.75

Scaffor Pins, 2 in box, doz. . . . 3.00

Cutlery Sets, 9-piece, \$4-\$6 set; 15-piece, set . . . 11.00

Pearl Pop-Its, also Gold & Silver, doz. . . . \$3-\$5.00

Colored metal 4 neck, 4 Bracelet, 4 Earring sets, dz. 3.00

Xmas Earrings, beautiful, asst'd., dz. 3.00

Bracelets, assorted, doz. . . . 2.00

Cigarette Lighters, doz. . . . \$4.75-\$6-\$7

Ships Wheel Barometer, wall or desk, mahogany, each . . . 4.00

Hand Painted Earrings, asst'd., dz. 3.40

Pierced post Earrings, \$1 sellers, doz. . . . 2.50

Pearl Necklace, single strand, gr. 18.00

Ball Point Pens, gross . . . 15.50

25% dep. read. on unrated accounts.

## Chain Store Novelty

19 West 34th St., New York, N. Y. WI 7-7527

## Delicious 2 Lb. & 5 Lb. Rum & Brandy "Quality" FRUIT CAKES

- A terrific money maker.
- Outsells all FRUIT CAKES.
- Vacuum packed, A-1 fresh quality.
- Loaded with selected cherries, choice fruits, nuts and rum.
- Attractively boxed in tin container.
- Guaranteed to please you.

Beware of substitute fruit cakes that are loaded with raisins.

2-Lb. . . \$10.00	Per Doz. Minimum	\$9.00	Per Doz. Gross Lots	<b>HIGH RETAIL VALUE</b>
5-Lb. . . \$2.50	Each 6 Min.	\$2.00	Each Doz. Min.	

## COPPER CLAD

ALCAMA TIC 90 Series Automatic Cooker Fryer complete with PYREX Cover

10 Exclusive Features:

- Fries • Casserol • Slows • Bun Warmer • All Purpose • Food Warmer • Cooks • Roasts • Blanches • Steams • Beautiful Server



RETAIL **\$39.95**

COPPER or CHROME LOW . . . LOW . . . LOW . . . PRICE

Sample, \$7.25

3 or more, \$6.75

SEND \$1 FOR NEW 1957 GIANT 300 PAGE CATALOG • MAKE BIG MONEY

Refunded on first \$10.00 order. Catalog shows thousands of quality national advertised merchandise at low dealer wholesale prices!

TERMS: 25% Deposit Required on All Initial Orders. Balance C.O.D. F.O.B. Detroit. All Rated Accounts. Enclose References for All Additional Orders. Prompt Delivery!

REMITTANCES: Please do not send cash! Make payments by postal or express money order, cashier or certified check. Personal checks will delay your order.

# HALL of DISTRIBUTORS, Inc.

8713 TWELFTH STREET DETROIT 6, MICH.

## WE CARRY ALL NATIONALLY ADVERTISED WATCHES:

OMEGA • HAMILTON • LE COULTRE • LONGINE • WITTLNAUER  
BAUME & MERCIER • HELBROS • ELGIN • GRUEN • BENRUS  
BULOVA • LOUIS & WALTHAM

Limited supply. All in new boxes. Factory guaranteed. Order now for assured delivery.

- \* GRUEN SPORT QUEEN Attractive Nurse's 17J Watch. Sweep second hand. Double feature band. Yellow or white. Water and shock proof. S.S. anti-magnetic back. Retail \$110.00 Your Cost \$23.00
- \* GRUEN BERKSHIRE Smartly designed 17J Square Dress Watch. Attractive. Second hand. Matching expansion bracelet. Yellow. Retail \$65.00 Your Cost \$19.00
- \* BENRUS HOUR CAPTAIN Fantastic value. Wrist alarm. 17J with mechanical memory that rings to remind you. Sweep second hand. Neatly styled. White. Retail \$62.50 Your Cost \$19.50
- \* BENRUS CITATION DARIEN 17J. Never before offered. Gold weave double feature band. Exquisite Benrus Citation model. Yellow. Retail \$82.50 Your Cost \$19.50
- \* BULOVA SENATOR 17J. Waterproof. Ultra, ultra thin. Unique design. Sweep second hand. Night light dial. Shockproof. Anti-magnetic S.S. case. Alligator double feature band. Retail \$71.50 Your Cost \$21.50
- \* WALTHAM GLENWOOD AUTOCHRON Self-winding. Smartly designed. Sweep second hand. Matching expansion band. Yellow. Retail \$100.00 Your Cost \$24.50
- \* WALTHAM DIAMOND DUCHESS 2 gleaming diamonds set in attractive carved design. Smartly styled bracelet. White. Retail \$125.00 Your Cost \$22.50
- \* BENRUS POWER DIVER 17J self-winding waterproof Watch. Modernistic design. Double feature band. Night light dial. Yellow. Retail \$92.50 Your Cost \$27.50
- \* BENRUS CAPITAL 25J self-winding waterproof Smartly styled. Night light numerals and dials. Double feature band. Sweep second hand. Yellow. Retail \$100.00 Your Cost \$30.00
- \* BENRUS LORD BURTON 17J. Attractive square design. Second hand. Designed to sell. Yellow. Retail \$67.50 Your Cost \$19.50
- \* BENRUS JUBILEE A Waterproof. 17J. All-purpose Watch. Shock and dust proof. Non-breakable mainspring. Night light numerals and dial. Matching expansion band. White. Retail \$59.50 Your Cost \$19.00
- \* SANDOX CHAMP Completely automatic. All stainless steel. 18K w. gold numbers. White or black face. Matching expansion band. Sandox—famous since 1870. Retail \$150.00 Your Cost \$32.50

WALTHAM—Introducing the new, exciting Waltham line. First American watch since 1850. For over a hundred years America's traditional gift watch.

## GENUINE CUBAN ALLIGATOR BAGS BUY NOW AT THESE SENSATIONAL PRICES

- #200, Debutant, size 6½x9 inches . . . \$ 6.75 ea.
- #300, Lady Alice, size 8x10 inches . . . 8.75 ea.
- #400, Patrician, New Large Deluxe Bag . . . 9.75 ea.
- #500, Double Compartment Bag . . . 8.75 ea.
- Samples, \$1.00 extra, p.p. 4 styles . . . 35.00 p.p.

All styles available plain or with full skin and head as shown. All have adjustable straps.

For Resale Only K. MAX SMITH ENTERPRISES  
Order Now 11295 Biscayne Blvd., Miami, Fla.

## 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.

LOWEST PRICES ANYWHERE

# Sherfy's

2126 Boyer St., Seattle, Wn.

## PEN and PENCIL SETS DIRECT FROM M'FR!

Sensational Values!



Beautiful 3-piece set. Hooded point fountain pen, automatic pencil, precision ball pen. Gold-tone cap, assorted colors. Attractively boxed.

Sample set \$1.00.

Gross \$48.00

Orders filled same day received. Send 25% deposit, balance C.O.D., F.O.B. N.Y.

# PACKARD PEN CO.

28 East 22nd St. • New York 10

## You Can't Beat BRODY

for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMP—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.

84-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

# M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill.  
L. D. Phone: MOonroe 6-9520  
In Business in Chicago for 37 Years

## FOR ENGRAVERS



Necklaces and Bracelets Boy Alone — Girl Alone Or Combination

Made of Aluminum and Gold or Nickel Plated.

# MILLER CREATIONS

With It Since 1887  
7739 Se. Avalon Ave. Chicago 19, Ill.  
Phone: WATERfall 4-8855  
DAY AND NIGHT SERVICE

## SUPER-DE LUXE SHRUNKEN HEAD

Hottest novelty on the market! Terrific ornament for the car, bar, den, cycle or anywhere! Life-like . . . life-size . . . looks real . . . feels real. Made of skin textured plastic with long black silky hair and nostril cords. If your jobber can't supply, send \$21.60 per dozen. Sample \$2.00. JOBBER'S INQUIRIES INVITED.

COSSMAN CO. Dept. BB  
7015 Sunset Blvd., Hollywood 28, Calif.

**FREE!** WHOLESALE CATALOG

Big Sales for Salesmen, Agents, Distributors.

Write today for our BIG, FREE Catalog containing nationally advertised products at unbelievable LOW PRICES. Deal direct with widely known wholesale house handling complete lines of JEWELRY • NOVELTIES • RINGS • ENGRAVING • MOUSE • CARNIVAL • MDSE.

# Sterling Jewelers

1975 EAST MAIN ST. COLUMBUS 5, OHIO

GIVE TO DAMON RUNYON CANCER FUND

# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

**MAIL ON HAND AT CINCINNATI OFFICE**  
2160 Patterson St.  
Cincinnati 22, O.

### Parcel Post

- Williams, Johnnie, Lilly, H. J.  
Stage Mgr. & (2 Catalogs, 50¢ due)  
Showman (Col)
- Adams, Nick**  
Allen, Chas.  
Allen, Mrs. Audrey  
Allen, Mrs. D. V.  
Allen, Mrs. Virginia  
Allen, Roy & Mrs.  
Allen, Samuel M.  
Altman, Andrew  
Ames, Eddie  
Anaya, Mrs. Edna L.  
Anderson, Johnnie  
Andreo, Frank  
Antalek, Joe (Mgr.)  
Armstrong, Robt.  
Armstrong, Matthew  
Arnott, Mrs. J. K.  
Atkinson, Hosea  
Attardi, F.  
Austin, Arthur  
Baker, Bennie  
Bartley, Willie E.
- Barney Bros.' Circus (Mgr.)  
Beasley, Mrs. H. E.  
Beck, Donald  
Bennett, Chuck & Mrs.  
Berk, Nell  
Bernard, Bill  
Berns, Evelyn  
Blankenship, J. A. (Silv)  
Bowman, Chas.  
Bradley, Henry & Margo  
Bradley, Jess  
Broeffle, H. J. & J.  
Burton, Howard  
Bush, Mrs. Catherine  
Butcher, Mrs. M.  
Callers, Roy  
Camelison, Mrs. Wm.

- Camelison, Wm.  
Carawan, Mrs. Melba  
Carey, Esther  
Carpenter, Nancy J.  
Carpenter, Walter  
Carreon, Senor Carlos  
Carter, Chloe (Dancer)  
Castle, Louise  
Caudill, John Nelson  
Chambers, Earl  
Chambers, Ingram E.  
Chapman, Earl  
Chidester, Bill  
Coburn, James A.  
Collins, Jimmie  
Colman, Ray  
Condric, Richard  
Correll, Maran  
Cory, Barney & Marie  
Coyle, Joe  
Coyne, Thos. J.  
Cozart, John  
Craig, Mrs. Margo  
Culloms, Phillip  
Culloms, Phillip  
Dabrimple, Mrs. Eleanor  
Dansey, Roy  
Darling, Clifford  
Davidson, James E.  
Davis, Earl & Ruth  
Davis, Gean (c/o Tex Avery)
- Johnson, Rickey & Ruby  
Joseph, Geo.  
Julliano, Joe  
Kandell, Ben  
Karcwars, Gus  
Kantor, K. G.  
Kaye, Paul  
Kelly, C. O.  
Kennedy, Roland  
Kerr, Claude E.  
Kight, Jeanie & Timmie  
King, Floyd  
Kirk, Homer  
Kirkwood, Margo  
Kissel, Margo (Martinez)  
Kiser, G. B.  
Kirtzman, Frances (Bill Carl)  
Krekeler, Charles  
Kridello, Mrs. Lillian  
La Morris, William F.  
Lall, Ben  
Lake, Floyd & George  
Lamont, Mr. (Lamonts Cockatoos & Macaws)  
Lankford, Mrs. Ellen  
Leasure, C. C. (billposter agent)  
Lee, Texas Toni  
Leib, Rodrick H.  
Levy, Stanley  
Link, Rodman T.  
Louisa, Joseph  
Lueckert, Billy G.  
Lund, Lucky (Land?)  
Lynch, Eddie R.  
MacDonald, Mac  
McAlister, Tate  
McClain & Clark  
McGarry, K. C.  
McSpadden, J. R.  
McSpadden, Myrtle  
Magid, Chuck  
Manstein, William  
Mason, Bob  
Mattiello, Mrs. Terry  
Matre, Van  
Mathews, Mrs. Kay  
Mead, H. L. & Mrs.  
Metcalfe, Billy  
Meyer, Walter F.  
Miller, Don & Ruth  
Miller, Fred  
Miller, William  
Mitchell, Lawrence  
Michael, Michael  
Montello, James T.  
Mooney, Bob  
Moore, H. Z. (Frenchy)  
Moore, Mrs. Daisy  
Moore, Mrs. Goldie  
Moore, Mike  
Morgan, Billy  
Morgan, Louis P.  
Mortellaro, J.  
Morton, Robert  
Munroe, Jack  
Murphy, E. J.  
Murray, Marion  
Neal, Ruby  
Neville, Jas.  
Newbery, Jerry  
O'Brien, Mrs. Lyvonne  
O'Brien, Blanche Ruth  
O'Brien, Richard J.  
O'Day, Torchy  
O'Reilly, Jimmy & Mrs.  
Odd, Jos.  
Odessa, Joan  
Ortugus, L. H.  
Osborne, Chas.  
Owen, Edward John  
Owens, Mrs. Jack  
Owens, Charlie L.  
Padgett, Gene  
Pafal, Charles  
Palanque, Serge (or Madeleine Claude)  
Papp, Steve A.  
Pardee, E. C.  
Parmenter, Emory  
Pate, Virgil  
Petrie, Fletcher & Mrs.  
Phillips, James E.  
Phinney, Margaret  
Piercy, H. W.  
Pierson, Carl  
Porter, Bill  
Porter, Florence  
Progresso, Robert  
Pugh, Mrs. Getty  
Punch, Dick  
Putzert, Mrs. Wayne  
Rabbit, Mrs. Minstra  
Ragan, Madeline E.  
Randolph, Ray  
Ravell, Blanche  
Raymer, Ford E.  
Reed, James E.  
Reed, Ross A.  
Reiner, Stanley  
Reisinger, Albert H.  
Roachman, Mrs. Stash  
Robe, Mrs. Marjory  
Robertson, Mrs. Lucille (Bunny)  
Robinson, Mrs. Alma  
Roe, Bill  
Rogers, William  
Rucker, E. H.  
Rumsower, A. T.  
Saddlemire, Gerry  
Salyna, John  
Santalone, Louis  
Saxe, Reggie  
Scheible, Geo. D.

- Schneider, Lou  
Schuch, Clarence J.  
Scott, John C. & Lois  
Selna, Rose Mary  
Sello Bros.' Circus (manager)  
Settle, T. D.  
Shaffer, Billy  
Shaffer, C. F.  
Sharp, Max  
Shelton, Julius C. Pat  
Shrivers, C. H.  
Sierrman, Joe  
Silvestri, Antonio  
Silvey, Sandy  
Simms, E. W. Patrick  
Simpson, William L.  
Slate, G. B.  
Slatecovich, Wallace & Mrs.  
Sloat, Roy S.  
Smaha, Herr Johann  
Smith, Vinicky  
Smith, Harold  
Smith, Little Ashby  
Sodders, Orvin & Mrs.  
Sodders, Orvin  
Solie, Fred G.  
Sparton, Orlo  
Stein, Will  
Steinberg, Billie J.  
Stephens, A. L.  
Sturdy (Girl Show)  
Stuber, H. G.  
Sturdivant, Arthur O.  
Suber, Sarge & Mrs.  
Sunday, Sid  
Swank, Ruth  
Swart, Ernest B. (Bob)  
Swartz, Louise  
Sylvester, Shorty & Peggy  
Terry, Donald  
Tops, Mr.
- Travers, Charles & Mrs.  
Trela, John  
Tribble, Geo. & Mrs.  
Trivette, Clyde Edward  
Tucker, Candy  
Tucker, Sammy  
Tyski, Walter  
Vaugh, Gene  
Viers, John  
Vowell, Bennie  
Wagner, Russell  
Walker, Robert Lee  
Walker, Theodore F.  
Wallace, Johnny  
Walsh, Earl B.  
Waltz, Mrs. Ruby  
Ward, J. Robert & Juliene  
Warren, Frank  
Warren, Fred P.  
Wesley, John & Mrs.  
White, David  
Whiteside, T. & J. O'Donnell  
Wilbrite, W.  
Williams, Boyd  
Williams, Curt  
Williams, Mrs. Jay  
Williams, R.  
Wilson, Mrs. Millie  
Wilbur Wolverine Shows  
Wines, Mary Ann  
Wonasas, Walter L. (Wanous?)  
Wood, Wesley & Murrell  
Woodward, T. G.  
Wurster, Arthur E.  
Wright, Johnny  
Yates, Roy E.  
Young, Joyce  
Zomp, Paul

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg.  
St. Louis 1, Mo.

- Adams, Michele  
Anthony, Marjorie I.  
Baake, Fred  
Ballou, Gerald F.  
Barned, Mrs. Lowell  
Beetee, Mrs. Jenny  
Boltze, E. A. Havill  
Boone, Eddie  
Boudreau, Gil & Pete  
Bowlin, Mr. & Mrs. Johnie  
Bowman, Roscoe  
Boyle, Ruth  
Burden, R. L.  
Burto, L. H.  
Campbell, Carl  
Carter, Chloee  
Caudill, John Nelson  
Chambers, Jesse  
Chambers, Mrs. Louise F.  
Chidester, Wm. J.  
Chisholm, Dale  
Chisholm, John E.  
Cook, James  
Cozart, John  
Craig, Nina  
Crawe, W. J.  
Cundiff, A. B.  
Darling, Edward E.  
Davis, Edward E.  
Del Mar, Lisa  
Eckman, Fred  
Evaan, Addie  
Fevinson, Tom  
Finley, Evelyn  
Flangan, Rita  
Fortner, Ruth M.  
Fryth, Gene  
Good, Buryl  
Grutzel, Jack  
Hagen, Eddie  
Harris, Marvin J.  
Hart, Betty  
Helton, Jimmie  
Hollinbeck, Harold  
Humphrey, Charles H.  
Impeduglai, Lucille  
Jennings, Mrs. Maurene  
Jordan, Jess  
Kimes, Mrs. F. C. (Shirley)  
Kingora, James J.  
Klassen, Fred W.  
Koch, Clifton Jr.  
Kreiger, Albert W.  
Krelling, Mrs. F. H.  
Lee, Toni
- Lewis, Sam E.  
Little Wolf, Joann  
McHenry, Myron  
McKennis, Mac  
McMillan, R. J.  
Madison, H. L.  
Martel, A. E.  
Miller, Mr. & Mrs. Charles  
Miller, Paul H.  
Mock, Robert L.  
Morgan, T. Lance  
Morrison, M.  
Morton, J. M.  
Mounts, Mary Pauline  
Moyer, James  
Neighbors, Barney  
Nelson, Carl E.  
Ogilvie, Tom B.  
O'Haver, Mr. & Mrs. Jack D.  
O'Reilly, Jerry  
Pannebacker, Mrs. George  
Pearl, Walter J.  
Pendleton, C. T.  
Phinney, Margaret M.  
Prevois, David J.  
Rains, Leo W.  
Rameyer, Earl  
Rawlings, James  
Reed, James & Lois  
Regan, Geo. W.  
Richards, J. T.  
Riley, Louis  
Robinson, Gordon W.  
Rogers, Gus  
Saunders, Mr. & Mrs. O. B.  
Schwab, Alton H.  
Shadel, Dick  
Shearn, Eddy  
Sileo, Joe  
Simons, Helen M.  
Sneed, Marvin  
Spencer, Art  
Stone, Ed  
Sumrall, Thomas H.  
Swan, Ruth Virginia  
Swicegood, Odell  
Tavernoir, Forrest & Ginger  
Tucker, Barbara E.  
Wetherbee, Mrs. Harold  
Whalen, Tommy  
Wildrick, Elmer  
Williams, Joe

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Each card has 13 symbols from Ace to King

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# VENDING MACHINES

80

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

DECEMBER 8, 1956

## 150 NAMA Exhibitors Show Record Crop New Products

### Cigarette, Candy Units More Selective; 18 Hot Food, 25 Coffee Venders Shown

CHICAGO—This is automatic selling's biggest week.

Based on a 25 per cent increase over last year's record in advance registrations, National Automatic Merchandising Association's annual convention and exhibit will draw an all-time high in number of convention-goers.

At least 150 exhibitors—or a dozen more than last year's record total—are showing.

And a bumper crop of new vending machines and products will be exhibited.

Most notable, exhibit-wise, is the sharp increase in the number of manufacturers showing hot foods venders and coffee machines.

Five hot foods machines were shown by four manufacturers at NAMA's 1955 show. This week 18 hot foods venders are being shown by 13 manufacturers. Ten food product suppliers are showing this year compared to just three last year.

#### Canned Food

Canned food venders are being shown by Rowe Manufacturing Company, Whippany, N. J.;

## Vendomatic Has School for 60 Canadian Ops

TORONTO—Some 60 vending operators, from Quebec to Vancouver, attended a three-day sales and service session here. The meetings, sponsored by Vendomatic, Ltd., one of Canada's largest vending distributors, ended Wednesday (28). Al Plowright, Vendomatic general manager who organized the sessions, said that the meetings may become annual events for Canadian operators.

Representing the Rowe Manufacturing Company, and discussing Rowe equipment, were Jack Hog-

(Continued on page 82)

## BERT MILLS HOSTS 2 MEALS DAILY AT SHOW

CHICAGO—In addition to displaying its full line of equipment on the floor at the National Automatic Merchandising Association Convention this week, Bert Mills Corporation is hosting a breakfast and luncheon period each day of the show.

Mills, working with a different coffee manufacturer as co-sponsor each day, is presenting its hospitality fete at the Conrad Hilton Hotel, Suite 505-7A. Evening cocktail hours, sponsored by Mills, were held from 3 to 6 Sunday and Monday. Final cocktail session is tonight (4).

Breakfast and luncheon were co-sponsored by the Superior Coffee Company on Sunday; Tenco Inc., on Monday; Chase and Sanborn on Tuesday, and the Continental Coffee Company will act as co-sponsor on Wednesday.

Avenco, Minneapolis (three models); Fedam Company, Elmwood Park, Ill.; Fred Hebel Corporation, Addison, Ill.; Mills Industries, Inc., Traverse City, Mich. (two models); Vendo Company, Kansas City, Mo.; Vendomatic, Inc., Minneapolis; Wico Corporation, Chicago; Jack Webb Company, Evanston, Ill., and Apco, Inc., New York (see separate story).

Hot food equipment is being shown by Eastern Electric, Inc., New Bedford, Mass. (combination hot sandwich, beverage, pastry Lunch-O-Mat); United States Vending Machine Corporation, Philadelphia (hot frankfurter model); Vari-Vend, Inc., Chicago (hot foods in dishes, cartons, etc.).

A total of 25 coffee venders are (Continued on page 82)

## Apco Sets Hot Food, Self-Brew Venders

### Improved Refrigeration Unit, Liquid Cream Conversion, Pre-Mix Lines to Be Shown

CHICAGO—A self-brew coffee machine, a hot food vender and an improved cup drink unit highlight the Apco exhibit at the NAMA show which opened this week at the Conrad Hilton.

According to Mel Rapp, Apco executive vice-president, the new Brewed CoffeeShoppe will have a cup capacity of 1,000, with an ingredient capacity of 1,150 cups.

The fresh grounds are packed in 10-pound containers, with eight freshly brewed cups in reserve. Vending cycle is six seconds, and the brewed coffee is constantly replaced.

#### 5 Selections

Used coffee grounds drop, in bulk, to a waste receptacle at the bottom of the machine. The five selections include self-brew coffee with cream, with sugar, with cream and sugar, black and with dry concentrate hot chocolate.

Rapp said the operator can use either liquid or powdered cream in any of the coffee or hot chocolate selections.

## New Vendo Self-Brew Cup Vender

CHICAGO—Vendo Company's new self-brew coffee vender has an 810-cup capacity. Regular grind, vacuum packed coffee in quarter-pound tins is used to effect an infusion type brewing process.

Hot water is forced under pressure thru the can in brewing position and then drawn off into a storage chamber. After each cycle, the can and its almost dry grounds are deposited in a waste receptacle.

Each can brews 16 cups. The brewing cycle runs about two and a half minutes. The vending section accommodates 54 coffee tins and dispenses lightweight plastic cups.

#### Refrigeration

Cream is under refrigeration in a two-gallon container. Sugar is in a five and a half pound canister. A seven-pound, dry ingredient chocolate canister is standard equipment, averaging 200 servings.

The unit serves coffee five ways, including double cream and sugar selection.

Shipping weight comes to 500 pounds. Dimensions of the vender are 77 inches high, 32 inches wide and 25 inches deep. Price was not quoted.

Price of the machine will be announced at the show, as will be prices for all other new Apco equipment. First deliveries are scheduled for early January.

#### Field Tested

The self-brew unit will have the same approximate weight and dimensions as the CoffeeShoppe Senior. Rapp said the machine has been in development for two years

## NAMA PROGRAM BY ANY OTHER NAME IS SWEET

CHICAGO—Billboard readers were astonished to find in reading the December 1 issue that the entire three-day convention program of business sessions of the National Automatic Merchandising Association (NAMA) had been pre-empted apparently by the National Association of Amusement Parks, Pools and Beaches (NAAPPB).

A typographical error resulted in the letters "NAAPPB" instead of "NAMA" being used in the heading of NAMA's program listing. Actually, few readers were puzzled for long because the complete program, clearly identifying it as NAMA's—followed under the misleading heading.

NAMA's program for Tuesday and Wednesday (December 4-5) and exhibit hours appears elsewhere on this page for the convenience of convention-goers. The Billboard's NAMA Exhibit Guide appears on pages 62 and 63 of the December 1 issue.

and has been field tested for 18 months in factory locations in Florida, New York and Texas. The cabinet is illuminated in the same manner as the CoffeeShoppe and all selections are by push button.

Apco is also showing an improved version of the regular CoffeeShoppe line, offering an option (Continued on page 84)

## Rowe Shows New Showcase Venders

### 20-Col. Cig, Fresh-Brew Coffee, Hot Food, 11-Col. Candy Venders Highlight Display

CHICAGO—New cigarette, coffee, drink, candy and pastry venders, all featuring the Showcase display front, highlighted the exhibit of the Rowe Manufacturing Company at NAMA. The units may be placed side by side in a uniform battery or used individually.

The Twenty-700 is a 20-column electric console with 20 columns and a capacity of 700 cigarette packs. Each column may be set at any one of four different prices in all 5-cent, 10-cent and quarter combinations. The 10 standard

and 10 shift columns allow a larger column capacity for the faster-selling brands.

Dimensions are 46 inches high, 31 1/4 inches wide and 16 1/4 inches deep. Showcase front is similar to the Ambassador, with four brands displayed. Miniature brand labels are enclosed in the plastic push buttons. Delivery is set for early spring, 1957.

#### 140-Can Capacity

The seven-selection hot food vender holds 140 cans in vending position and another 140 in pre-heat storage stand. Each column will vend at one of three different prices—from 15 cents to 40 cents. The cans are constantly rotated to prevent food separation. Pro-

(Continued on page 84)

## Foodco Bows 3-Flavor Bulk Milk Vender

CHICAGO—Cup-O-Matic 7B, a three-flavor, push-button selection bulk milk vender, is being introduced by the Food Engineering Corporation, Manchester, N. H.

The vender has a capacity of 200 cups in 7, 9 or 10 1/2-ounce sizes. It accommodates four 20-quart milk cans and two one-gallon sirup buckets.

Both the flavor pumps and the plastic flavor containers are stored in the refrigerated base. The sirups are delivered to the cup in stainless steel tubes. The cup station has an easily accessible swing in window.

In addition to the three-selection model for \$1,195, Food Engineering also offers a two-selection unit for \$1,095. Weighing 650 pounds, the dimensions are 72 inches high, 28 inches wide and 26 inches deep.

## Hebel Preps Outdoor Vend Station Plan

ADDISON, Ill.—Plans to construct an outdoor vending station have been announced by the Fred Hebel Corporation. The company plans to construct two experimental structures to be set up by spring. The whole outdoor station package will be marketed under the name Vend Inn.

Evolved by Fred Hebel, president, and Robert Fagin, sales manager, the plan is the first of its kind for multiple product vending. The closest parallels to date have been the outdoor milk and ice stations that have enjoyed successful operation.

#### Relocation Possible

The vending enclosure will be a permanent type building. However, it may be disassembled for relocation elsewhere. A battery of nine venders will be housed within the 828 cubic foot enclosure. A triangular frontal section of two clear plastic walls permits a view of the interior from three sides. The building will be marked by an 18-foot-high inverted pylon on the top.

Hebel estimates the package will run to around \$9,000, including construction costs, the venders and an Auto-Snak front which is optional. Total cost, however, is comparable to full line feeding batteries installed in plants by some operators. Such batteries cost up to \$10,000 per installation.

## Mass. Ops Group Taking Shape

BOSTON—The committee on bylaws of the recently formed Massachusetts Automatic Merchandising Council has finished the work of setting up bylaws for the organization and those are now in the mail to members.

As well as sending out the bylaws for approval, the committee also has enclosed ballots which will be marked and returned for the election of five executive committeemen who will govern the group.

The council has no plans to meet as a regular body, but will be on call to get together as soon as any particular legislative emergency arises. It is continuing to solicit both operators and supplier memberships. The group will represent all segments of the automatic merchandising industry in the Bay State on matters pertaining to (Continued on page 84)

## Continental Self-Brew, Pre-Mix Venders Debut

CHICAGO—The Continental Vending Machine Corporation will show for the first time at the NAMA convention in Chicago its new self-brew coffee machine, industrial cigarette vender, pre-mix drink machine and Serv-O-Mat common front.

The Capri coffee machine, which will list for \$995, f.o.b. Westbury, L. L. N. Y., has a cup capacity of 780 and an ingredient capacity of 600 cups of coffee, 300 cups of hot chocolate and 150 cups of soup. The hot chocolate and soup in the three-selection unit are dry ingredient, while the coffee is self-brew.

The coin acceptance takes nickels, dimes and pennies in any order of insertion, and gives change in pennies on dime sales and in nickels and pennies on 25-cent insertions.

#### Cream Selection

The customer can control, by degrees, the amount of cream and sugar he wants in his coffee, ranging from none to double measures. After each vend, the machine automatically resets to deliver a cup with normal amounts of cream and sugar. Fresh cream is kept under constant refrigeration. The unit (Continued on page 82)

# Detail Some New Venders Unveiled at NAMA Exhibit

Following are brief descriptions on just some of the new vending machines being shown this week at the National Automatic Merchandising Association convention and exhibit. Next week's Billboard will carry full details on all new machines shown.

## Silex Shows Self-Brew Coffee Unit

**CHICAGO** — Silex Coffee Kitchen, a new self-brew coffee and hot chocolate vender, is being shown by the Silex Company, Chicago. It vends coffee four ways and chocolate two ways—with or without cream.

The machine has a cup capacity of 600. Total ingredient capacity is 600 cups of coffee and 200 cups.

*(Continued on page 83)*

## New National 200-Bar Unit

**CHICAGO** — National Vendors is announcing a new 200-bar candy vender, called the Series 10-C. The 10-selector unit is built around National's one-column manual cigarette machine. Price is not quoted.

The bars are accommodated by non-interlocking removable shelves and a drop-shelf mechanism. Columns are interchangeable for candy and pastry items. Each

*(Continued on page 83)*

## Lehigh Hot Drink Vender

**CHICAGO** — A three-selection dry ingredient hot drink vender called Take-a-Break was introduced by Lehigh, Inc., Pennsylvania, in co-operation with the Nestle Company.

Priced at \$100, the vender holds 180 packets of chocolate, coffee, soup and 180 cups. It is fully me-

*(Continued on page 83)*

## Cole-Spa '7' Cold Cup Unit

**CHICAGO** — Cole Products Corporation's new cold drink cup vender, the Cole-Spa Special '7,' has an 800-cup capacity, vending five carbonated and two non-carbonated drinks.

The vender utilizes a pre-mix for fruit-flavored cola selections such as cherry, lime and strawberry.

Featured is a new-type lighted

*(Continued on page 98)*

## Wico Shows Can Vender

**CHICAGO** — Wico Food Vender, a hot canned food vender featuring six selections and a 162-can vending capacity is the newest in the line of the Wico Corporation, Chicago.

Selection is made by turning a pointer knob to the desired food label on the front of the machine.

*(Continued on page 96)*

## M-57 Bev. Bar By Bert Mills

**CHICAGO** — The M-57 Coffee Bar, a newer version of the M-56, was introduced by Bert Mills Corporation, St. Charles, Ill. Chief differentiation from the older model is a series of neon-lighted front panels.

Like the previous model, the

*(Continued on page 101)*

## '57 NAMA MEET SET FOR PHILLY OCTOBER 13-16

**CHICAGO** — The National Automatic Merchandising Association will hold their 1957 convention October 13-16 in Philadelphia. Exhibits and business sessions will be held in the city's Convention Hall.

With the new show only 10 months off, NAMA officials said that regional meetings may not be repeated in 1957. Cost of the meetings was also cited as a reason. However, some form of area gatherings may be adopted, officials added.

## Vendo Intros Food Vender

**CHICAGO** — A six-selection hot food vender is being introduced by the Vendo Manufacturing Company, Kansas City, Mo.

The unit dispenses six different selections for a total of 172 items. Soup, hash, chili, spaghetti, macaroni and stew are some of the foods the machine will handle. Each individual selection conveyor will

*(Continued on page 96)*

## Coffee-Mat Debuts Self-Brew Vender; 750-Cup Capacity

**CHICAGO** — The Coffee-Mat Corporation unveiled its first self-brew machine, the Brewmaster Grind Brew, at the NAMA show here. According to S. W. Small, Coffee-Mat president, the unit has a cup capacity of 750 and an ingredient capacity of from 800 to 900. List price is tentatively set at \$185.

The machine has four selections

*(Continued on page 84)*

## Hot Can Food Unit by Hebel

**CHICAGO** — Field Kitchen, a hot canned food vender having six selections and a 228-can capacity, is being introduced by the Fred Hebel Corporation, Addison, Ill.

The unit can be adjusted to vend at any three even-figure prices up to 50 cents.

There is additional space for 200 cans in heated storage and 200 more cans in unheated storage sections. Priced at approximately \$600, the dimensions are 70 inches high, 30 inches wide and 25 inches deep.

## Table Model Comb Vender

**CHICAGO** — A counter model pocket comb vender called the Lucky 13A is being previewed by the Harmon Machine Company, Wichita, Kan.

Vending up to 72 combs at a dime each, the unit is finished in white synthetic enamel and has rubber suction cups for counter placement. The back is hinged for easy servicing.

Priced at \$16.50, the dimensions of the unit are 15 inches high, 9 inches wide and 6 inches deep.

## Vendo Shows Outdoor Milk Vend Station

**CHICAGO** — Universal Milk Vender, a new vending and self-service outdoor milk station, was introduced by the Vendo Company, Kansas City, Mo.

A three-selection machine, which handles quart, pint, third-quart and half-pint cartons, will be delivered some time in January.

Features of the machine include vending each selection at a different price, accommodating three dif-

*(Continued on page 83)*

## Avenco Hot Food Vender

**CHICAGO** — The Avenco Manufacturing Company, Minneapolis, is introducing its Model 250, a five-selection hot canned food vender. The unit has a 100-can vending capacity with room in the base for 150 cans in heated storage.

National coin mechanism makes prices instantly changeable.

Avenco stated the unit will sell for \$359. Dimensions were not available.

## IVI Intros Coffee Unit

**CHICAGO** — Industrial Vendors, Hammond, Ind., are showing the IVI Self Brew, a self-brew coffee vender with hot chocolate and soup selections. All commodities, including liquid cream, sugar and a liquid coffee concentrate, which is a fourth-selection option, are kept under refrigeration.

With a capacity of 500 or 600 cold cups, the vender features four-

*(Continued on page 101)*

## New Fedam Vender Base

**CHICAGO** — Fedam Company, Elmwood Park, Ill., is introducing a new base cabinet for its 10-selection canned hot food vender as well as a new redesigned model of the food vender itself.

The base cabinet provides space for 240 cans of the type used in the vender. Priced at \$35, the dimensions are 36 inches high, 25 inches wide and 16 inches deep.

The Fedam canned food vender, with a vending capacity of 50 cans, has been redesigned with a simplified ejector lock-out mechanism and

*(Continued on page 96)*

## Dry Pkg. Cup Unit: Fairlane

**CHICAGO** — Dry ingredient vending for packets of coffee, chocolate and soup are featured in a hot drink vender manufactured by the Fairlane, Inc., Atlanta.

The unit offers three selections and holds 180 cups which are dispensed automatically. Metered hot water is manually dispensed.

Selection is made by press-down levers under the appropriate label, with the packets being dispensed from a slot in the center of the machine. The unit is a floor-stand-up type model. Dimensions and price are not quoted.

# NAMA Program

TUESDAY, DECEMBER 4

Grand Ballroom—Conrad Hilton Hotel

8:30 a.m.—Coffee-roll hour, sponsored by Tenco, Inc., Grand Ballroom Foyer.

9:30 a.m.—Call to Order.

William F. Courtney Jr., Automatic Refreshment Company, Youngstown, O., Chairman, 1956 Convention Program Committee.

Invocation.

Bernard J. Kiley, Airport Vending Service, Chicago.

"Your Newest Partner—The Public Health Service Sanitation Code," W. C. Miller, U. S. Public Health Service.

"Equipment Needs for the Future." Co-ordinator: Bert Steir, Automatic Merchandising Corporation, Medford, Mass.

Panel: William S. Fishman, Automatic Merchandising Corporation, Chicago; Herb Geiger, Geiger Automatic Sales Company, Milwaukee; George Duckett, The G. B. Macke Corporation, Washington, D. C.

John S. Mill Memorial Award: Introduction of New Board Members.

"Magic Words That Make Them Buy." Elmer (Sizzle) Wheeler.

12:30 p.m.—Adjournment.

8:00 p.m.—The Specialist's Workshop: "Sales and Service Problems of the Specialized Operator."

Moderators: Jack Gallarneau, Gallarneau Brothers, Amarillo, Tex., and Ralph A. Dahl Company, Omaha, Neb.

8:00 p.m.—Sanitation Seminar: "What Does the New U. S. Public Health Service Sanitation Code Mean to Operators?" W. C. Miller, U. S. Public Health Service.

9:00 p.m.—The Coffee Workshop: "What's the Outlook for Coffee Vending?" Moderators: Herschel Price, Price Vending Company, St. Louis; David Dayton, Tennessee Service Company, Knoxville.

WEDNESDAY, DECEMBER 5

Grand Ballroom—Conrad Hilton Hotel

8:30 a.m.—Coffee-roll hour, sponsored by Schroeder Products Company, Inc., Grand Ballroom Foyer.

9:30 p.m.—Call to Order.

Wallace T. Collett, Tibbals Company, Cincinnati, Vice-Chairman, 1956 Convention Program Committee.

Invocation.

Harold Gallarneau, Gallarneau Brothers, Amarillo, Tex.

"Your Customer Speaking." Moderated by John W. Mock. An executive panel on what's right and what's wrong with vending.

Melvin F. Ogram, Assistant Secretary-Treasurer, the General Fireproofing Company, Youngstown, O.; William Robertson, Manager Information Bureau, John Hancock Mutual Life Insurance Company, Boston; George Bertreau, Director of Personnel, American Motors Company, Kenosha, Wis.; Mrs. H. Greenwaldt, General Manager, Employees Club, Falk Corporation, Milwaukee, Wis.; Mrs. Harriet Hayes, Director of Food Services, Department of Education, Dayton, O.

"Do You Hire . . . and Then Fire?"

Paul J. Mundie. A presentation on how to find, interview and hire vending personnel.

Bernard J. Scheuer Memorial Award: Membership Building Awards to Contest Winners.

"Selling Is Serving."

Fred Smith, Management Consultant, Cincinnati, O.

LADIES' PROGRAM

Hospitality Center—Beverly Room—Third Floor—Conrad Hilton Hotel

TUESDAY, DECEMBER 4

9:30 a.m.—Hospitality Center opens—Beverly Room. Your morning is free for shopping and visiting.

1:00 p.m.—Luncheon and Gala Fashion Show—Crystal Ballroom, Sheraton-Blackstone Hotel. Maggie Daly, designer, fashion commentator and television star, will present the Fashion Show. Courtesy of R. J. Reynolds Tobacco Company.

WEDNESDAY, DECEMBER 5

9:00 a.m.—Hospitality Center opens—Beverly Room.

9:30 a.m.—Christmas Workshop I—Christmas Gift Wrapping—Beverly Room. An unusual lecture and demonstration. Material will be provided. Instructor, Charlotte Fox. Courtesy of Dean Milk Company.

11:00 a.m.—Recess.

12:30 p.m.—Christmas Workshop II—Christmas Decorations "All Through the House"—Beverly Room. Instructor, Ruth Bacon. Door Prizes. Courtesy of Dean Milk Company.

2:00 p.m.—Afternoon open for shopping and visiting.

7:30 p.m.—NAMA Annual Banquet—Grand Ballroom, Conrad Hilton Hotel. Entertainment courtesy of Philip Morris & Company, Ltd.—Fran Warren, RCA Victor recording artist; Maria Neglia, violinist; Jack Russell, singer.

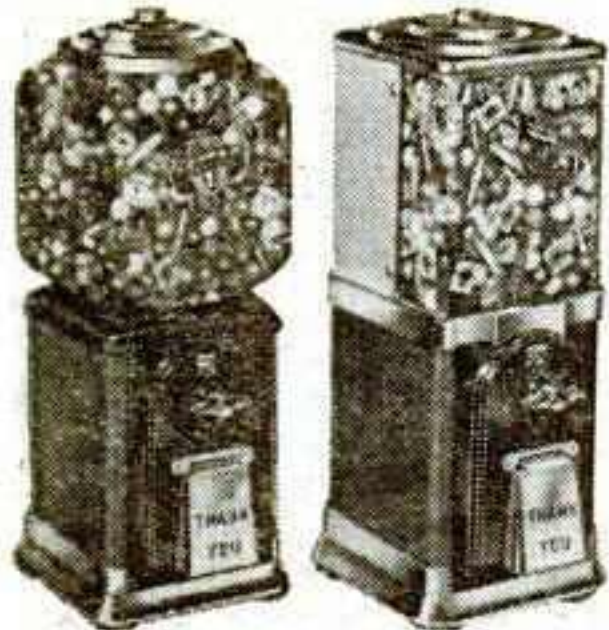
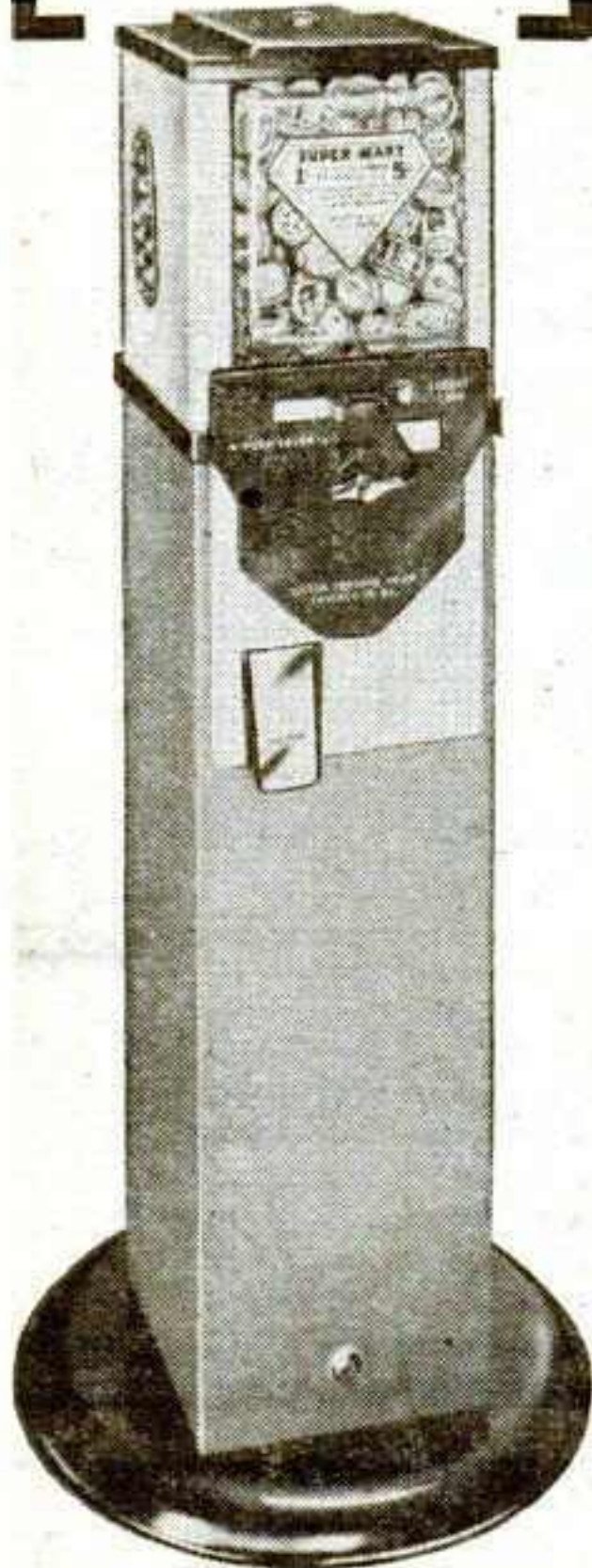
## Exhibit Hours

	Main Halls	Williford Room	Fifth Floor
Tues., Dec. 4	1:00-6:00 p.m.	12:30-6:00 p.m.	12:30-7:00 p.m.
Wed., Dec. 5	12:30-4:00 p.m.	12:30-4:00 p.m.	12:30-4:00 p.m.

**SUPERMART VENDORAMA CONSOLE®**

by Victor

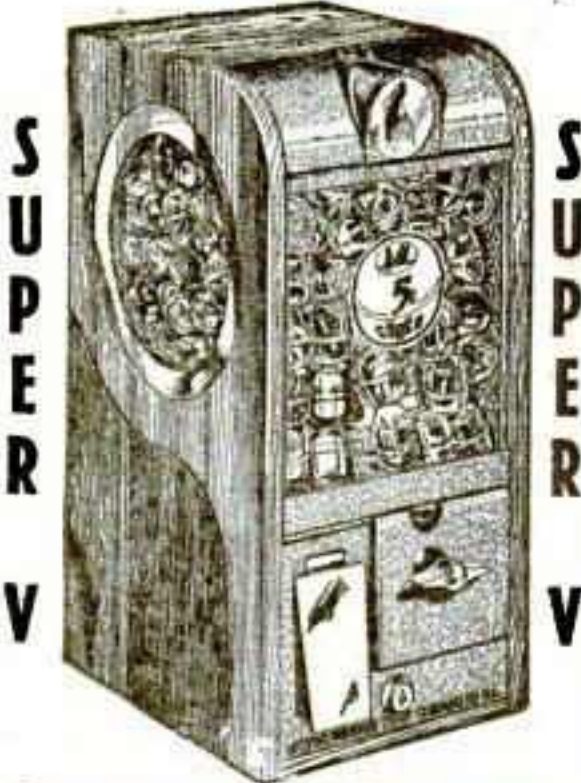
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TOPPER DELUXE GLOBE STYLE TOPPER DELUXE HALF-CABINET STYLE



The World Famous STANDARD TOPPER



See your nearest VICTOR distributor  
**Victor Vending Corp.**  
8701-13 W. GRAND AVE.  
CHICAGO 29, ILL.

**150 NAMA Exhibitors Show**

• Continued from page 80

being shown at this week's NAMA show compared to just 13 last year showing the great growth in the coffee vending field. Of the 25 machines, 12 will be instant, 10 self-brew and three pre-brew models. Last year there were 11 instant models, two pre-brew and no self-brew units shown.

**Self-Brew Coffee**

Of the self-brew machines shown this week, at least six are being shown for the first time. Introducing new instant models are Bally Vending Corporation and the Bert Mills Corporation. Other instant models are being shown by Apco, Inc.; Barvend, Inc.; Coan Manu-

facturing Company, Inc.; Coffee-Mat Corporation; Cole Products Corporation; Eastern Electric, Inc. (combination food, beverage model); J. H. Keeney & Company, Inc.; Rowe Manufacturing Company, Inc.; Rudd-Melikian, Inc., and Stoner Manufacturing Corporation.

Pre-brew machines are being exhibited by S & L Sales, Inc., and Jim-Jak Industries, Inc. A new pre-brew unit is being shown by Northwest Automatic Products Corporation.

Venders introduced earlier are being shown by Bert Mills Corporation and Vendomatic, Inc. Brand-new models are being shown by Apco, Inc.; Barvend, Inc.; Continental Vending Machine Corporation; Industrial Vendors, Inc.; Silex Company and Vendo Company. The Coffee-Mat Corporation is showing its first self-brew machine at the show (see separate story).

**Cig Selectivity**

Many cigarette vender manufacturers are showing models with increased column and price selectivity. Eastern Electric, Inc., is showing a 22-column machine, 10 columns more than the current model. It has a 561-pack capacity, and vends at any of three separate prices for any column. It dispenses regulars, kings and box packs.

Rowe Manufacturing Company has unveiled a 20-column, all-electric machine with a 700-pack capacity, six columns bigger than its current Ambassador model.

Lehigh, Inc., has added three columns to its 12-column unit boosting capacity from 437 to 500 packs.

Stoner Manufacturing Corporation has debuted a 15-column machine, too, an increase of four columns over its previous model.

Apco, Inc., is showing its 18-column Smokeshop; Continental Industries is featuring a 20-column machine with a 850-pack capacity, another 20-column machine—the standard Corsair—with a 520-pack capacity.

Arthur H. Du Grenier, Inc., is showing a new 10-column, 200-pack Spacemaster machine as well as a 14-column unit.

J. H. Keeney & Company is soon to be in production on a 22-column cigarette machine, an increase of 13 columns over its present model.

Candy machines with greater capacities are being shown. Northwestern Corporation; National Vendors, Inc., and Stoner Manufacturing Corporation are all showing high-capacity candy venders. Northwestern is showing a 16-selection, 400 to 500-bar capacity model; Stoner a 208-bar capacity machine in nine columns; National a 200-bar, 10-selection unit.

**FIRST CALL GETS THIS DEAL!**

- 10 Atlas Masters (New)
- 5 Twin Stands (Holds 1 Candy & 1 Gum Mach.)
- 50 Lbs. Chicle Gum
- 50 Lbs. Hersheyettes

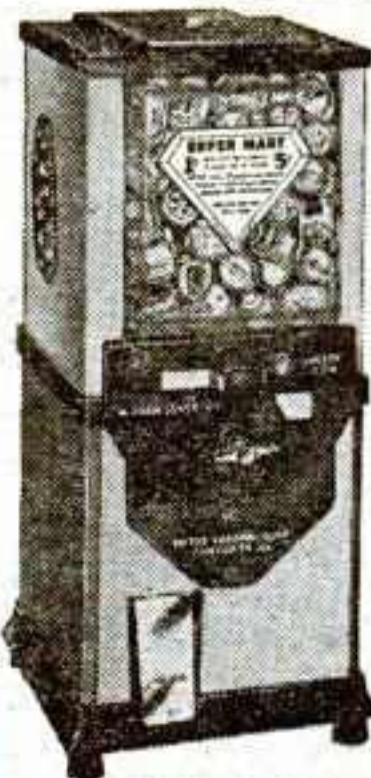
Regular Price, \$616.50

TOTAL COST **\$350!**

**REX**  
COIN MACHINE DISTRIBUTING CORP.  
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(Trade Mark)



"Symbol of Progress in the Bulk Vending Field"  
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Write for complete details and prices  
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ATTRACTIVE OUTSTANDING Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.  
2 Col. Vendor (as illustrated) \$24.50 ea.  
3 Col. Vendor \$32.50 ea.

STAMP FOLDERS Very Low Prices.  
1/3 With Order, Balance C.O.D.  
**J. SCHOENBACH**  
Distributors of Advance Vending Machines.  
1647 Bedford Ave., Brooklyn 28, N. Y.  
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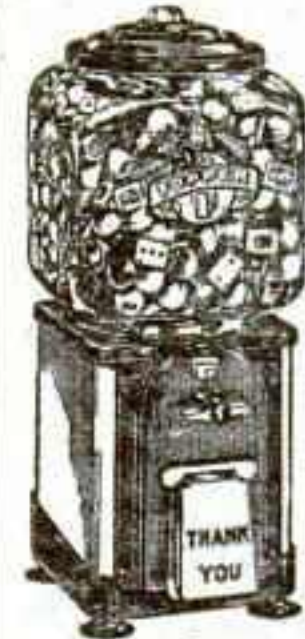
**Continental Brew**

• Continued from page 80

features a post-select mechanism. To reduce waste, a timer mechanism can be set so the machine will operate only during those hours required by the location, with the machine turning itself on and off automatically.

Dimensions are 72 inches high, 32 inches wide. The machine is currently in production.

Continental is also showing a single-flavor pre-mix machine with a capacity of 800 drinks. Other new Continental equipment includes an industrial model of the Corsair cigarette vender with a capacity of 850 packs, and a common front Serv-O-Mat designed for a five-machine battery.



**VICTOR**  
Standard TOPPER  
1c BALL GUM VENDOR  
\$13.25

Each \$12.75  
100 or more \$100  
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  
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**CIGARETTE AND CANDY MACHINES**

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

- STONER 8-COLUMN CANDY, 160 capacity, prewar model... \$110.00
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- DUGRENIER "W" CIGARETTE, 9-column, king-size... 65.00
- DUGRENIER MODEL 5, 7-column, king-size... 45.00
- UNEEDA 6-COLUMN CIGARETTE, king-size... 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

**NATIONAL VENDING SERVICE CO.**  
308 Furman St. Brooklyn, N. Y.  
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**Vendomatic School**

• Continued from page 80

son, from the New York headquarters, and Bob Fabian.

Perc Arnsten, Canadian regional manager for Tenco, outlined the coffee situation, both in terms of solubles and fresh brews, and analyzed operating problems.

**Bert Mills, Hebel**

Dick Prince, from Bert Mills, discussed his firm's products, while Charles Shinkop, of Fred Hebel, spoke on ice cream and hot food vending.

Clarence Cukor, of National Rejectors, explained the latest developments in coin acceptance mechanisms, and Lee Baker, of M&R Products, spoke on instant creams and hot chocolate vending.

Canadian operators will be guests of Tenco at a buffet supper Monday (3) at the Tenco Hospitality Suite at Chicago's Conrad Hilton Hotel during the NAMA convention.

**Ball and VENDING GUMS LOW Factory Prices**

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

- Bubble Ball Gum, 148-170 & 210 ct. .... 274 lb.
- Chicle Ball Gum, 130 ct. .... 356 lb.
- Clor-o-Vend Ball Gum .... 406 lb.
- Clor-o-Vend Chicks, 320 ct. .... 406 lb.
- Chicle Chicks, 320 & 520 ct. .... 366 lb.
- Bubble Chicks, 320 & 520 ct. .... 274 lb.
- Tab (short stick), 100 ct. .... 364 box
- 5-Stick Gum, 100 packs .... \$1.90

F.O.B. Factory. 150 Lb. Lots  
**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant • Newark 4, N. J.

**PENNIES PAY OFF**

with greatest money making scale on the market

\$20 deposit puts it to work for you  
Good indoors or out  
Produces up to 200% profit  
Wins Customers for Locations  
Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

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Send more details  Send scale   
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- 25 Columbus 1c Model Z ... \$ 3.95 ea.
- 50 Acorn 1c Ball Gum .... 6.95 ea.
- 25 Topper Half Plastic 1c .. 7.95 ea.
- 20 Northwestern 1c Tab Gum 15.95 ea. (without window)
- 10 Northwestern 1c Tab Gum 17.95 ea. (with windows)
- 50 Metal Stands (\$5.00 value) ..... 3.95 ea.

Cash With Order

BIRMINGHAM VENDING CO.  
540 Second Avenue, N.  
Birmingham 4, Alabama

### Lehigh Drink

Continued from page 81

chanically operated, with a gravity fed magazine. The cup dispenser holds 90 cups in each of its two columns.

Ingredient packets are shown thru a glass window in the front of the machine, and the customer selects his choice by pulling a selection knob and receives his packet from a dispensing slot at the bottom.

The vender has its own cup disposal with a self-closing door in the base of the machine. An additional feature—foil-wrapped coffee packs in three sections: coffee, cream, sugar with stir stick. Dimensions are 57 inches high, 13 inches wide and 13 inches deep.

### Silex Brew Unit

Continued from page 81

of chocolate. Constructed of stainless steel, the vender features a swing-out brewing mechanism for easy servicing. Cream and chocolate are refrigerated at a 40 to 45 degree temperature.

Selection is made by flipping a dial on the front of the vender. The coin changer accepts 25-cent, 10-cent and 5-cent coins for dime sales. Dimensions are 72 inches high by 32 inches wide and 26 inches deep.

ATTENTION: Operators! Distributors!  
BRIGHTEN YOUR MACHINES



### NEW Snappers

(slightly smaller)  
WITH JEWELLED STONES available

Our new SNAPPER will hold a rhinestone or plastic jewelled stone in the recess. It is assembled simply by pressing stone into recess.

They are terrific eye-catchers.

Your machine will light up like a Christmas tree

"WEAR-APPEAL" is tremendous for pony tail bands, belts, wrist bands, bracelets, key chains, etc.

20 M @ \$6.00/M (or more assembled (jewels additional))

Rhinestones ..... \$6.75/M  
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Stickers available at your distributor or

Paul A. PRICE co. inc.  
55 Leonard St., N.Y. 13, N.Y. Cortlandt 7-5147-B

### Vendo Shows

Continued from page 81

ferent size cartons at the same time, push-button selection panel and plastic delivery doors (two) that close automatically.

Weighing 495 pounds, the dimensions are 77 inches high, 32 inches wide and 18 inches deep.

Vendo has also announced a new outdoor milk station—a weatherproof steel display shelter—to house the new machine. It has a lighted sign on the top and concealed fluorescent lighting for the interior.

Dimensions for the station are 89 inches high, 58 inches wide and 38 inches deep. The unit is shipped ready for display. Price of the entire package, has not been quoted.

### J. SCHOENBACH

Distributor For  
oak Manufacturing Co., Inc.  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
PResident 2-2900  
PHONE or WRITE FOR PRICES

### TRADING CARD VENDOR

\$21.50 EACH

Vends one ball of gum and one trading card for 1c.

Vendors \$21.50 each packed 4 to case. 4 Vendors complete with ball gum and cards \$169.99. Grosses approximately \$200.00.

Additional Cards (case of 4,800) .. \$13.68  
Ball Gum (case of 5,000) ..... 7.00  
1 case of each will gross approximately 48.00  
1/3 deposit, balance C.O.D.

**CHAMPION NUT CO.**  
1194 Tremont St. Boston 20, Mass.

### Nat'l 200-Bar

Continued from page 81

column is independently hung. The mechanism chassis is removable, independent of the merchandise columns.

Nickel and dime operation is standard, as is a self-loading nickel changemaker. Steel pull handles are chromed and set in floating bearings.

A rectangular plate glass mirror with an etched "Candy" sign is on the upper front panel. Fluorescent display lighting is an optional extra, as is a gum and mint unit.

### CHARMS—Miniature Cigarette Lighter—It Works!

Will vend with 210 ball gum. Ass't. body designs: Chrome, Cable Car, Mesh, State of California, San Francisco Bay Bridge, Plaid. Packed dozen to a box—ass't. designs \$2.50 per doz.; \$27.50 per gross. Full cash prepaid with order.

**EVCO MERCHANDISERS**  
397 Cortland Ave. San Francisco, Calif.  
Leon "Hi-Ho" Silver, Gen. Mgr.

### Expertly RECONDITIONED

ROWE DIPLOMAT Electric 8 Cols., 380 Cap. 25c & 30c, King or Reg. .... \$ 95.00

ROWE DIPLOMAT Manual 8 Cols., 380 Cap. 25c & 30c, King or Reg. .... 105.00

ROWE CRUSADER 8 Cols., 380 Cap. 25c & 30c, King or Reg. .... 100.00

ROWE PRESIDENT 8 Cols., 340 Cap. 25c & 30c, King or Reg. .... 90.00

LEHIGH PX Electric 8 Cols., 320 Cap. 25c or 30c, King or Reg. .... 75.00

LEHIGH PX Manual 8 Cols., 320 Cap. 25c or 30c, King or Reg. .... 90.00

DUGRENIER 7 Cols., 270 Cap. 25c or 30c, King & Reg. .... 50.00

EASTERN ELECTRIC 8 Cols. 290 Cap. 25c, 30c & 35c Vend. .... 100.00

All machines fully reconditioned, refinished in baked enamel finishes, all bases cut.  
Buy With Confidence—All equipment unconditionally guaranteed.  
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**SEND FOR CATALOG AND PRICE SHEET**

### OAK'S "PREMIERE"

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2659 N. Racine Ave.  
Chicago 14, Illinois



### CENTRAL VENDING MACHINE SERVICE CO.

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EVergreen 6-4244 • BArging 2-8710

### the new OAK'S "PREMIERE"

vends Ball Gum and Picture Card both for 1c

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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.

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Loop-A-Links, Pops-On, Pops-Off, Endlessly.

100,000 lots & up, \$2.60 per 1,000  
5,000 to 99,000, \$3.25 per 1,000

Buy Direct from EPPY; or at Distributors.

Cost is Low—Load 'em in machines.

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- Tube replacement business is immense and assures terrific profits.
- Machine requires small space, only 2 1/2 sq. feet.
- The U-Test-M Machine can stock up to 800 nationally advertised tubes for replacement.
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- Here's your opportunity to establish a highly profitable business in open, fertile territory.
- Reasonable investment required; amount depends on extent of operation.

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IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for  
ROWE Imperials, Royals, Presidents, Crusaders NATIONAL 930, 950 750, 9A UNEEDA All Models

ALSO AVAILABLE: ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MACHINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

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**Uneeda VENDING SERVICE, INC.**  
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250 Meserole Street • Brooklyn 6, N. Y. • HEgemah 3-6295

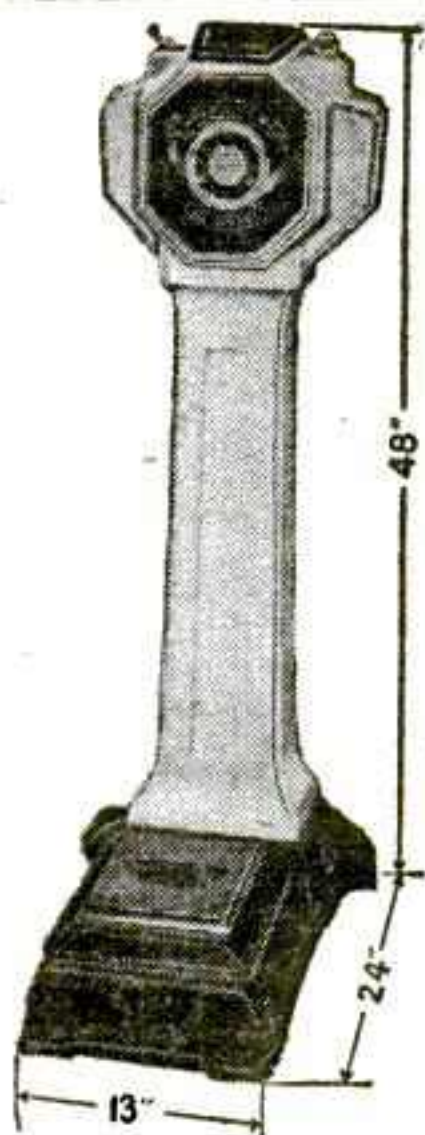
**ROWE CRUSADER** 8 Cols., 340 cap. 25c and 30c Vend. King and Regular. Fully Modernized—Cut Base.

**Sensational Special Offer—Only \$100.00**

All Equipment Unconditionally Guaranteed  
**COMPLETELY RECONDITIONED AND REFINISHED**

We Carry in Stock Every Make and Model of Name Brand Cigarette and Candy Vendors.

**TRADE PRICES**  
1/3 deposit, balance C.O.D.



\$25 DOWN

Balance \$10 Monthly ALL WEATHER SCALE

COMPLETE CABINET AND BASE. CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES.

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GIVE TO DAMON RUNYON CANCER FUND

THE HOTTEST ITEM IN YEARS

### GUGGENHEIM'S GLO-LANTERN

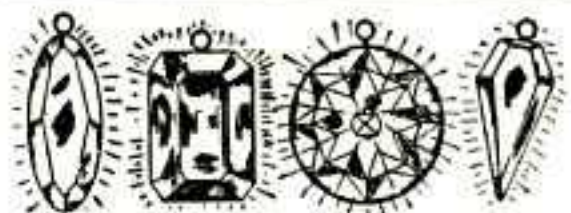
Really glows in the dark

Plastic ..... \$11.50 per thousand Vacuum Plated. 15.00 per thousand

at your distributor or ...

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### JEWEL CUT GEMS!

Simulated Jewel Colors Diamond—Ruby—Emerald Topaz—Amethyst—Etc.

\$3.50 per M

Alphabet Beads  
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210 Size Fancy Snap Bead  
12 mm. Stardust Beads  
10 mm. Stardust Beads  
12 mm. Moonstone Beads  
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Snap-In Pearl Earrings

Write for Free Samples.

### BELL NOVELTY CO.

1540 Broad Street No. Bellmore, N. Y. CAstle 1-0122

## Rowe's Showcase Venders

Continued from page 80

duction is expected to get under way in January.

The Rowe-1000 four-selection cup dring machine is available in a Showcase model, as is the new 11-column candy machine, with eight columns for candy and three for gum and mints. The candy machine can vend at 5 and 10 cents, 10 and 15 cents, or 15 and 20 cents, using any combination of nickels and dimes. Each column can accommodate from 15 to 30 bars, depending on the size of the bar, with a maximum capacity of 240 bars.

The gum-mint column will hold 57 packs of gum, 36 Life Savers or 35 packs of charms. Delivery will be in late January.

### Pastry Vender

The five-column pastry vender holds up to 20 pastries in each column and will vend at two prices. Delivery dates are not yet set.

### Apco Venders

Continued from page 80

of a fresh cream or powdered cream dispenser on the soluble ingredient vender. Also Rupp said that liquid cream conversions are available for any model Coffee-Shoppe.

Apco's Hot Food Shoppe will have eight columns and a capacity of about 400 cans. The machine takes any combination of nickels, dimes or quarters, with each column capable of being set at any one of five prices. The price selection and totalizer mechanism is the same as that used in the Smoke-shop. Selection is by push button. Deliveries will be made in early January.

### Refrigeration Unit

The Apco SodaShoppe line will feature an improved refrigeration unit which, according to Rapp, gives greater cooling efficiency than the current model.

Rapp explained that the new unit utilizes dry refrigeration, with no sweet water bath or sweet water bath with ice bank. He added that the temperature range is between 35 and 39 degrees and that the first drink is delivered at no warmer than 37 degrees. The refrigeration unit is called the Arctic Carb Freezer.

Other new Apco machines will include the Popcorn Shoppe, first shown at the National Association of Concessionaires show two months ago, and the pre-mix line, with three-flavor and single-flavor machines.

Apco will also exhibit its regular SodaShoppe, Smokeshoppe, combination hot and cold and Snak-Shoppe store front lines.

The self-brew coffee vender, set for delivery in the spring of 1957, dispenses coffee black, with cream, with sugar, and with cream and sugar. No further details are available.

Another feature of the Rowe exhibit is the "make-it-yourself" sandwich vending bar which vends refrigerated vacuum-packed cold cuts and two packaged bread slices separately, with the customer making his own.

Cold cuts are sold thru an adapted five-selection Rowe sandwich machine, and bread thru a Rowe pastry vender which can dispense four types of bread.

### H.B. Hutchinson Jr.

860 North Ave., N.E. Atlanta, Ga. Phone: TRinity 5 4300

### FINEST RECONDITIONED VENDORS

- Silver King, 5c. .... \$ 8.50
  - Acorn, 1c or 5c. .... 10.00
  - N. W. Model 49, 1c or 5c.. 12.50
  - Master, 1c & 5c, Comb. .... 8.50
  - 3 Col. Hot Nut. .... 25.00
  - Columbus, 5c, New. .... 8.50
  - Asco Hot Nut. .... 7.50
  - N. W. Model 39. .... 7.50
  - N. W. Model 33 Ball Gum.. 7.50
  - Du Grenier 6-Col. 1c Tab Gum ..... 14.50
  - Du Grenier 4-Col. 1c Tab Gum ..... 10.95
  - Mills 6-Col. 1c Tab Gum (Stainless) ..... 17.50
  - N. W. 1c 10-Col. Tab Gum. 19.50
- STONER CANDY MACHINE  
6 Cols., 102 Bar Cap., 5c & 10c, only ..... \$125.00
- All machines completely checked and ready for location—Order with complete confidence.  
1/3 deposit, balance C.O.D.

### Rake Coin Machine Exchange

609-A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

### Mass. Ops Group

Continued from page 80

legislation, taxes, licenses, sanitary codes and adverse publicity.

The committee on bylaws consists of William C. McConnell, Automatic Merchandising Corporation; Alfred I. Sharnow, Cigarette Service, Inc.; Ralph Littlefield, Stoner Manufacturing Company, and Louis Risman, Mystic Automatic Sales Company.

### Coffee-Mat

Continued from page 81

of coffee—with cream, with sugar, with cream and sugar, as well as hot chocolate and soup. Production is scheduled for early spring. Small said dimensions of the machine will be the same as the Brewmaster, which is still in production.

Small added that the machine brews one cup at a time, thus insuring a freshly brewed cup.

### 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. 21262 Armstrong St. Morris, Ill.

### MANDELL GUARANTEED USED MACHINES

- N.W. Model 49, 1c or 5c ..... \$12.00
- N.W. DeLuxe 1c & 5c Comb. .... 12.00
- N.W. #39 1c Porc. .... 7.95
- N.W. #33 1c Porc. B.O. .... 6.50
- Columbus 5c Bulk ..... 6.50
- Silver King 1c B.G. or Mide. .... 7.45
- ABT Guns ..... 30.00
- Acorn, 1c or 5c ..... 8.50

### MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen ..... \$ .50
  - Pistachio Nuts, Large Tulip ..... .77
  - Pistachio Nuts, Vendor's Mix ..... .70
  - Pistachio Nuts, Shell ..... .57
  - Cashew Whole ..... .66
  - Cashew Butts ..... .43
  - Peanuts, Jumb. .... .41
  - Spanish ..... .32
  - Mixed Nuts ..... .57
  - Tabby-Lets, 250 ct. .... .38
  - Rainbow Peanuts ..... .32
  - Boston Baked Beans ..... .32
  - Jelly Beans ..... .28
  - Licorice Gums ..... .28
  - Leaflets (similar to R & H), 250 ct. .48
  - Assorted Fruit Charms, 100 ct. .... .42
  - Hershey-ets ..... .43
  - Rain Bio Ball Gum, 60 ct. .... \$ .28
  - Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct. .... .38
  - Rain Bio Ball Gum, 100 ct. .... .32
  - 200 lb. minimum, prepaid on all Rain Bio Ball Gum. .... .48
  - Adams Gum, all flavors, 100 ct. .... .45
  - Wrigley's Gum, all flavors, 100 ct. .45
  - Beech-Nut, 100 ct. .... .45
  - Hershey's Chocolate, 200 ct. .... 1.40
- Minimum Order, 25 Boxes Assorted.
- Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.
- STAMP FOLDERS, Lowest Prices. Write

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MOE MANDELL 446 W. 36th St., New York 18, N. Y. LOngacre 4-6467

GIVE TO DAMON RUNYON CANCER FUND

## POPPERETTE

Fully Automatic Popcorn Machine

10¢ Hi Profit %

\$159.00

TERMS: 1/3 Deposit with order, Balance COD

Write, Wire or Phone



## Mayflower Distributing Co.

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Our Plug-in Beads are the exact size of 210 count gum. They are available in beautiful OCEAN PEARL, lustrous PEARLITE or brilliant OPAQUE colors. 25M or more, \$3.00. Less than 25M, \$3.50. See our new Plug in ANIMAL HEADS and connecting links. Order bright red Opaque Beads to use with our complete line of Christmas Charms.

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SURE LOCK—the perfect capsule. Outstanding Items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

World's Largest Selection of Miniature Charms

### PENNY KING COMPANY

2538 MISSION STREET

PITTSBURGH 3, PA.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER.



THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and "low."

MOST ACTIVE LIST. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated.

MOST ACTIVE EQUIPMENT

For four-week period ending with issue December 8, 1956

Table of Most Active Equipment with columns for category (Arcade, Music, Shuffle, Vending, Pinball), machine name, and price (High, Low, Mean Avg.).

COTTLIEB

List of COTTIEB machines with columns for machine name, High price, Low price, and Mean Avg. price.

UNITED

List of UNITED machines with columns for machine name, High price, Low price, and Mean Avg. price.

WILLIAMS

List of WILLIAMS machines with columns for machine name, High price, Low price, and Mean Avg. price.

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keene; M—Int'l; Mutoscope; H—Hoovers; S—Seeburg; Sc—Scientific; Sb—Shipman; T—Telecoin; U—United; W—Williams, Wa—Walling.

List of Arcade Equipment machines with columns for machine name, High price, Low price, and Mean Avg. price.

High Low Mean Avg.

List of Sky Fighter, Sky Rocket, Space Gun, etc. with columns for High, Low, and Mean Avg. prices.

MUSIC MACHINES

List of Music Machines including AMI, SEEBURG, and WURLITZER models with columns for High, Low, and Mean Avg. prices.

SHUFFLE GAMES

List of Shuffle Games including Advance Bowler, Carnival, Criss-Cross, etc. with columns for High, Low, and Mean Avg. prices.

VENDING MACHINES

List of Vending Machines including Acorn 5c or 1c, DuGrenier, etc. with columns for High, Low, and Mean Avg. prices.

PINBALL GAMES

List of Pinball Games including BALLY, COTTIEB, UNITED, and WILLIAMS models with columns for High, Low, and Mean Avg. prices.

## Rock-Ola in Full Output on 200-Play Phono in 2 Models

Start Quantity Distributor Shipments; Two Units to List at \$1,195 and \$1,295

CHICAGO — Rock-Ola Manufacturing Corporation is in full production on its 200-selection juke box in two models.

David C. Rockola, president, in announcing full production last week, declared that "phonographs are now rolling off the assembly lines at a rate we have never before attained."

Quantity shipments to distributors are now under way, a company official said.

Ed Ristau, sales manager, said that the two models were the 1455-S, a standard unit which lists at \$1,195, and the 1455-D, a deluxe model listing for \$1,295. The latter model features a dual credit system and programming windows which light up identifying tune categories for each of five selector panels.

### Showings

Some distributors have already held formal showings; others will schedule them or hold informal showings.

At least seven distributors have so far held formal operator showings.

Franco Distributing Company, Montgomery, Ala., will hold open house to show the 200-selection models as well as the full line Sunday (9). Hosting the affair at the firm's headquarters will be David Franco, president; Morris Piha, Joe Capilouto, Reuben A. Franco and Clifford Thornell.

S & M Distributing Company, Memphis, kicked off a pre-Christmas sales campaign to tie in with their showings last week (see

## Royal Bows 50-Cent Coin Unit for Jukes

SAN FRANCISCO—A 50-cent play unit for all model Seeburg phonographs was announced here last week by Louis E. Wolcher, president of the Royal Machine Manufacturing Company, with the unit to sell to operators for "under \$100."

Wolcher's announcement followed within a month of a recent survey by The Billboard which indicated that over 75 per cent of music operators polled wanted a 50-cent play device on all future models.

New Royal unit can be installed with only a screwdriver, according to Wolcher, without interfering with regular nickel, dime or quarter play.

Fifty-cent device normally gives twice the number of plays delivered for a quarter, but by flipping a toggle switch operators can set the unit to deliver an extra bonus play to encourage 50-cent use. A second switch enables an operator running on straight 5-cent play to give 10, 11 or 12 plays for a half-dollar.

The Royal 50-cent play unit kit comes complete with single entry for all coins, National slug rejector mechanism, coin race and patented half-dollar separator developed by Wolcher. Unit is in full production at Royal, an affiliate of Advance Automatic Sales Company.

separate story elsewhere in this section).

Ross Distributing Company, Miami, held an operator showing last week. Eli Ross, president, and Gene Lane, roadman, hosted the event (see Miami Coinmen You Know for a list of some of the operators attending).

Distributors who have already held showings include: Herman Distributing Company, New York; B. D. Lazar Company, Pittsburgh; H. Z. Vending Company, Omaha; Paul Laymon, Inc., Los Angeles, and World Wide Distributors, Chicago.

## Philly Ops Split Ballot on 10c Play

PHILADELPHIA — Dime play in music machines has a divided reaction in a poll of the top operators in this area.

One corner stands firmly behind the dime play, claiming the 10-cent cost is a widespread success. On the other side of the fence are operators who feel dime play has flopped and that it is workable only in certain designated areas.

One operator who has 50 per cent new equipment figures that 80 per cent of the city is dime play. It is his experience that no progress has been made this year compared to last year on his particular route. Bars have 100 per cent dime play on the 200-selection machines. It is only in the teen-age sites that he is forced to stay at the nickel level.

Another operator said that dime play had reached a 90 per cent saturation point and had slumped back to 75 per cent. He said the peak was reached early in 1955. According to this operator, certain areas have to be kept at the 5-cent level for a boost in price cuts business greatly. In fact, he has several locations in which he was forced to return to 5 cents.

The operator claimed the storekeepers realize that you can't have nickel play on new equipment. They were willing to try dime play, but when business slackened grosses dropped so they returned to nickel play.

Another operator said there was a rebellion among storekeepers about dime play. He said there are many good teen-age places where a dime can be used, but in most cases, dime play hurts business at teen-age spots. It is his experience that dime play in diners, restaurants, and other spots where people are passing thru go better than spots where the proprietor has a steady clientele.

Another operator with locations spread around town claims the youngsters won't go for dime play. He pointed out that on one site he had grossed \$15 a week with dime play. The next week he put in nickel play and there was a \$40 return.

Restaurants and diners constitute almost the entire dime play business of another operator. He said that dime play wouldn't click in luncheonettes and he had to change the equipment and the price. He said there is no specified section of the city where dime play is better than anywhere else, but deemed

Record play on the new models is via one-button selection. There are five revolving record panels with 20 records — 40 selections — on each. The panels are operated in the same manner as on the 120-selection unit.

The dual credit accumulator accepts nickels, dimes and quarters, storing credits up to \$1. The machine can be set for nickel, dime or 15-cent play (The Billboard, September 1).

Other machines in the firm's line are: Model 1454, a 120-selection machine, and Model 1452, a 50-selection unit.

the type of location the important factor instead.

In the area of another operator there is very little dime play. He said few of his establishments could afford dime play, for at the end of the week there wasn't much to split up. He felt that despite the abundance of money, youngsters find it difficult to get up a dime to play a machine. This is especially true if a place across the street has nickel play.

Another operator blamed a failure of dime play to unscrupulous operators who think nothing of cutting each other's throats. He said that dime play has produced more

(Continued on page 90)

## Birmingham Juke Takes Up Via Dime

BIRMINGHAM—Dime play is finally making strides toward putting juke box operators back on a sound financial basis in this Southern area. A survey of operators in the district reveals that 95 per cent of all late equipment has been converted to dime play.

Operators and location owners report anywhere from 25 to 30 per cent better income from machines on dime play. To date no complaints have been received from location owners who have gone alone with dime play.

"It had to be, said Al Toronto, of Birmingham Vending Company. "Most operators had or have reached the end of the rope in supplying a dime's worth of music for a nickel. Of course they can afford it on equipment already paid for, but on new machines, you've got to get a dime a play or you won't come out."

According to most operators, very few location owners showed resistance toward advancing prices to dime play. "All we had to do," one operator said, "was to show them on paper that they stood to gain substantially by changing from nickel to dime play."

Most of the operators in the area agreed to return machines to nickel play if receipts dropped below previous levels. So far, no case has been reported where income didn't rise as a result of switching to dime play.

## Price Debuts New 45 R.P.M. Converter Unit

LOS ANGELES—A new unit that converts Seeburg model MIOOA and MHIOGA juke boxes from 78 r.p.m. to 45 r.p.m. speed was put into production last week by the D. W. Price Corporation and sold exclusively thru Calcoin Corporation, a division of Price.

The unit will sell for \$69.50. Completely redesigned according to Price, president of the firm, it features a new direct gear drive, positive record guide that holds and guides the record thru the complete transfer cycle and an all-steel transfer arm head.

Price also announced a new unit for converting 78 or 45 r.p.m. equipment to 33 1/3 r.p.m. speed. Designed for non-coin-operated equipment for use primarily with background music locations, it enables machines to use LP's. This unit will market for \$24.95.

Price is currently adding approximately 6,000 square feet of space at the firm's plant to handle the manufacture of both units and other coin-operated devices currently being field tested, according to company officials.

## N. J. Ops Hold General Meet

NEWARK, N. J.—The Music Guild of New Jersey holds a general membership meeting and dinner Thursday (6) at the Hotel Essex House here.

The music merchandising and programming committee will report on 10-cent play conversion and on proposed programming clinics. The labor committee will discuss union contracts. Individual operating firms negotiate their own contracts, but the guild assists them in labor matters.

## Davis Plays Host to N. Y. Tavern Owners

ELMIRA, N. Y.—The Davis Distributing Corporation, with headquarters in Syracuse, recently played host to some 500 persons at the 20th annual convention of the New York State Restaurant-Liquor Dealers' Association at the Mark Twain Hotel here.

The New York State Seeburg distributor took over the grand ballroom for its "Seeburg Old Timers' Nite" as an entertainment highlight for the location owners.

Five hours of continuous entertainment were furnished by the Melody Lane Troupe, with Patt Hammond of WSYR-TV, Syracuse, and Bill Davidson as emcee. The program included dancing, audience participation and strolling musicians. Paper mustaches were

## Seeburg Outlet Maps Plan for Push on Albums

NEW YORK—The J. P. Seeburg Corporation and its local outlet, Atlantic-New York, have embarked on a joint operator promotion effort to explain the potentials of album records on 200-play juke boxes.

Meyer Parkoff, Atlantic president; Steve Quinn, Atlantic sales manager, and Jack Gordon, Seeburg sales representative, last week addressed operator groups from Long Island and Connecticut. Next week Gordon goes to Allentown, Scranton and Harrisburg, Pa., and to New Jersey points.

Some 25 Long Island operators attended a luncheon at a Hollis restaurant to hear Gordon outline the future of album music in juke boxes. He pointed out the growing popularity of albums at the retail level and advised operators to ride the wave of that popularity.

Operators attending the Hartford showing were: Abe Fish, Jim Tolisano, Tony Wilkas and Paul Rechtschafer, all of Hartford; Frank Marks and Mike Banas, both of New London; Pat Montano, New Haven; Dom Sanzo, New Britain, and Jim O'Connor, Danielson.

## Detroit Ops Get Talent For D.J. Show

TOLEDO—For the third consecutive year, United Music Operators of Michigan provided entertainment for the annual vaudeville program headed up by Fred Mitchell, Toledo station WOHO jockey, called "Hitch With Mitch Two-Bit Ball" which drew a capacity crowd of 4,000 teen-agers at the Toledo Sports Arena.

Name of the show comes from a combination of the name of Mitchell's radio show and the requirement of a 25-cent donation attendance fee. Proceeds, netting an estimated \$1,000 at this gathering, are turned over to the Toledo Council of the Parent-Teachers Association to provide school supplies for underprivileged children. This was the fourth year for the event.

UMO's conciliator, Roy Small, brought recording talent from Detroit. It included recording artists Patti Jerome, of Wing Records; Sue

(Continued on page 90)

worn to establish a Gay Nineties motif.

### Orchestration

Feature of the evening was the exhibition of a pre-World War I Seeburg Orchestration (on dime play), owned and rebuilt by Harry Kelly, Seeburg district sales manager.

The Orchestration, a coin-operated orchestra, contains piano, mandolin, violin pipes, flute pipes, bass drum, snare drum, cymbal and triangle.

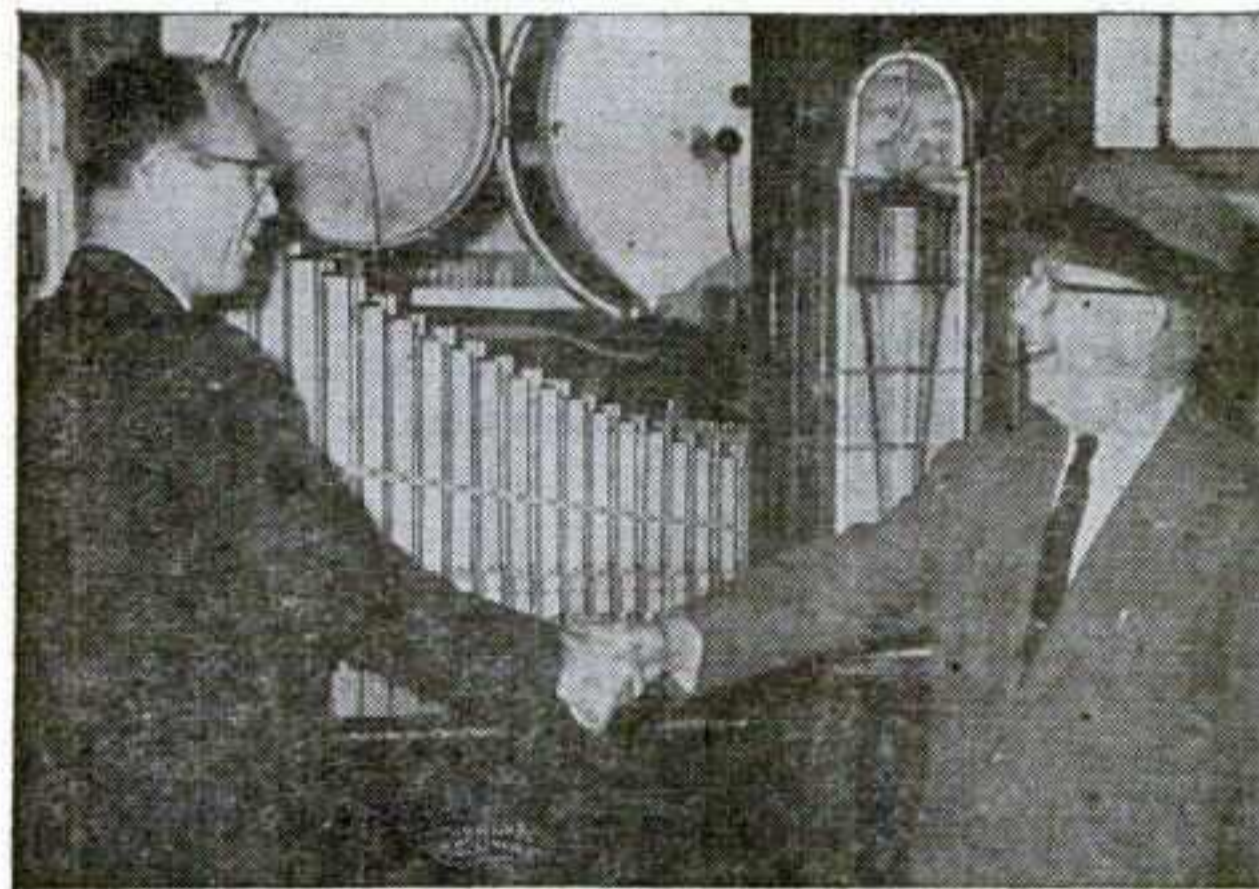
It was originally sold to a location by Kelly 40 years ago and was repurchased by him recently at an auction near Albany, N. Y. The name plate on the instrument still reads, "The Harry Kelly Electric Piano Company."



TWO OFFICERS of the Music Operators' Association of Massachusetts exchange quips with two stars in the entertainment at the group's recent first annual banquet (The Billboard, November 24). L. to r.: Ralph Lackey, MOAM vice-president, who was in charge of talent for the affair; Teddi King, recording artist; David J. Baker, MOAM president, and Bobby Sherwood.



IMPROMPTU QUINTET entertains at the 20th annual convention of the New York State Restaurant-Liquor Dealers' Association at Elmira, N. Y., sponsored by Davis Distributing Corporation (see story elsewhere in this section). L. to r.: James Alexander, Rochester sales manager for Davis Distributing; a convention official; Harry Kelley, Seeburg district sales manager; Frank Carti, Seeburg operator of Syracuse, and emcee Bill Davidson.



BOB ROMIG (left), assistant to the president of Davis Distributing Corporation, congratulates Harry Kelley, Seeburg district sales manager, on his acquisition of a pre-World War I Seeburg orchestration. Exhibition of the orchestration was a feature of an evening hosted by Davis for the 20th annual convention of the New York State Restaurant-Liquor Dealers' Association at Elmira, N. Y. (See story elsewhere in this section.)



CHICAGO STATION WAIT jockeys Reed Farrell (left) and Spider Webb (right) with Ben Coven, head of Coven Music Corporation, are all smiles after an Elvis Presley contest staged and sponsored jointly by Balaban & Katz Theaters and Coven last month. Jockeys emceed the contest which was based on impersonating Presley. Dancing by the teens to juke box music followed the contest (The Billboard, November 24).

# COINMEN YOU KNOW

## Detroit

By HAL REYES

Ray Averill, music and pin-ball operator of Adrian, Mich., who has been hospitalized for two weeks, is facing a second operation upon the digestive system. His staff is carrying on his operation in his absence. . . . Phil Jones, of the record department of Angott Distributing Company, back on his post contacting operators following hospitalization and an operation.

Ted Parker, former sales manager for Angott Distributing Company and now district representative in the East for Wurlitzer, was in town for a few days renewing old acquaintances. Carl Angott Jr., son of the president of Angott Distributing, has received his honorable discharge from the Navy after four years of service and is rejoining the firm.

Oakland Coin Company, operated by Russ Hosmer, is switching their entire music operation from 78 to 45 r.p.m.'s. Louis Fisher, of Fisher Music, is also making the conversion. Lou Fournier, manager of Widman National Sales Company, reports business good in the diversified vending field.

Thomas Mutter, manager of the one-stop record service at Music Systems, is getting set for the Christmas trade with some of the new seasonal numbers as well as older standards. Roy Small, United Music Operators' Conciliator, trekked to Toledo for the annual Two-Bit Ball, major youth project.

Arthur Sauve, founder of A. P. Sauve & Son, finds horse-back riding a good exercise for these brisk fall weekends while he visits in Detroit before returning to his home at

West Palm Beach. Active operation is headed by his son, Dale Sauve.

Edward L. Carlson, president of the United Music Operators of Michigan (UMO), has just completed double honors in the Masonic organization. He received the high 32d Degree and also became a Shriner. Among his sponsors for advancement was Roy Small, UMO conciliator.

Tony Siracuse, owner of Circle Music Company in Dearborn, and James Siracuse, owner of United Sound Systems, had an adventurous time closing up their cottage on an island in the St. Mary's River in the Upper Peninsula. Their small boat was lost in the fog and nearly swamped, requiring a call for assistance.

The United Vendors' Association of Michigan, Inc., is busy revising their bylaws and constitution under the direction of President Floyd Joyce, Conciliator Chuck Morgan and veteran operator F. Stanley Collins. Roy Small, of the UMO, has had several meetings with the group, sharing experiences in formal organization.

Ginner Koeppe, who runs the General Coin Machine Sales & Service with his brother, Max G. Koeppe, reports business extremely quiet in the past few weeks. Operators are experiencing a new drop in business and are cutting both purchase of new and used equipment and also service work to a minimum, resulting in general doldrums for the industry.

Joseph Brilliant, owner of Brilliant Music Company, just returned from a vacation in Hot Springs, Ark., and is planning the Detroit premiere showing of the new Rock-Ola Model 200, for which he is distributor, on Saturday and Sunday, December 8-9. The date has

been deferred for this major event of the season because of production schedules and conflict of dates with other industry shows.

Showings will be held at the Brilliant Music salesrooms in Northern Detroit at 19963 Livernois, open to the trade and invited guests, with refreshments to be served. Invitations are currently being sent out.

## Twin Cities

By JACK WEINBERG

Reed Whipple, of North Tonawanda, N. Y., service chief for Wurlitzer phonos, ran a service school for operators Tuesday, November 27, at Sandler Distributing Company quarters in Minneapolis. Harold Lieberman, of Lieberman Music Company, Minneapolis distributor, said business continues to be off quite sharply and that unless there is a sudden upswing soon, 1956 will turn out to be one of the worst in the industry's history in this area.

Amos Heilicher, of Advance Music Company, has placed a number of Peppy the Clown machines in 5 and 10-cent stores which he serves with photo machines. Kid reaction to Peppy has been very gratifying, Heilicher said. Harold Harter, service chief at Sandler Distributing Company, was back in University Hospital here, taking cobalt ray treatments which his physicians

(Continued on page 90)

## THE "G-200"

- Instant eye-level visibility of all 200 titles
- Fastest record changer
- Widest choice of colors
- Exclusive multi-horn high fidelity
- Complete accessibility

AMI . . . music that makes more money for you . . . originator of the automatic selective juke box in 1927 —ahead then, ahead now.

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

## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

December 4—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

December 4—Washington Music Merchants' Association, monthly meeting, Seattle.

December 5—Summit County Music Operators' Association, monthly meeting, Akron.

December 5—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

December 6—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento.

December 6—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.

December 8—Associated Amusement Machine Operators of New York, annual banquet and dinner, New York.

December 11—California Music Merchants' Association, monthly meeting, Los Angeles Division, headquarters, Los Angeles.

December 11—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.

December 11—Western Massachusetts' Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

December 12—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.

December 13—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

December 17—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

December 19—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.

December 25—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

December 31—Central States Phonograph Operators' Association, monthly meeting, 805 Main St., Peoria, Ill.

January 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

January 1—West Virginia Music Operators' Association, quarterly meeting, State Office, Charleston, W. Va.

January 7—United Music Operators of Michigan, monthly meeting, Ballroom Floor, Fort Wayne Hotel, Detroit.

## Juke Box Operators!

### ► AARDELL TO ZORA!!

Horoscopes? No! Record Labels? Yes!

Did you ever wonder who makes that record that your locations inquire about? Where's the company located? Who distributes their records in your area?

The answers are all in the latest issue—just off the press —of The Billboard's

## MUSIC-RECORD PROGRAMMING and BUYING GUIDE

There are 1,467 different record labels listed in this Guide. Labels are listed alphabetically for easy reference, with complete addresses. In addition, this 100-page booklet also contains a directory of record distributors, arranged by state and city, and tells you what labels they handle, plus . . .

For record programming ideas for your machines . . .

The top song hits by year for every year since 1900. The top record hits, by artist and label, for the past five years. Order your copy now!

Merchandising Division, The Billboard 2160 Patterson St., Cincinnati 22, Ohio

Yes, I want ( ) copies of The Music-Record Programming and Buying Guide at \$1.00 each. My remittance is enclosed. Please rush to: 762

My Name.....

Company Name.....

Street Address.....

City..... State.....

# "Years Ahead" ENGINEERING and DESIGN

## MODEL 1455

1455-S, STANDARD AND 1455-D DE LUXE

# 200

Selections

WITH



THE ORIGINAL REVOLVING RECORD CHANGER  
MECHANISM FOR MULTI-PLAY PHONOGRAPHS

Electronic and Mechanical Advancements originated by ROCK-OLA engineers and standard equipment on ROCK-OLA 50, 120 and 200 selection models have made possible the currently popular 200 selection phonographs. But—ONLY IN THE ROCK-OLA "200" ARE ALL THESE IMPORTANT FEATURES COMBINED, TIME TESTED AND PLAY PROVEN TO ASSURE TROUBLE-FREE PERFORMANCE. Such ROCK-OLA pioneered advancements as those described below PLUS many new and exclusive ROCK-OLA features make the ROCK-OLA "200" THE FINEST AUTOMATIC PHONOGRAPH BUILT.

We invite you to inspect the ROCK-OLA "200" and the entire line of outstanding ROCK-OLA phonographs at your ROCK-OLA distributors now.

*David Rockola*

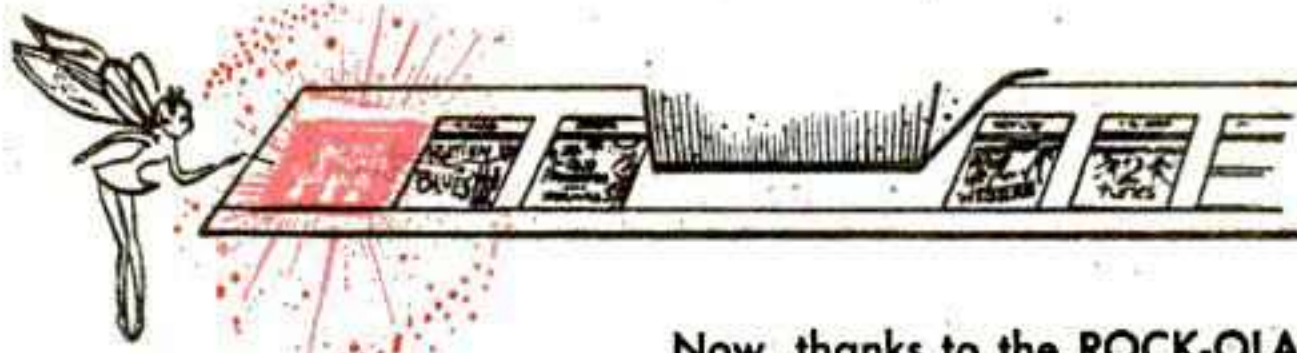
PRESIDENT

### FASTEST PLAY IN THE WORLD

The ONLY 200 selection phonograph with SINGLE BUTTON TITLE SELECTION for FASTER, EASIER TROUBLE-FREE PLAY. Simply deposit coin, select tune and push button directly under the title selected. No combination of numbers and letters to remember:

### THE ORIGINAL REVOLVING SELECTION PANEL FOR MULTI-PLAY PHONOGRAPHS

Displays 40 Tune Titles in a single row — EASY TO-READ, ROCKET FAST. A touch of the glowing red program selection button and 40 new titles appear instantly to choose from.



### \*PICTURE WINDOW PROGRAMMING

Now, thanks to the ROCK-OLA pioneered Revolving Selection Panel mechanism, players can pre-select music to fit their moods. A light touch of the program selection button, like the flick of a magic wand, lights up a colorfully illustrated miniature picture window announcing one of five available program classifications and displays, on the selection panel below, 40 Tune Titles from that classification to choose from. (Available on Model 1455-D only)

### SMALLEST MOST COMPACT OF ALL 200 SELECTION PHONOGRAPHS

ONLY — 57 $\frac{3}{4}$ " High x 30 $\frac{1}{2}$ " Wide x 27 $\frac{1}{4}$ " Deep



- TRU-TONE HI-FIDELITY SOUND SYSTEM
- SIMPLE 3 WIRE REMOTE RECEIVER
- FAST EASY ACCESSIBILITY TO ALL WORKING PARTS
- HINGED RECORD DRESS CAP
- ONE PIECE DIE CAST TURN TABLE WITH SELF-LUBRICATING BEARING & 4 POLE MOTOR
- \* ROCK-OLA DUAL CREDIT SYSTEM
- MICRO CONTROLLED SELECTOR
- CLEAR VIEW POPULARITY REGISTER

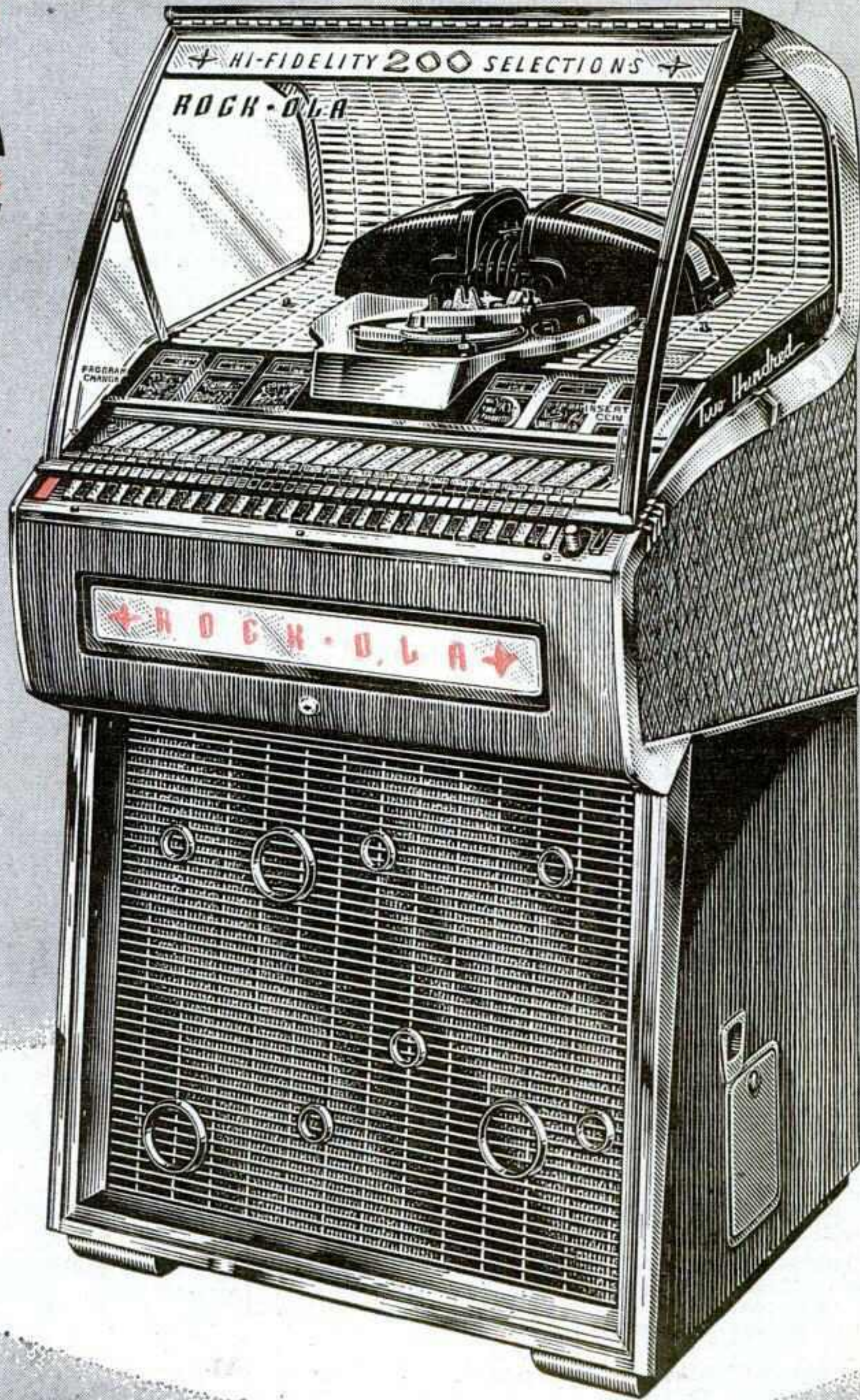
ROCK-OLA MANUFACTURING CORPORATION • 800 N. KEDZIE AVENUE • CHICAGO 51, ILL.

# ROCK-O-LA

## HI-FIDELITY MUSIC

*Model 1455*

**200**  
Selections



MODEL 1445-D Illustrated

## COINMEN YOU KNOW

• Continued from page 87

hope will enable them to control the tongue malignancy he suffers.

Frank Davidson, of Spooner, Wis., in town buying music and shopping as well as showing off his new Ford station wagon, reports he is converting to dime play, five for a quarter in his area and that it is going over quite well. He plans more conversions as time goes on, Davidson said. Frank Grant, of St. Cloud, Minn., in to buy parts for his music route, said that all of his phonographs are on nickel play with the exception of the single 200-record machine he has. On that one, he said, the 50-cent chute has worked out well.

Another converting to dime play is Pete Womson, of Key City Sales Company, Mankato, in town to buy novelty games. He said he's moving in the direction of 10 cents, three or five plays for a quarter, depending on the location. Clayton Norberg, of C & N Sales Company, Mankato, shopping the Twin Cities market, said principally all his music machines are on dime play, three or five for 25 cents. Earl Porter and Tony Ratchford, of M & M Music Company, Huron, S.D., in town to buy used games and used music, said their operation is strictly 5-cent play for phonographs, with little thought at this time of converting.

Martin Kallsen, of Worthington, Minn., who bought new 200-record music on his visit to this market, said he is converting his 135-unit operation to dime play where possible. No changes are contemplated where location owners balk and threaten to get machines elsewhere, he indicated. B. F. Kragtorp, of Tracy, Minn., buying used music here, said he is eliminating nickel play but has to get two plays for a dime instead of straight dime. Even that has helped his grosses, he said. A. H. Quade, of Rochester, Minn., in town buying used music, said his operation continues at straight nickel. Lawrence Sieg and his wife, of Eau Claire, Wis., came to this market to buy used music. Sieg said that after nearly a year of dime play he has been forced by location complaints to go back to 5-cent operation.

Clara Rodie, of the Sandler Distributing Company office staff in Minneapolis, since the place opened as Wurlitzer distributors here in 1954, has left to take a job in another industry. No immediate replacement is planned, according to Solly Rose, office manager. Eddie Kubes, of New Prague, Minn., bought used music on his shopping trip to this market. Harry Galep, of Menominee, Wis., was in town buying guns and phonograph records for his operation.

### Boston

By CAMERON DEWAR

The unusually fine Indian summer weather is giving Louis Blatt, of Atlas Distribu-

**WURLITZER**  
OFFERS  
THE WORLD'S FINEST  
PHONOGRAPHS  
IN  
QUALITY CONSTRUCTION  
EYE AND EAR APPEAL  
EARNING POWER

tors, a longer inning at keeping in touch with the operators in the Northern territory. . . . Louis was host this week to Arthur Daddis, Northeastern representative of AMI, and his handsome wife, who attended the MOAM banquet.

There was plenty of activity around coin row this week. The near-record high temperatures and the big banquet had operators taking long trips into town. Making purchases this week were Arthur La Montaigne, of Auburn, Me.; Joe Ferris, of Madison, Me.; Gustaf Kuntz, of Newport, R. I.; Joe Ferrara, of New Britain, Conn.; Ralph Malthrap, of Island Pond, Vt.; Ralph Faretra, of Concord, N. H., and Oscar Pratt, of Manchester, N. H.

Ralph English is certainly getting around in the music industry. Formerly credit manager with Trimount, Atlas and others, he has now joined the staff of Associated Amusements as sales manager.

### Miami

By RAOUL SHAPIRO

The offices of the AMOA a beehive of activity these days, what with the preparations of the coming sixth anniversary dinner and dance at the Saxony Hotel. Anyone wanting tickets better get them in a hurry, as they are going fast.

Bobby Schwartz's dad died from the automobile injuries he sustained. Bobby is a partner in B. & B. Vending.

On the happy side, Gene Lane, roadman for Taran Distributing Company, got married. Eli Ross, of Ross Distributing Company, and Harry Zimand, of Acme Music Company, stood up for Gene.

George MacLean, operator of Fun Fair Park, Miami, and a good friend of many operators, was elected unanimously chief barker of the Variety Club of Greater Miami. . . .

Morty Marks, roadman for Pan American Distributing Company, is having his hands full with his little fellow.

Seems the little tyke has had his share of illness in the few short weeks on this earth. Larry Finn, routeman for Mellow Music Company, is one happy guy these days. His wife, Joyce, and the baby finally got back from a trip up Philadelphia way. Red Gurkin, of Belle Glade Music Company, is in town for records and supplies. Red says business is all right, but wishes he felt better physically.

Cecil Kenny, of Kenny's Music Company, Nassau, Bahamas, is in town looking over equipment and laying in a supply of records. Cecil says business is good, and his only problem is converting his machines from 78 r.p.m. to 45's. Sorry to hear that Eloise Mangone's mother is not well and may have to enter a hospital.

Another visitor from up that way was Frank Brady. Frank has gone into business for himself and says he can't complain. Dave Friedman, of American Operating Company, has sold the juke box part of his route to Music Makers, Inc., and will concentrate on games.

Operators attending Ross' showing of the new Rock-Ola machines last week included Harold Carsen and Arnold Regan, of Juke Box Company; Lucky Skolnick, Music Makers; Dave Friedman, American Operating; Harry Zimand, Acme

Vending; Walter Wheeler, Supreme Service; Joe Mangone, Mangone & Mangone. Others were Bobby Schwart and Buddy Cohen, of B. & B.; Bernie Koganofsky, of K. & K.; Sam Issenberg, of company of same name; X. Y. Zeveryly, of Radio Center; Keith Nelson and George Maier, of M. & N.; Joe Issenberg, of Joe Issenberg Music Company; Buster Bailey, of Deale Automatic Company; Gleason Stanbough, of Florida Music Company, West Palm Beach; Art Houghton and Marvin Turner, of Palm City Music Company, Fort Myers, and Al Underwood, of Al's Music Company, Fort Myers.

### Memphis

By ELTON WHISENHUNT

Drew J. Canale, owner of Canale Amusement Company and Canale National Tobacco Distributors, is proud of four nephews who made All-Memphis football teams this season. Terry Canale, 16, made first team on All-Memphis High School team. He's a center, best linebacker in Memphis, the son of Drew's brother, Sturla Canale, who was a star end at Notre Dame from 1929 to 1933.

Frank Canale, 17, fullback at Catholic High, made second team. He's the son of Drew's brother, George Canale, Notre Dame end in 1933-'34. In junior high All-Memphis, George's two sons both made first team: Justin Canale, 15, fullback, and Whit Canale, 14, tackle, both at Catholic High.

Drew, 33, will have to wait quite a few years to have football stars of his own. He just got married this past summer. He would have made a great ball player himself (he's 6 feet 2, weighs over 200) but didn't have the opportunity. He helped win a war in the Pacific. Two automatic food vendors attended the annual National Automatic Merchandising Association convention in Chicago, December 2-5. They were Charles S. Pugh, partner in Southern Cigarette Service and manager and partner in Quality Vending Service, and H. L. Todd, manager of Commodities, Inc.

Mrs. Mary Ellen Robbins, 23, started work as new secretary at Canale Amusement Company last week. George Sammons, president of Sammons-Pennington Company, Seeburg distributors, on the road traveling the Midsouth territory again last week contacting music and game operators after enjoying a Thanksgiving week in Memphis.

William G. Wesche, vice-president and manager of Memphis Canteen Company, busy expanding company's vending operators. Memphis Canteen is new merger of Chickasaw Canteen Company and Automatic Merchandising Company. H. L. Todd, manager of Commodities, Inc., and Charles E. Pugh, manager of Quality Vending Service, report collections up and business improving in food vending, mostly in industrial locations.

Likable Jack Canipe, 32, foreman of mechanical department of Canipe Amusement Company, seen by The Billboard correspondent looking over new phonographs at S. & M. Distributing Company. Midsouth ops seen in Memphis shopping for equipment and supplies around the distributing companies: W. V. Forsythe, Forsythe Amusement Company, Millington, Tenn.; Bill Hayden, Hayden Music Company, Carruthersville, Mo.

Also M. B. Morris and Roy B. Morris, Morris Amusement Company, Somerville, Tenn.; M. L. Armstrong, Armstrong Amusement Company, Brinkley, Ark.; Elgie

Foster, Foster Music Company, Bolivar, Tenn.; D. C. Johnson and his brother, Lavaughn Johnson, Johnson Amusement Company, Corinth, Miss. Bill Fitzgerald, manager of Music Sales Company, reports record sales brisk. Music operators from Memphis and Midsouth are swamping him.

Allen Dixon, popular president of Memphis Music Association and general manager of S. & M. Distributing Company, Rock-Ola distributor, predicts big sale for new kiddie amusement game just received from Williams Manufacturing Company. It's a clown named Peppy who sings and, when the child presses buttons, he dances and waves his arms.

### Boston

By CAMERON DEWAR

There was great activity last week at Trimount Automatic Sales Corporation's plant when hosts of operators showed up for the exhibit of the Skill Ball by Gottlieb. Irwin Margold, sales chief, reports that orders are already ahead of stock and it looks like a location piece that will attract big sales.

Excitement is running high these days. Assistant Manager Marshall Caras is likely to become a new father any morning. Operators are getting to know new credit manager Everett Bickford who comes to Trimount after 20 years in the credit field. A nice guy who knows his business.

Dick Mitchell, of Dick's Records, and Jerry Flatto, of Boston Record Distributors, being charmed by a visit from Margaret Whiting, who was touring around pushing some of her songs. . . . The boys have really been on the go at Associated Amusements. Boss Ed Revreby is covering the Connecticut territory. Ralph English is hitting the South Shore area, while Dick Mandell visited operators around Springfield. . . . Lovely Girl Friday Christine Kane never had it so quiet.

Pool games appear to be taking an upswing in these parts lately, and Si Redd, of Redd Distributors, finds business excellent in Exhibit's Ringer Ball. Bally's latest, Balls-a-Poppin', is still holding up to an amazing degree. Fifty-cent Wurlitzer is proving an attractive piece and Redd's is short on many orders.

Redd's sales manager, Bob Jones, will be away from the office for another week. He originally planned a week's honeymoon, but things have gone so well he's extending his time. Guy P. DiGiovanni, of Commonwealth Distributors, happy about his grosses these days, which are on the rise as the market in used equipment gets tighter. Ralph Lackey, of Karel Music, Roxbury, finding life strangely quiet after scurrying round these past weeks getting ads for the handsome brochure of the operators' banquet.

The weather grows cold but still stays fine to attract many local and out-of-town operators to the Hub. Among those in buying music and games were Raymond Shea, of Worcester; Raymond A. Silvia, of Oak Bluffs; Arthur Straham, of Greenfield; Bert Stanley, of Danvers; Francis Fiorentini, of Haverhill; Alvin Woodworth, of Fitchburg; John Lopas, of Maynard; Laurence Bettencourt, of Danvers, and Bob Rome, of Brookline.

### Milwaukee

By BENN OLLMAN

Joe Blenker, 48, veteran coin machine operator in the Junction City

area, died suddenly last week at his home. In addition to his sizable music and games routes, Blenker also distributed Zenith radios and television sets and owned a retail outlet for appliances.

Glen Geadtke, of G. & W. Novelty Company, South Milwaukee, reports looking forward to attending the NAMA convention in Chicago early in December. His partner, Herb Wagner, reports that cash box receipts in the music and games division are down, but an upswing is expected in the months ahead.

Automatic Coffee Service, Inc.'s exhibit at the Milwaukee Purchasing Agent's trade show at the Auditorium proved very satisfactory, according to John Cocking. A number of good contacts with plant executives were made that could result in new locations for the firm. On hand to aid Cocking meet show visitors were Bill Miller, Campbell's Soup; Melford Catlin, Hershey Chocolate Corporation, and routemen Florian Nowak and George Bloom.

Johnny Barros, Merrill, Wis., coinman, has just returned from a successful hunting trip in Montana. Barros reports having bagged an antelope and a mule deer. To verify his stories, Barros entertained a house full of company over the weekend, showed the movies of his trip and served antelope steaks.

### Detroit Ops

• Continued from page 86

Evans, of Cadillac Records; Fran Murray, from the Sunnyside Inn, Windsor, Ont.; Chris Colombo, from Elmwood Casino, Windsor.

Recording artists on the show— which ran three and a half hours— included: Margaret Whiting, of Capitol Records; Three Chuckles, Four Winds, and Joe Valino, all of Viking Records; Wilder Brothers, Unique Records. Acts, accompanied by Big Joe Burrell's orchestra, included: the Runarounds, the Chiclets, the Flat Tops, Tommy Thomas, Jackie Dawson, Dick Terry, Lorraine Satterfield, Don Fink and the Five Fabulous Rocketts.

Basic idea of the show was conceived by Mitchell, who this year was assisted by Paul King, WOHQ station manager and two WOHQ jockeys, Joe Augello and Jack Gibson. Augello, an associate member of UMO, joined when he was with Detroit station WJBK.

### Philly Ops

• Continued from page 86

profits for every one but that some operators "can't stand prosperity." As far as another operator was concerned, dime play has made no progress this year over a year ago in many of his locations. Dime play was bringing in good revenue, in others it was a failure and he had to remove the equipment.

Dime play has brought a decided lift to the business, according to another operator who is certain that dime play will eventually become standard operating procedure once the diehards are eliminated. He feels that even teen-age locations will support 10-cent play if operators don't undercut each other.

### Birmingham Juke

• Continued from page 86

cially 200-play machines, dime play would be much harder in being made the standard. Operators are also agreed that programming is the answer to promoting larger receipts from dime play. The 200-play machine doesn't pay off automatically, most agree; you've got to plan a program people will want to hear.



## Exhibit Debuts Coin Baseball Throw Game

CHICAGO — Exhibit Supply debuted Soft Ball League, a coin-operated throw ball game at the NAAPPB show last week.

The game is scheduled to go into production soon. Model shown at the show was handmade. The game was invented by Henry Grauf, who has had the unit in use at his Arcade at Seaside Heights, N. J.

Other units shown were the Peep Barrels; Kiss-O-Meter, card vender; Pick-up Truck, bubble gum vender; Nudist Colony; Tenement Row, peep show; and Exhibit's two newer games, Ringer and Jungle Hunt.

In addition to Sam Louis, president, and Frank Mencuri, vice-president, Exhibit visitors were welcomed by Clair Meyer and Chester Gore.

## Bally Bows New In-Line Pin: Key West

CHICAGO—Bally Manufacturing Company announced last week that shipments of a new in-line game called Key West had been made to its distributors.

According to Bill O'Donnell, general sales manager, triple deck advancing scores in Bally's Big Show game have been improved in the new model. Players can juggle scores back and forth scoring red scores for red or yellow line-ups, or yellow scores for yellow or red line-ups. This extra-coin feature is called "Select-A-Score."

A new skill roll-over gives a player extra time. He may press buttons to select a score and to shift magic squares before shooting a fourth ball, unless a skill shot across the lighted roll-over permits pressing buttons after shooting a fifth ball. Key West also includes these features: Magic Squares, Spot Numbers, Corner Scores, Ballyhole and extra balls.

## Coinmen Pay Final Respects To Mrs. Bilotta

NEWARK, N. Y.—Representatives from the amusement game and music machine industry gathered in St. Michael's Church here Thursday (29) to pay final respects to Mrs. Rosina Bilotta, 83, mother of John Bilotta, New York State Wurlitzer distributor.

Mrs. Bilotta, who died Monday (26), was well known to virtually all New York State operators and distributors. She accompanied her son to various coin machine banquets, showings and conventions. Her vitality at these various affairs was a constant source of amazement to coinmen.

She leaves, in addition to John, three other sons, James, Anthony and Robert; two daughters, Mrs. Carmella Trozzo and Mrs. Anna Carantelli; a brother, Joseph Galdo, and a sister, Mrs. Caroline Ruffalo.

## Berger, Jacob Named to B.D. By N. Y. Ops

NEW YORK—Bert Jacobs, Nu Way Vending, and Harry Berger, West Side Operating, were named to the board of directors of the Associated Amusement Machine Operators of New York at a meeting Thursday (29). They replace Bob Luttmann, Bob's Vending, and Eugene Broderick.

Elected to AAMONY membership was Maxwell Guldin, who recently bought the ADR game route from Frances Slatër.

The Gotham association holds its annual dinner-dance at the Waldorf-Astoria's Starlight Room, Saturday (8). The cocktail hour is scheduled to start at 7 p.m. promptly in the Serf Room.

## Munves Intros New Horse

CHICAGO—The Mike Munves exhibit at the National Association of Amusement Parks, Pools & Beaches convention last week featured a new Munves coin-operated rocking horse.

Constructed of wood, with a leather saddle, the steed is mounted on a large steel base. Over-all height is three feet. The model is priced at \$395.

Munves also showed samples of his full line, featuring metal typers, card venders, charm presses, Peppy the Clown and a telescope viewer.

## Boston City Council to Wage War on Pinballs

BOSTON — As tho it weren't enough for Hub pinball operators to be under the guns of the Boston Licensing Board, the Watch & Ward Society and the police department, another city group, the Boston City Council, has declared war on the devices.

Francis X. Ahearn, chairman of the Committee on Ordinances, kicked off the anti-pinball drive. He heads the committee which is studying a proposed new schedule of license and service fees to add some \$300,000 to the city's treasury. This is the proposal which would assess every juke box in the city an added \$50 annually.

Ahearn said he was "tartled" when he saw that the new schedule boosted, among a score of other things, out-patient fees and board and room charges at Boston City

## 15 Coin Exhibitors Show 40 Games at NAAPPB Confab

CHICAGO—Fifteen coin machine firms displayed 40 coin-operated amusement games in the National Association of Amusement Parks, Pools & Beaches convention at the Sherman Hotel last week.

While a wide variety of coin-operated games were displayed, the number of new models introduced at the convention was restricted to four.

Coinmen in general felt that the majority of the convention-goers were park people with only a casual interest in the games. Nevertheless there seemed to be a pick-up of interest by the time Wednesday, the last day of the convention, rolled around.

Several coin machine exhibitors

voiced satisfaction—tho by no means enthusiasm—for what appeared to be a general steady flow of new orders at the show. Many, however, indicated that they expected much of their business to be done later.

### Win Award

Exhibit Supply, Chicago, walked away with the top coin machine honors for the convention. Exhibit was awarded the annual Henry A. Guenther Award for the "most meritorious exhibit" dealing with games or penny arcade equipment. (See separate stories on new equipment elsewhere in the section.)

Featured in their exhibit was the firm's line vacuumatic card venders, peep barrels, kiss-o-meter, bub-

ble gum vender, Jungle Hunt gun game, Ringer skee ball game and a new soft ball game that Exhibit plans to introduce in the spring.

### Honorable Mention

Honorable mentions were also awarded the Williams Manufacturing Company and the Capitol Projector Corporation for their exhibits.

Williams featured Peppy, their coin-operated, musical puppet

(Continued on page 94)

## Chi Coin Bows Coin Gun That Shoots BB's

CHICAGO—Chicago Coin Machine introduced Commando, a coin-operated machine, at the National Association of Amusement Parks, Pools & Beaches convention last week.

Shooting steel BB's, the gun is hopper fed, giving up to one half hour play per load. It is adjustable to shoot 300, 200, 150 or 100 shots per coin. An Air Force type light projected gun sight is an added feature.

National Slug rejector, interchangeable for dime or quarter play, is equipped with an electrically operated coin counter.

Chicago Coin also showed its Steam Shovel and Twin Hockey game.

## Mutoscope Bows New Kiddie Gun

CHICAGO—International Mutoscope Corporation, New York, exhibited two new pieces as well as its other line at the National Association of Amusement Parks, Pools and Beaches convention last week.

Bang-O-Rama a new, 15-shot-for-a-nickel, kiddie gun with light-up screen is in production and will be ready for shipment within 30 days.

International also debuted the new Voice-A-Graph, featuring a choice of 45 or 78 r.p.m. and a selection of five musical introductions lasting 10 seconds each. It replaces the original model and will list for about \$2,000.

Other pieces shown by International included: Lord's Prayer and St. Christopher, penny stamping and engraving machine; K-O Champ, boxing game; Rock-n-Roll, ball game; Drive Mobile, Mutoscope Movie and Tungo Grip Meter.

## Capitol Bows Junior Auto Test Coin Unit

CHICAGO—Capitol Projector, Corporation, New York, received Honorable Mention for the "most meritorious exhibit" at the National Association of Amusement Parks, Pools and Beaches Convention. The firm showed its full line of coin-operated film projecting amusement games.

Retained from last year was its Auto Test—a simulated driving game, with actual road conditions

(Continued on page 97)

## U. S. Lists 337,463 Licensed Locations

WASHINGTON—The number of licensed amusement game and gaming device locations thruout the nation during fiscal year 1956 was revealed last week by the U. S. Internal Revenue Service.

According to the Internal Revenue Service, a total of 337,463 locations were licensed at the \$10 amusement game tax rate, and 9,955 were licenced at the \$250 gaming tax stamp rate.

While the numbers of locations listed does not represent all types of game locations, it does represent the majority of such locations and as such gives the industry an idea of the approximate number of locations receptive to game placements.

On the basis of the figures given, a coin-operated game suitable for all types of locations would have a potential nationwide distribution of over 300,000 units.

### Regional Breakdown

The following table gives the breakdown in number of locations licensed during the 1956 period in the different regions of the country and the districts within these regions.

On the basis of the IRS figures, the Chicago region leads in licensed amusement game locations with a

(Continued on page 93)

## Bally School In Evansville

EVANSVILLE, Ind. — Automatic Amusement Company will host a Bally service school to be conducted by Paul Calamari, field engineer, December 11 thru 12.

The school will start at 7 p.m. both days. Service tips on Key West, Bally's latest in-line model (see separate story) and Balls-A-Poppin', five-ball novelty game, will be given by Calamari. Refreshments will be served. Fred Baker, of Automatic, will host the event.

## Coin Machine Exports

August, 1956

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
W. Germany .....	373	\$ 286,614	102	\$ 23,633	7	\$ 9,564	482	\$ 319,811
Canada .....	220	144,484	306	65,561	826	84,441	1,352	294,486
Belgium .....	523	209,184	460	39,410	1	933	984	249,527
Venezuela .....	168	137,277	113	16,127	266	18,433	547	171,837
Mexico .....	209	122,245	480	22,870	..	..	689	145,115
Switzerland .....	160	120,541	6	1,785	163	3,214	329	125,540
Austria .....	98	56,367	..	..	..	..	98	56,367
Peru .....	71	50,385	..	..	..	..	71	50,385
Netherlands .....	114	38,901	20	6,280	8	5,023	142	50,204
Cuba .....	88	28,020	81	3,630	3	2,090	172	33,740
Italy .....	..	..	179	33,722	..	..	179	33,722
France .....	7	5,301	65	18,940	10	9,150	82	33,391
Hong Kong .....	10	2,390	78	13,078	78	9,400	166	24,868
Sweden .....	28	17,085	..	..	9	4,170	37	21,255
Dom. Rep. ....	18	12,640	24	6,000	..	..	42	18,640
Other .....	328	138,325	556	89,219	23	3,684	907	231,228
<b>TOTALS .....</b>	<b>2,415</b>	<b>\$1,369,759</b>	<b>2,470</b>	<b>\$340,255</b>	<b>1,394</b>	<b>\$150,102</b>	<b>6,279</b>	<b>\$1,860,116</b>

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We Cordially Invite You to the INTERNATIONAL SCOTT CROSSE SHOWING OF THE

### NEW Rock-Ola 1455

200 Selections

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### Roanoke Holds Genco Showing; AMI Session

RICHMOND, Va.—The complete line of Genco games was recently exhibited at the Roanoke Vending Machine Exchange here. Al Warren, director of sales for Genco, was present at the showing.

Richmond operators attending were John Chandler, Richmond Amusement Sales; Reuben H. Scher, Scher's Vending Machine Company, and O. K. Lewis, Bob Lewis and George Zupantis, all of the O.K. Amusement Company.

Other operators included were Henry Meyer, National Amusement Company, Portsmouth; W. E. Wells, Petersburg Amusement Company, Petersburg; Ray Hash, University Music Company, Charlottesville; W. C. Colgate, Colgate Amusement Company, Chase City; E. L. Simmons, Danville Amusement Company, Danville, and T. R. Cox and Richard Williamson, both of Keysville.

From Roanoke Vending Exchange were Harry Moseley, William Browning Jr., Dan Finegan, Alton Sheffield, Ernest Bishop, W. D. Street and Patrick Brick Jr.

Tuesday (27) the AMI service school was held at the shop. George Klersey, AMI field representative, was in charge, assisted by W. A. Browning Jr., of Roanoke, and Joe Collins, AMI district sales manager.

Attending were Buddy Vaughan, State Amusement Company, Roanoke; Clyde Proffitt, University Music Company, Charlottesville; A. E. Conner and O. L. King, Davis Music Company, Roanoke; L. R. Salters, Salters Music Company, Roanoke; Bob Apperson and John Samuels, both of Apperson Amusement Company, Charlottesville; C. E. Morse and C. E. Morse Jr., both of Richmond; J. H. Cameron, Universal Music Service, Richmond.

### Tex. High Ct. Rules Pinballs Gaming Per Se

AUSTIN, Tex. — The State Supreme Court last week nailed down the question of when authorities may confiscate and destroy a gambling device.

It held in a pinball machine case from Fort Worth that they may when the machine is per se (on its face) a gambling device, or when the property was being used for gambling purposes. A pinball machine, the court ruled in effect, is a gambling device per se.

The high court, reversing both the trial and civil appeals court rulings, directed the district court to order a pinball machine seized at Fort Worth destroyed.

The Fort Worth chief of police sought to have the machine destroyed. The district court and the appeals court held that the State had the additional burden of proving the machine was being used for gambling purposes.

The Supreme Court cited the holding of the Waco court of civil appeals in another case in backing up the decision. The Waco court said such machines may be ordered destroyed when the property is on its face a gambling device, or when it was being used for gambling.

The Supreme Court noted that it had left that finding in effect in refusing to review it, and that it remained as the law in the Fort Worth case.

### SKEE-BALL

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- A.M.I. MODEL C . . . 150
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#### Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2194 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-de29

#### Routes for Sale

JUKE ROUTE, OWNER ILL. RELIABLE party can handle with small down payment. Consider good mechanic as partner. John McGee, Buffalo, Tex.

#### Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Illinois. de29

#### CIGARETTE...CANDY...COFFEE...CIGAROMAT —FACTORY DISTRIBUTORS—

U-Select-It Candy & Coffee Royal "17" and Mercury Cigarette Machines, Watling Scales, Whites Latex and Comb Vendor, Superior 5¢ Gum Machines. Write for information and prices.

#### TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1068 Amarillo, Texas

FOR SALE—WHISPER TONE HOSPITAL 100 Wall-O-Matic Wall Boxes in good operating condition complete with 2 keys and bar brackets. Unit price \$55; lot price \$600. 1/3 deposit with order. George F. Rhodes, 106 W. Peter St., Uniontown, Pa. de15

FOR SALE—12 SEEBURG NON-CHROME 100 Wall-O-Matic Wall Boxes in good operating condition complete with 2 keys and bar brackets. Unit price \$55; lot price \$600. 1/3 deposit with order. George F. Rhodes, 106 W. Peter St., Uniontown, Pa. de15

FOR SALE—1400 WURLITZER MUSIC BOX (45 rpm), \$150; Keeney Electric Cigarette Machine, 9 column, 25¢ & 30¢, \$90; ready for location. Frank Guerrini, 1211 West 4th St., Lewistown, Pa.

#### SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders. DAV razor blade venders. Advance 23C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

Authorized factory distributor of

#### ADVANCE VENDING MACHINES

NATIONAL SANITARY SALES Dept. B-8, 6640 N. Western Ave., Chicago 45

TEN TRAV-A-PACK PERFUME MACHINES (tube type), four never used, new, \$90. Will sell one or all \$35.00. Pete Nowak, 50-35206 St., Bayside, N. Y.

TWO WURLITZER JUKE 1100, EXCELLENT condition, fifty each. Can case and ship anywhere. J. D. Thompson, Halleyville, Okla.

VENDING MACHINES—PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hersheys, 320 or 520 ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Nappkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. de29

#### Wanted to Buy

CASH FOR YOUR JUNK—WILL PAY HALF price for your mutilated coin. John Estill, 501 Hemphill St., Fort Worth, Tex. ja14

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. de29

DALE GUNS, JET GUNS, ALSO CARNIVAL and Big Top Guns, 8th Inning Bowlers. Reliable Coin Machine Co., 1433 W. Sherwin Ave., Chicago 26, Ill.

USED VENDING MACHINES WANTED—49's, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Rake, 690C Spring Garden St., Philadelphia 25, Pennsylvania. ch-29

WANTED — MILLS, NORTHWESTERN, Du Grenier 1¢ tab gum machines, Must Machine Co., P. O. Box 154, Brunswick, Ga.

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 \$15. (Foreign rate, one year, \$15) 772

Name..... Address..... City..... Zone..... State.....



GIVE TO DAMON RUNYON CANCER FUND



ONLY THE BILLBOARD—

among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.

**NOW READ THIS!**

United Bonus Rifle	\$285.00
Exhibit Shooting Gallery	89.50
Mutoscope Post War Photo	
matics	325.00
Mutoscope Rock 'N' Roll	69.50
Wurlitzer 1650	345.00
AMI Model D-40, Blond	189.50
Gottlieb Diamond Lili	110.00
Wms. Peter Pan	135.00
Wms. Grand Champion	69.50
Bally Palm Springs	79.50
Exhibit Big Broncho	295.00
Deco Carousel with music	250.00
Rudolph Red-Nosed Reindeer	375.00

Send for complete bargain list.  
1/2 deposit.

**ODCO, Inc.**  
1100 Broadway Albany, N. Y.  
Phone 5-0228

# U. S. Lists 337,463 Locations

Continued from page 91

total of 51,795. Next in rank is the Philadelphia region, posting 47,452, followed by San Francisco region, with 44,684; Cincinnati region, 43,196; Omaha region, 40,475; Dallas region, 36,935; Atlanta

region, 29,330, and the New York region, 26,690.

	Amusement Device Premises	Gaming Device Premises
Int. Rev. Regions	\$10	\$250
Atlanta Region:	29,330	779
Atlanta	3,212	283
Birmingham	2,782	1
Columbia	2,962	142
Greensboro	4,116	49
Jackson	3,421	233
Jacksonville	7,373	4
Nashville	5,464	67
Boston Region:	16,906	74
Augusta	1,735	
Boston	7,102	57
Burlington	614	1
Hartford	4,460	3
Portsmouth	1,230	10
Providence	1,765	3
Chicago Region:	51,795	1,467
Chicago	13,644	708
Detroit	13,850	9
Milwaukee	15,900	1
Springfield	8,401	749
Cincinnati Region:	43,196	589
Cincinnati	3,844	
Cleveland	8,423	6
Columbus	3,108	4
Indianapolis	8,048	52
Louisville	4,993	205
Parkersburg	5,161	296
Richmond	5,229	5
Toledo	4,320	21
Dallas Region:	36,935	1,133
Albuquerque	2,046	5
Austin	13,250	594
Dallas	6,136	7
Little Rock	3,079	84
New Orleans	8,100	284
Oklahoma City	4,320	159
New York City Region:	26,690	9
Albany	4,877	
Brooklyn	6,777	1
Buffalo	5,050	1
Lower Manhattan	1,340	
Syracuse	4,558	7
Upper Manhattan	4,088	
Omaha Region:	40,475	177
Aberdeen	1,797	37
Cheyenne	1,293	54
Denver	3,044	1
Des Moines	5,950	
Fargo	1,821	25
Kansas City	3,822	9
Omaha	3,354	1
St. Louis	7,262	23
St. Paul	7,196	4
Wichita	4,936	23
Philadelphia Region:	47,452	2,185
Baltimore*	8,060	2,080
Camden	3,712	26
Newark	8,250	6
Philadelphia	11,185	55
Pittsburgh	10,129	8
Scranton	5,580	9
Wilmington	536	1
San Francisco Region:	44,684	3,542
Boise	1,889	
Helena	2,359	42
Honolulu	1,463	10
Los Angeles	10,278	55
Phoenix	2,519	186
Portland	3,677	125
Reno	1,120	1,265
Salt Lake City	1,237	19
San Francisco	12,984	455
Seattle*	7,158	1,385
TOTAL	337,463	9,955

\*Baltimore District includes Maryland and the District of Columbia; Seattle District includes Washington and Alaska.

**GIVE TO DAMON RUNYON CANCER FUND**

## PUT NEW LIFE INTO YOUR OLD POOL GAMES WITH...

✓ 4-HOLE BUMPERLESS RACK POOL TOP (1 hole in each corner).....\$29.50

✓ ROTATION PLAYFIELD.....\$25.00  
Regular size w/rack, oversize cue ball included with above Tops.  
Rotation Ball 1 to 10.....Set \$18.50

### POOL SUPPLIES

Cue Sticks	\$ 1.50	Overhead Lights w/brkt.	\$10.00
Chalk, Gross	3.50	Anti-Warp Adjusters, set of two	8.95
Plastic Cups, red, white, yellow	.50	Billiard Rail Brush, doz.	6.00
Plastic Bumpers, red or white	.50	Cue Repair Kit	4.95
Pool Balls, set of 10, 2 1/4"	10.00	Write for complete list of parts.	

**MID-STATE CO.** 2369 Milwaukee Ave., Chicago 47, Illinois. Dickens 2-3444

**We ONLY Advertise What We Have In Stock**

<b>ORIGINAL POOL TABLE</b> with brand new SLATE TOP \$149.50 Slate Top Only.....\$75.00	<b>Genco CHAMPION BASEBALL</b> \$249.00
<b>Genco 2 Player HI-FLY BASEBALL</b> \$279.00	<b>Williams 2 Player PICCADILLY</b> \$249.00

**ACT QUICKLY—ORDER TODAY!**  
1/3 with order—Balance C.O.D.  
WRITE FOR COMPLETE LIST

**DAVID ROSEN**  
Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

**Highest Quality Black Slate None better!!**

At these low prices you can now afford to change all your pool tables to slate tops. Increase your earnings! Eliminate location complaints about warpage!

lowest prices: \$45 each Jr. Size	3/4" SOLID SLATE REPLACEMENT TOPS
\$65 each Jumbo Size	IMMEDIATE DELIVERY • 1/3 deposit with order, bal. C.O.D.

Write, Wire or Phone **George Panser, Sales Mgr.**  
**EASTERN NOVELTY DISTRIBUTORS, INC.**  
123 West Runyon St. Newark 5, N. J. Bigelow 3-7422

## RECONDITIONED EQUIPMENT

OPERATORS—JOBBER—DISTRIBUTORS—we sell 'em all. They all concede that our reconditioned games are tops. We scrape and lacquer the rails, install new instruction cards, clean them thoroughly and ship them ready for location. And our prices can't be beat. Let us prove it to you!

WRITE, WIRE OR PHONE FOR PROMPT SHIPMENT

DOUBLE HEADER... \$500.00	BIG TIME.....\$210.00
MIAMI BEACH.... 200.00	ICE FROLICS..... 65.00
GAY TIME..... 165.00	PALM SPRINGS..... 65.00
GAYETY..... 100.00	BEACH CLUB..... 60.00

**H.M. BRANSON DISTRIBUTING COMPANY**  
811 E. BROADWAY Phone: JUNiper 7-1343 LOUISVILLE 4, KENTUCKY  
EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

## Norwood Bans Pins Near Parks

CINCINNATI — Norwood city council recently ammended the amusement ordinance and prohibited the operation of pinball games within 500 feet of any park, playground or recreation center. The ordinance already had a restriction applying to schools and churches.

## HELP YOURSELF

Wurlitzer Model 1100—45 RPM.....	\$125.00
Wurlitzer Model 1250...	150.00
Wurlitzer Model 1500A..	295.00
Wurlitzer Model 1700...	645.00
Wurlitzer Model 1800...	825.00
Seeburg M100C.....	565.00

**J. H. RUTTER, INC.**

1361 S. Main St., Salt Lake City, Utah  
Phone: Hunter 4-1271  
Wurlitzer Distributor

## BEST BUYS

Wurlitzer Model 1800.....	\$825.00
Wurlitzer Model 1700.....	645.00
Seeburg M-100-C.....	525.00
Wurlitzer Model 1550A.....	275.00
Seeburg M-100-A.....	225.00

## PEACH STATE MUSIC COMPANY

549 PINE STREET, MACON, GEORGIA PHONE: 3-1588  
Wurlitzer Distributor

# WANTED A-1 MECHANIC FOR BINGO GAMES

Work in the Chicago area. Salary \$600.00 per month. Regular hours, bonus and vacation. Must have car.

Write to: Box 875, The Billboard, 188 W. Randolph Street Chicago 1, Ill.



Joe Ash says... ATTENTION: FOREIGN BUYERS

### Make Active Your American Home

I have recently remodeled my offices and have allocated space for YOUR purchasing agent. In addition to this, as in the past, you can always depend on our sincere interest and personal assistance. . . . The entire Active staff is at your service. Write for details at your earliest convenience. Please be assured that there is no obligation involved. Looking forward to seeing you shortly.

Sincerely yours, **Joe Ash**

Exclusive Distributors for Wurlitzer, D. Gottlieb & Co. and Exhibit in S. Jersey, Del. & E. Penna.

## ACTIVE

AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30  
FRemont 7-4495 Write or wire for prices

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

# COIN DISPENSERS

### PENNIES, NICKELS, DIMES & QUARTERS

- ★ Free long plastic refill tube available with each penny and dime dispenser.
- ★ All die-cast parts.
- ★ Chrome-plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5 or more hole bases).
- ★ Single 10c tube available in quantity, and single 5c tube with base attached also available in quantity.
- ★ Guaranteed accurate.

Exclusive Factory Representative

For Kwik-Koin Dispensers (Manufactured by McPherson Manufacturing Co.) Tacoma, Washington.

Price \$11.95



## DUNIS DISTRIBUTING CO.

100 Elliott Ave., W., Seattle 99, Wash., Ph: Alder 0414  
(Inquiries Accepted Now for Local Distributors)

**YOU'LL DO BETTER** —Always—at **WORLD WIDE!**

**NEW GAMES**

GENCO SKILL BALL  
BALLY KEY WEST  
UNITED BRAZIL  
BALLY BALLS-A-POPPIN'  
GOTTLIEB FAIR LADY  
UNITED PIRATE GUN

**WANT TO BUY!**

BIG HORN • HUNTER  
GUNSMOKE

• LATE MUSIC

**WORLD WIDE BINGO GAMES**

DOUBLE HEADER	535	GAYETY	110
PARADE	485	SURF CLUB	85
NITE CLUB	435	PALM SPRINGS	70
BROADWAY	375	DUDE RANCH	75
BEACH BEAUTY	345	SOUTH SEAS	325
MIAMI BEACH	225	STARDUST	285
BIG TIME	225	STARLET	225
VARIETY	125	TRIPLE PLAY	165

**ARCADIE EQUIPMENT**

C.C. STEAM SHOVEL WRITE		Genco BIG TOP	315
Wms. CRANE WRITE		Wms. POLAR HUNT	285
Un. SUPER SLUGGER	295	United BONUS	255
Wms. DLX. 4-BAGGER	335	United CARNIVAL	210
Gen. SUPER BIG TOP	395	Gen. SKY ROCKET	275

Exhibit JET GUN 5 55  
Exhibit SIX SHOOTER 55  
United JUNGLE GUN 185  
Lane MERRY-GO-ROUND 315  
Deco ROCKET PATROL 195

**5-BALL GAMES**

DERBY DAY	235
HARBOR LITES	210
FRONTIERSMAN	195
WISHING WELL	165
SOUTHERN BELLE	155
TWIN BILL	145
LOVELY LUCY	125
C.C. CAPRI	85

Wms. RACE THE CLOCK 245  
3-PL. TOURNAMENT 245  
3-PL. MARATHON 275  
2-PL. GLADIATOR 295  
4-PL. SCOREBOARD 295  
4-PL. REGISTER (NEW) WRITE

**SHUFFLE GAMES**

C.C. BLINKER	295
C.C. HOLLYWOOD	255
C.C. BOWLING TEAM	215
Un. DLX. SUPER BONUS	295
Un. DLX. COMET	145
C.C. CRISS CROSS	135

**POOL TABLES**

DLX. BANK POOL	550
DLX. BANK LITE-UP POOL	75
SR. BANK LITE-UP POOL	85
SR. BANK POOL	65
Keeney FLICKER	95
Ex. SUPER STAR	95

**WORLD WIDE DISTRIBUTORS**

Chicago 47  
2330 N. Western Ave.  
Phone: Everglade 4-2300

when answering ads . . .  
Say You Saw It in The Billboard

**Bally Names Two S. C. Distributors**

CHICAGO — Bally Manufacturing Company has named Friedman Amusement Company and Peach State Trading Company co-distributors for the Bally line in South Carolina. The announcement was made by Bill O'Donnell, Bally general sales manager, last week.

Headquarters of both firms are in Columbia, S. C.

**15 Exhibitors**

• Continued from page 91

theater, along with coin-operated Crane.

Capitol showed their line of coin-operated film projector amusement devices. Capitol's Junior Auto Test, a simulated auto driving game, with road conditions film projected on a screen for the driver, was shown for the first time. Also in the Capitol exhibit were Drive-In Movie (kiddie film show), Auto Test (enlarged model of the junior), Hit-A-Miss (film gun game) and Pan-O-Rama 800 (coin operated peep movie).

**Other New Games**

Several other firms showed new games for the first time. Chicago Coin introduced their Commando machine gun, a coin-operated target gun that shoots steel BB's.

Mike Munves had a new metal base rocking horse, attractively painted with a real leather saddle. Standing four feet high, the unit was priced at \$395.

International Mutoscope exhibited two new pieces, Bang-O-Rama kiddie gun, and the new Voice-O-Graph.

**Exhibitors**

Other coin machine firms which exhibited games included: Auto-Photo Company, Los Angeles; Empire Coin Machine Exchange, Chicago; Genco Manufacturing and Sales Company, Chicago; J. F. Frantz Company, Chicago; King Amusements, Mt. Clemens, Mich.; Lineorama, Long Beach, Calif.; Philadelphia Toboggan Company, Philadelphia; Standard Metal Typer, Inc., Chicago, and United Manufacturing Company, Chicago.

The convention ran from Sunday thru Wednesday, winding up with the annual formal banquet Wednesday night.

★★★ **ROYAL** ★★★  
DISTRIBUTING, INC.

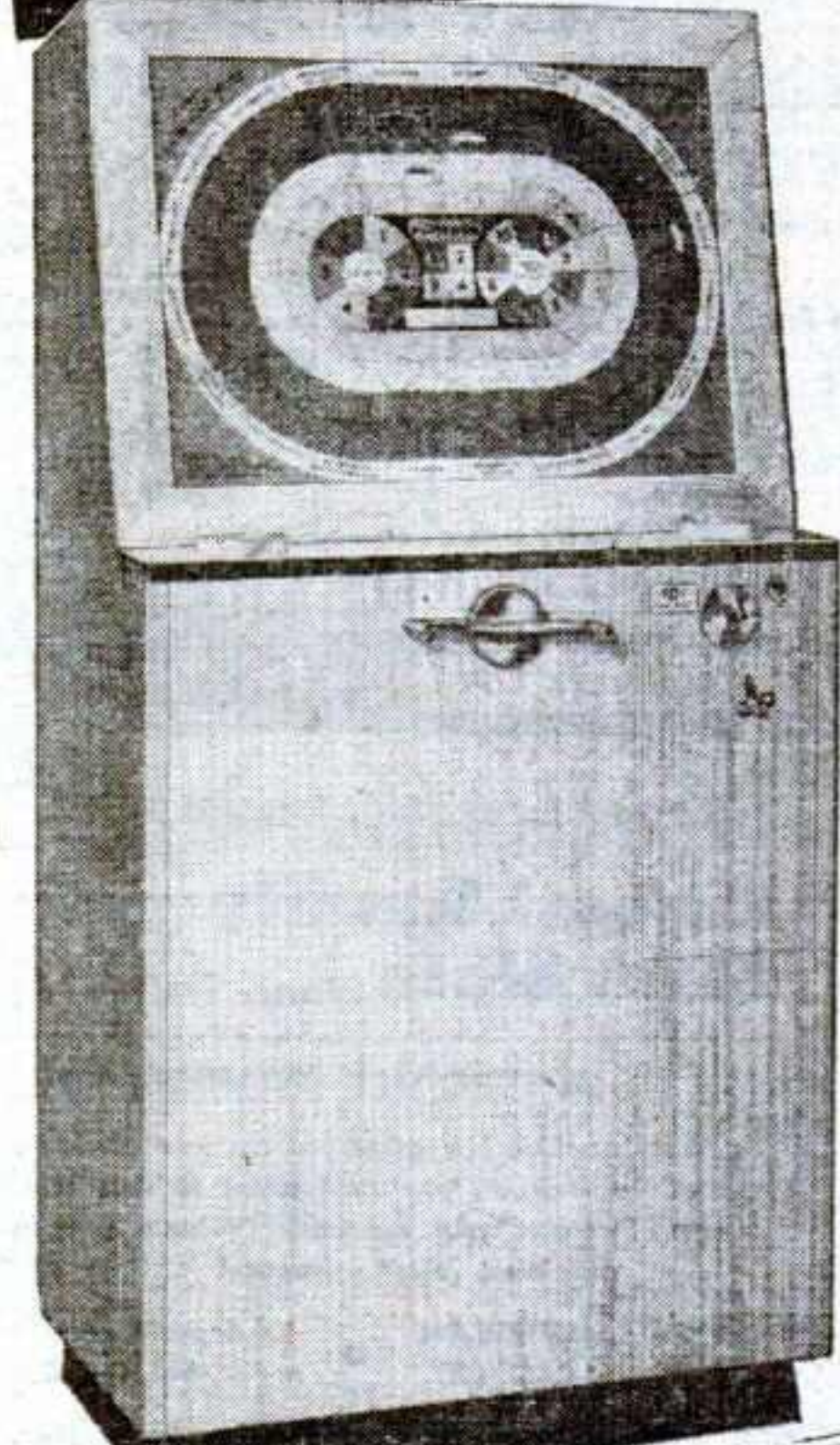
Caravan . . . . .	\$325.00	Gaytime . . . . .	\$165.00
Pixie . . . . .	195.00	Brazil . . . . .	Write
Stardust . . . . .	250.00	Mutos. Photo-matic Pre-War	125.00

**ROCK-OLA DISTRIBUTORS**

Ask For Ben Mackie or Harold Hoffman  
3726 KESSEN AVE. CINCINNATI, O. MOntana 1-5004

CLEVELAND DETROIT CHICAGO ST. LOUIS KANSAS CITY OKLAHOMA CITY DALLAS DENVER PHILADELPHIA NEW YORK LOS ANGELES

Smart Operators are Installing  
**Keeney's 4-PLAYER CROSS-COUNTRY**  
Life-Up Racing Sensation . . .



**A Super WINNER!**

For 100% Amusement Locations . . .  
4 Players — 4 Racing Cars — 4 Lanes!

• A truly competitive amusement game in a size that permits installation in thousands of locations where space is at a premium. The optional "Match" Feature is a tantalizing teaser that tempts additional coins into the large size cash box.

**LOADS OF ACTION! PLENTY COMPETITIVE!**

SEE YOUR KEENEY DISTRIBUTOR!

J. H. Keeney & CO., INC.  
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

SAN FRANCISCO SALT LAKE CITY

**NEW ENGLAND OPERATORS—LOOK!**

NEW BALLY BALLS-A-POPPIN'  
NEW BALLY KEY WEST  
NEW ABC-CONGRESS BOWLERS  
NEW CHICAGO COIN SKI-BOWL  
NEW EXHIBIT RINGER BELL

6 CAN PLAY

**SEND FOR BIG BRAND NEW EXPORT!! CATALOG!!**

**GUNS**

UNITED BONUS  
UNITED CARNIVAL  
EXHIBIT TREASURE COVE  
EXHIBIT SPORTLAND  
EXHIBIT "500"  
EXHIBIT SHOOTING GALLERY

**PRICES SLASHED!**

Terrific buys  
If you write  
or call now!

**ARCADIE**

WILLIAMS 4 BAGGER	395
GENCO BASKETBALL	195
MIDGET MOVIES (with film)	125
GENCO QUARTERBACK	150
GENCO CHAMPION BASEBALL	195
WILLIAMS SUPER PENNANT	150
UNITED SUPER SLUGGER	375

**MUSIC**

SEEBURG V200 LIKE NEW	Phone	AMI D-80	285
AMI G200 LIKE NEW	Phone	ROCK-OLA 1448	650
AMI E-120	395	ROCK-OLA 1438	415
AMI E-80	385	ROCK-OLA 1432	125

**Redd DISTRIBUTING CO.**

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040



Exclusive distributors for  
**WURLITZER—BALLY—EXHIBIT—CHICAGO COIN**

GIVE TO DAMON RUNYON CANCER FUND

**Peanut Supply Heavy**

Peanut supply at the end of October amounted to 791 million pounds of equivalent, uncleaned, unshelled peanuts, the largest supply for this date since 1953, according to Agriculture Department. Supply held in similar positions a year ago totaled 777 million pounds. Shelled raw peanuts reported used in making candy, salted

peanuts, peanut butter and miscellaneous products totaled 113 million pounds at the end of October, 7 per cent greater than total uses reported thru the same date in 1955. More peanuts were reported used in making candy and salted peanuts than a year ago, but the quantity of peanuts used in making peanut butter, including peanut butter sandwiches, in 1956 is down slightly from last year.

**Declare Qtr. Dividend On American Tobacco**

CHICAGO—A quarterly dividend of 1½ per cent (\$1.50 a share) has been declared upon the preferred stock of the American Tobacco Company, payable in cash on January 2, 1957, to stockholders of record at the close of business December 10, 1956.

The announcement was made by Harry L. Hilyard, treasurer, who added that this was the 209th preferred dividend paid.

**TAKE YOUR PICK**

- Wurlitzer Model 1800.....\$825.00
- Seeburg M100C..... 525.00
- Seeburg M100W..... 625.00
- 10 Williams Cranes—Like New..... WRITE

*Bilotta Distributing Company*

224 North Main St.  
Newark, New York  
Phone: 1025

1226 Broadway  
Albany, New York  
Phone: 62-5041

Wurlitzer Distributor

**BINGO SPECIALS**

CLEAN GAMES—READY FOR LOCATION

- MIAMI BEACH.....\$180 HI-FI.....\$65
- GAYETY..... 110 YACHT CLUB..... 50
- PALM SPRINGS..... 85 BEACH CLUB..... 50

Immediate delivery

1/3 Deposit

FRANK MILLS, Mgr., Dept. R-6

**SUPERIOR SALES CO.**

7855 Stony Island Ave. Chicago BAyport 1-1616

**GOING BIG**

in every type of location

Mutoscope's great

**LORD'S PRAYER VENDOR**

for the popular RELIGIOUS GOOD LUCK MEDAL

On Display In Our Showroom

IMMEDIATE DELIVERY—ORDER TODAY

**MODERN DISTRIBUTING CO.**

3222 Tejon Street Denver 11, Colorado

Phone: GRand 7-6834

**INCREASE YOUR SEEBURG\* EARNINGS**

... the greatest thing in music

**50c-PLAY!**

yours, for ...

**\$99.50**

Less than the price of a Wallbox puts a profit proven ROYAL 50c-PLAY Unit to work for you NOW!

**The Royal 50c-PLAY Unit...**

—the greatest money maker in music since the 100-Record Phonograph!

**EXTRA PROFIT PLUS \$1000.00 IN YOUR POCKET**

Your 100-Record is a proven profit maker.

The 50c-play chute — until now only available on expensive, new models — is a proven extra profit maker.

NOW The ROYAL 50c-PLAY Unit gives you this proven extra profit combination for just \$99.50.

You need nothing else and YOU PUT ALMOST THE ENTIRE PRICE OF A NEW MODEL IN YOUR POCKET!

**OPTIONAL EXTRA PLAY BONUS**

No matter how many plays you now sell for 25¢, our ROYAL 50c-PLAY Unit delivers twice as many.

AND, optional to you — EXTRA play bonus to your customers for using half-dollars!

**Make no mistake! The ROYAL 50c-PLAY Unit is the greatest thing in music since the 100-Record!**

FOR THE DEALER NEAREST YOU

**WRITE NOW**

ATTENTION: LOUIS E. WOLCHER

**ROYAL MANUFACTURING COMPANY**

1360 Howard Street, San Francisco, Calif.

**DISTRIBUTORSHIPS STILL AVAILABLE IN SOME TERRITORIES**

**"WE HIGHLY RECOMMEND UNITED'S NEW BOWLING ALLEY—NOW DELIVERING"**

**SHUFFLE ALLEYS**

- United Regulation Write
- United Select
- Play \$375.00
- United Shuffle
- Pool 375.00
- Bally ABC Write

- Ex. Twin Rotation \$125.00
- C.C. Criss Cross 150.00
- C.C. Hi-Speed 85.00
- C.C. 10th Fr. Triples 65.00
- Keeney Team 75.00
- Chief 110.00
- Cascade 85.00
- Clover 85.00
- Classic 85.00
- DeLuxe 85.00
- League 125.00
- Olympic 85.00
- Royal 95.00
- Team Bowler 125.00
- 10th Frame 75.00
- 6-Pl. Original 65.00
- Genco Shuffle Pool 125.00

**CIGARETTE MACHINES**

- LEHIGH 12-Col. NEW
- All Coin Combinations \$235.00
- EASTERN ELECTRICS, 12 Col.
- New Write
- SPECIAL DEAL ON 3 or more EASTERNS.

- Mercury, 9 Col. \$165.00
- National 930, used. 95.00
- National 950 110.00
- P.X., 8 Col. 85.00
- Electro, 8 Col. 75.00
- Mills 9-Col. Candy 65.00
- Keeney 9-Col. Electric 135.00
- Rowe 8-Col. Elec. Console, 25¢ & 30¢ 95.00
- Rowe 8-Col. Elec. Dip-tomat, 25¢ & 30¢ 95.00

**BINGOS**

- ABC \$8.00

**ARCADE EQUIPMENT**

- Brite Lites \$ 60.00
- Brite Spot 45.00
- Cabana 45.00
- Leader 50.00
- Stars 45.00
- Pixie 250.00
- Caravan 375.00
- Circus 50.00
- Spot Lites 50.00
- Dude Ranch 60.00
- Variety 125.00
- Beauty 60.00
- Palm Springs 65.00
- Atomic Bomber \$125.00
- Air Foot Ball 225.00
- Auto Photo 1,495.00
- Bally Big Inning 85.00
- Bally Defender 125.00
- Balloonomat, F.S. 345.00
- Boomerang 65.00
- Coon Hunt 150.00
- C.C. Hockey 75.00
- Champion Hockey 125.00
- Chester Pollard
- Foot Ball 75.00
- C.C. 2-Man Hockey 385.00
- C.C. 4-Pl. Derby 150.00
- Dale Gun 50.00
- Evans Bat-A-Score 145.00
- Flash Hockey 225.00
- Ex. Hi Ball 95.00
- Genco Quarterback 285.00
- Genco Champion Baseball 275.00
- Harvard Metal Typer 125.00
- Hayburners 75.00
- K.O. Filter, F.S. 250.00
- K.O. Filter, original 150.00
- Keeney Air Raider 150.00
- Keeney Submarine 125.00
- Life A League 75.00
- Liberator 75.00
- Knotty Peaks 20.00
- Midget Movies 125.00
- Auto. Card Vendors 50.00
- Auto. Photomat 350.00
- Muto. Lord's Prayer Write
- Muto. Voice Recorder 375.00
- Oracle of the Sphinx with cards 150.00
- Panorams 275.00
- Pitch'm & Bat'm 175.00
- Quizzer 95.00
- Romance Indicators 20.00
- Silver Bullets 125.00
- Shoe Brush Up 95.00
- Shoe Shine 150.00
- Sidewalk Engineer 145.00
- Skill Jump 45.00
- Silver Gloves 225.00
- Speedway Bomb-site 150.00
- Telequiz 95.00
- Spear the Dragon 125.00
- Stand. Metal Typer 225.00
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**RIDES**

- 2 Rabbit Rides \$250.00
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- 4 Dopey Ducks 250.00
- 20 Palomino Horses 295.00
- 3 Thunderbolt Horses 350.00
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- 5 Bally Space Ships 300.00
- 2 Miss America Boat 295.00
- 8 Merry-Go-Rounds 325.00

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- 15 Ship. 2-Col. Gum 5¢ \$18.50
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HF100G . . . . .	689
148ML . . . . .	95

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E-120 . . . . .	\$475
D-40 . . . . .	195

<b>ROCK-OLA</b>	
1438 . . . . .	\$450
1436 . . . . .	250
1434 . . . . .	225
1428 . . . . .	95

<b>WURLITZER</b>	
1700 . . . . .	\$575
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1650 . . . . .	275
1217 HIDE-AWAY . . . . .	125
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## Vendo Food

*Continued from page 81*

hold approximately 30 units of an item.

Each selection column may be set to sell at any price from 5 cents to 55 cents. Selections are made by individual push buttons, and the item is dispensed automatically.

Measurements of the new vender are 16 inches deep by 27 inches wide and 68 inches high.

## Wico Vender

*Continued from page 81*

A National rejector accommodates two-price (15 and 25-cent) operation. Three-price vending is optional.

The vender is gravity fed and stores two cases (48 cans) in the base. Dimensions are 68 inches high, 26 inches wide and 18 inches deep. The entire unit is priced at \$595.

## Cole-Spa

*Continued from page 81*

"flavor circle" selection panel. The customer may choose his drink by pointing an indicator to any one of seven selections positioned in a fan-type arc.

Cole stated the unit was to be priced under \$1,110. Dimensions are 65 inches high, 24 inches wide and 22 inches deep.

## Fedam Base

*Continued from page 81*

a heat blower operated directly from the motor shaft. The former unit was belt driven.

Price of the standard model, with 15-cent operation, is \$159. Optional models can be obtained with nickel-dime totalizer for \$175 and nickel-dime-quarter totalizer for \$184.

## Flxible to Build Mercury Cig Vender

CLEVELAND —Mercury Vendors, Inc., Cleveland, has contracted to have its cigarette machine built by the Flxible Company, Loudonville, O.

The move was made to step up production of the new model. Flxible will build the complete machine.

**Panoram Operators!**  
**FOR SALE**  
 We carry a full line of genuine Panoram Project Paris—sold with a money-back guarantee.  
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**The Very Wonderful Reception Accorded**  
**OUR ARCADE EQUIPMENT DURING THE NAAPPB SHOW**  
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 4218 W. LAKE STREET  
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Exhibit Shooting Gallery . . . . .	\$145.00
Exhibit "500" Gun . . . . .	275.00
Exhibit Treasure Cove . . . . .	385.00
Exhibit Sportland . . . . .	225.00
Exhibit Star Gallery . . . . .	195.00
Exhibit Gun Patrol . . . . .	110.00
Exhibit Six Shooter . . . . .	110.00
Exhibit Jet Gun . . . . .	110.00
Exhibit Silver Bullets . . . . .	125.00
Exhibit Space Gun . . . . .	110.00
Evans Tommy Gun . . . . .	110.00
Genco Sky Gunner-Invader . . . . .	125.00
Genco Skyrocket . . . . .	295.00
Keeney Air Raider . . . . .	125.00
Keeney Anti-Aircraft . . . . .	95.00
Keeney Sportsman . . . . .	175.00
Mutoscope Ace Bomber . . . . .	110.00
Mutoscope Sky Fighter . . . . .	110.00
Mutoscope Flying Saucer . . . . .	110.00
Mutoscope Bangaway . . . . .	150.00
Evans Tommy Gun . . . . .	110.00
Night Bomber . . . . .	125.00
Seeburg Shoot the Bear . . . . .	175.00
Seeburg Coon Hunt . . . . .	85.00
Williams Jet Fighter . . . . .	145.00
Williams Safari Gallery . . . . .	275.00
United Jungle Gun . . . . .	175.00
Sky Pilot, 24"x33" floor space . . . . .	110.00
Midget Movies . . . . .	145.00
Air Football, new . . . . .	295.00
Air Hockey, first model . . . . .	195.00
Air Hockey, late model . . . . .	295.00
Chicago Basketball . . . . .	125.00
Chicago Midget Skeeball . . . . .	125.00
Mutoscope Drivemobile . . . . .	125.00
Scientific Field Goal . . . . .	95.00
Exhibit Pony Horse . . . . .	195.00
Merry Go Round, 2 horses, new . . . . .	295.00
Whip Ride . . . . .	325.00

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**BALLY BROADWAY 365.**

**BALLY BEACH CLUB 40.**

**BALLY PARADE 445.**

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*Acclaimed the Winner From Coast to Coast!*

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Sluggin' Champ . . . . . 195.00	
Twin Bill . . . . . 185.00	
Cypsy Queen . . . . . 185.00	
Stage Coach . . . . . 175.00	
Mystic Marvel . . . . . 165.00	
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	Can Can . . . . . \$275.00
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	Big Ben . . . . . 135.00
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Space Ranger . . . . . 295.00	
Champion Baseball . . . . . 295.00	
Genco Quarterback . . . . . 275.00	
Set Shot Basketball . . . . . 275.00	
Muto. Football . . . . . 275.00	
Bally Moonrider . . . . . 250.00	
2-Player Basketball . . . . . 195.00	
Thunderbolt Horse . . . . . 175.00	
Coin Recordio . . . . . 175.00	
Sidewalk Engineer . . . . . 165.00	
Silver Gloves . . . . . 165.00	
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De Luxe Baseball . . . . . 135.00	
Undersea Raider . . . . . 125.00	
4-Player Derby . . . . . 99.50	
Flash Hockey . . . . . 99.50	
Flying Saucer . . . . . 99.50	
Telequiz . . . . . 95.00	

<b>GUNS</b>	
PIRATE GUN . . . . . Write	COON HUNT . . . . \$175.00
DAYCROCKETT . Write	Sky Gunner . . . 145.00
	Nite Fighter . . . 145.00
	Bear Gun . . . . . 145.00
	Invader . . . . . 145.00
Wild West . . . . \$295.00	Silver Bullet . . 125.00
Deluxe BONUS 275.00	Shoot's Gallery 110.00
500 Shooting Gallery . . . . . 250.00	Anti-Aircraft . . 99.50
Jet Fighter . . . . 225.00	Space Gun . . . . 95.00
Carnival . . . . . 195.00	Mauser Pistol . . 89.50
Rifle Gallery . . . 175.00	Dale Gun . . . . . 55.00

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HF 100 R . . . . \$795.00	G 120 . . . . . \$775.00
HF 100 G . . . . 695.00	F 120 . . . . . 675.00
M 100 C . . . . . 575.00	E 120 . . . . . 450.00
M 100 B . . . . . 475.00	D 90 . . . . . 350.00
M 100 A . . . . . 250.00	<b>WURLITZER</b>
	1900 . . . . . \$845.00
	1800 . . . . . 695.00

**PORTABLE COIN COUNTERS**  
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 STANDARD-RAPID—Made in Germany  
 Try either one on a 30-day money-back guarantee.

**Empire** COIN MACHINE EXCHANGE

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## Lily Preems New Vending Cup

NEW YORK—The Lily-Tulip Cup Corporation has gone into production on a China-Cote tapered seven-ounce vending cup for hot and cold drinks. According to Bill Sledy, in charge of Lily-Tulip's vending division, the finish and quality of stock is identical to the original China-Cote cup except that the tapered shape provides closer nesting, thus increasing the cup capacity.

The new cup, known as the 7R16V, comes printed in a brown leaf and check design. It will be shown at the Lily-Tulip booth at the NAMA show in Chicago.

## Ford Installs Coffee Break

DETROIT — Coffee venders, traditionally absent from the Ford Motor Company, have been authorized in a major company policy change. While candy, cigarette and cigar venders have been operating on Ford premises, coffee machines have up to now been banned.

Thirty-five self-brew coffee machines were installed thru three Ford plants, by Interstate-Detroit Coffee Corporation. Alex Kramer, head of Interstate, said he plans to add 30 to 40 Perk-C-Fresh machines to the Ford installation shortly.

## Capitol Bows

Continued from page 91

flashed on the screen. The unit also has a gas pedal and brake which have to be utilized in operation of the game.

### First Showing

Junior Auto Test was introduced for the first time at the show. It is a kiddie size model of the bigger unit, being simpler to operate. The game is now in production.

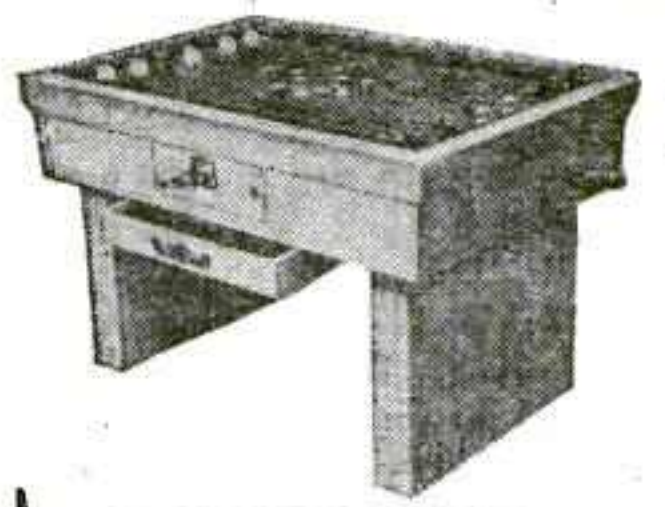
Another first-timer was the firm's Pan-O-Rama 800, a coin-operated movie theater with individual viewing. Operating at a dime per play, the unit holds up to 800 feet of film in a new self-powered magazine.

Also shown were Hit-A-Miss target gun, and Drive-In Movie, a kiddie film show built into a car-designed seat arrangement.

Representing Capitol were S.B. Goldsmith, Leo Willins and W.W. Blendow.

## VALLEY

... FIRST in BUMPER POOL



... and still building the "Cadillac" of the Industry!

NO CLOSEOUTS!

These tables in current production.

- TOURNAMENT BUMPER POOL
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All Hard White Maple Construction

• Cured SLATE Replacement Tops . . . Quality Cue Sticks . . . PRICED RIGHT!

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Finest Reconditioning Possible

1900 Wurlitzer	Write
1800 Wurlitzer	\$685.00
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Miami Shuffle	Write
Used Genco Hi Fly	195.00



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WORTH 3 TIMES MORE!  
**COMCO** WALL... \$11.95  
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It's the "BALANCED Tone"

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CHICOIN ROUND \$475.00  
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WURLITZER 1250 175.00



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JUST WHAT THE DOCTOR ORDERED! PEP UP YOUR AILING ROUTES WITH FIRST'S NEW AND RECONDITIONED EQUIPMENT—THE FINEST IN THE COUNTRY!

### BINGOS

<b>BALLY</b>	
DOUBLE HEADER	\$545
NIGHT CLUB	435
MIAMI BEACH	225
BIG TIME	225
VARIETY	125
BEAUTY	75
PALM BEACH	75
SPOTLIGHT	55

### 5-BALLS

<b>GOTTLIEB</b>	
4-PL. SCOREBOARD	\$305
WISHING WELL	195
D. L. SLUGGIN' CHAMP	185
WISHING WELL	185
4 BELLES	165
DRAGONETTE	165
STAGE COACH	160
MYSTIC MARVEL	155
DAISY MAE	145
GOLD STAR	140
PIWHEEL	120
FLYING HIGH	85
QUEEN OF HEARTS	85
SKILL POOL	75
QUARTETTE	75
CYCLONE	65
SPOT BOWLER	59

<b>CHICAGO COIN</b>	
BLONDIE	\$325
CAPRI	265
<b>WILLIAMS</b>	
RACE THE CLOCK	\$235
SMOKE SIGNAL	175
C. O. D.	85
SEA JOCKEY	75
HAYBURNER	75

### SHUFFLES

<b>CHICAGO COIN</b>	
BOWLING TEAM	\$295
*THUNDERBOLT	265
*PLAYTIME	215
FLASH	195
SUPER FRAME	155
CRISS CROSS TRGT.	125
*GOLD CUP	115
ADVANCE	105
TRIPLE SCORE	85
DOUBLE SCORE	75
*NAME	65
<b>UNITED</b>	
*Del. MARS	\$195
LEAGUE	115
ROYAL	85
OLYMPIC	75
*STAR 10TH FRAME	60
SUPER 10TH FRAME	60
<b>KEENEY</b>	
*DIAMOND	\$165
BIKINI	135
PACEMAKER	85
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## FAIR LADY

IMMEDIATE DELIVERY—ORDER NOW!

### POOL TABLE BUYS!

Wms. DIAMOND SCORE	\$75
United HIGH SCORE	75
Wms. DeL. BANK POOL	50
Gen. TOURNAMENT POOL	50
Gott. SPOT POOL	50

### LATE GOTTLIEB 5-BALLS

<b>SINGLE PLAY</b>		<b>MULTIPLE PLAY</b>	
DERBY DAY	\$240	SCOREBOARD, 4-Player	\$275
HARBOR LIGHTS	225	TREADOR, 2-Player	310
EASY ACES	215	GLADIATOR, 2-Player	300
FRONTIERSMAN	210	MARATHON, 2-Player	295
WISHING WELL	195	TOURNAMENT, 2-Player	275
GYPSEY QUEEN	185	DUETTE, 2-Player	195
SLUGGIN' CHAMP	185		
4-BELLES	160		
DIAMOND LILL	155		
LADY LUCK	150		

### NEW GAMES

- CHICAGO COIN SKI-BOWL CHAMPIONSHIP BOWLER
- STEAM SHOVEL CHAMPION SENIOR POOL
- EXHIBIT RINGER BALL
- JUNGLE HUNT RIFLE
- INT. MUTOSCOPE
- LORD'S PRAYER
- VOICE RECORDER
- GENCO SKILL BALL
- DAVY CROCKETT
- GOTTLIEB FAIR LADY
- BALLY KEY WEST
- BALLS-A-POPPIN'
- ABC BOWLER
- UNITED BOWLING ALLEY
- PIRATE GUN
- HANDICAP ALLEY
- WILLIAMS PERKY 5-BALL
- ROLL-A-BALL
- PEPPY MARIONETTE
- KEENEY CROSS COUNTRY

Exclusive Distributors for CHICAGO COIN EXHIBIT INT. MUTOSCOPE

### ARCADE

- Mutoscope K. O. CHAMP. Floor Sample \$345
- C.C. TWIN HOCKEY 310
- SIDEWALK ENGINEER 165
- C.C. BASKET CHAMP 145
- Wms. DEL. BASEBALL 135
- Cap. MIDGET MOVIES 135
- Muto. ROCK 'N' ROLL 115
- Evans BAT-A-SCORE 105
- Bally BIG INNING 95
- Chi Coin COALEE 95
- TELEQUIZ (w/film) 95
- Scen. BATTING PRACTICE 75
- Amuse. BOOM-ERANG 65

### GUNS

- Genco STATE FAIR \$415
- Genco SKY ROCKET 275
- Ex. SPORTLAND 175
- Mutos. SUPER BOMBER 145
- United JUNGLE GUN 135
- Ex. SHOOTING GAL 125
- UNDERSEA RAIDER 125
- Ex. SPACE GUN 95
- Ex. DALE GUN 55

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Presenting With Pride

Chicago Coin's 6-PLAYER

## SKI-BOWL

Exclusive Dynamo Strike! SUSPENSE!  
Game Not Over Till Last Ball Is Rolled! Absolutely the Finest!  
NOW DELIVERING!

A New, New, New Concept!

Exhibit's Original 2-PLAYER

## RINGER BALL

TOSS the ball into the Scoring Rings! Greatest Repeat Play of All!



Chicago Coin's CHAMPIONSHIP BOWLER

Authentic Handicap Feature!  
Fastest Scoring Action!

### POOL GAMES

## SLATE POOL GAMES

Brand New Slate Tops, Factory Installed in Finest Reconditioned Pool Games with Jumbo Bumpers—Ready for Location! Only \$125

### BRAND NEW POOL GAMES



LATEST MODEL! NEWEST FEATURES! STANDARD PLAYFIELD!  
New Senior Size: 36"x60"  
\* Leading Manufacturer  
\* Jumbo Plastic Light-Up Bumpers  
\* 2 or 3-Hole Play  
\* Levelmatic Adjusters  
Only \$125

### NEW PLAYFIELD CONVERSIONS

#### RACK POOL TOPS

All new: Rack, over-size Cue Ball, regular size \$25

#### 4-HOLE BUMPERLESS RACK POOL TOPS

1 hole in each corner, regular size w/rack, over-size Cue Ball \$29.50

#### JUMBO SIZE RACK POOL TOPS

32"x44", Rack and over-size Cue Ball... \$35

#### FINEST SLATE TOPS

For regulation (32"x48") games. Best rubberbacked billiard cloth, jumbo Plastic Bumpers... \$67.50

EXPORT BUYERS! Send for Price List and Literature. Cable: "FIRSTCOIN"—Chicago★Indicates Match Play

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## COIN MACHINE EXCHANGE INC.

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# FIRST

## COIN MACHINE EXCHANGE, INC.

Joe Kline & Wally Finke  
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500



# A&P Bows Vending Battery on Island

NEW YORK—The Great Atlantic & Pacific Tea Company was scheduled to make its automatic merchandising debut last weekend. On Thursday (29) a battery of five Vari-Vend machines appeared nearly ready to go into operation at the A&P Levittown, L. I., outlet on Gardners Avenue, just off busy Hempstead Turnpike.

This marks the second super-

market venture into vending in less than two months. In October, the Grand Union chain opened what is probably the nation's first automatic supermarket at its East Paterson, N. J., outlet. The installation consisted of five Vari-Vend and three Rowe machines vending milk, eggs, bread, canned goods, pastries, packaged meats and cheeses, as well as coffee, tea and cream.

It was reported that A&P representatives had been clocking purchases at the Grand Union installation in the wall of the East Paterson store and, evidently, they were impressed by the results.

The A&P location is around the corner from a Food Fair outlet which does a heavier volume due to its location on Hempstead Turnpike. One of the tests of the vending installation will be to see how much the margin will be reduced. Other supermarkets dot the area liberally.

The A&P installation itself will consist of five Vari-Vends, mounted on a platform in front of the display window and under a canopy.

# Double-U to Bow United Bowler at Balt. & Richmond

BALTIMORE—The premiere showing of the new United Bowling alley will be held at the Double-U Sales Corporation's showrooms here Tuesday (4). A second Double-U showing at King Carter Hotel, Richmond, Va., is scheduled for Thursday (6).

Attending both showings will be Harry Rosenberg, Double-U president, and Sam Weisman and Art Nyberg.

The game itself is 14 feet long and only 18 inches above the floor. It is played in the identical manner as duck pin bowling, with a shuffle alley scoreboard.

Some 300 operators are expected to attend the Baltimore showing, while 150 will probably attend the Richmond showing.

After the showings, Sam Weisman plans to spend two weeks fishing in the Florida Keys.

# BINGOS

PARADE.....	\$495.00
BROADWAY.....	395.00
MIAMI BEACH.....	245.00
BIG TIME.....	245.00
GAYTIME.....	225.00
TRIPLE PLAY.....	175.00
VARIETY.....	135.00
HAWAII.....	75.00
BEACH CLUB.....	75.00
PALM SPRINGS.....	75.00

1/2 deposit, balance C.O.D. or S/D

COIN MACHINES - HARRY STEWARD  
**UNIVERSITY** Machine Exchange  
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**SPECIAL PRICE \$125**

2 or 3-hole play, Jumbo Light-Up Bumpers and Non-Warp Play Fields. Latest models. Newest features.

### SHUFFLEBOARD SCOREBOARDS

Reconditioned Like New	
Wall Type.....	\$ 45
Overhead Model.....	95
Electric Scoring	
<b>POOL TABLE</b>	
Keeney Arcade.....	\$125
Chi Coin Automatic	
Pool.....	115
Chi Coin Hooligan	
Pool.....	115
Cue Sticks, Ea.....	\$2.50
Chalk, Gr.....	3.50
Cement.....	.20
Cue Clamps, Ea.....	.25

### BOWLERS

<b>KEENEY</b>	
Speedlanes.....	\$275.00
American.....	225.00
Century.....	195.00
Diamonds.....	160.00
Carnival.....	85.00
Ten Player.....	70.00
<b>UNITED</b>	
Targetta.....	\$145.00
<b>GENCO</b>	
Match Pool.....	\$ 80.00

### GUNS

Genco State Fair.. Write	
Genco Wild West.. \$295.00	
United Deluxe	
Carnival.....	210.00
Exhibit Sportland.....	175.00
Seeburg Bear Gun.....	145.00
Mutos, Super	
Bomber.....	145.00
Mutos, Sky Fighter.....	135.00
Ex. Shoot's Gallery.....	125.00
Under Sea Raider.....	125.00
Ex. Space Gun.....	95.00
C.C. Pistol Pets.....	75.00
Ex. Dale Gun.....	55.00

### SUPPLIES

Set of 10 2 1/2" Pool Balls	\$12.00
Playfield Cloth.....	9.50
Set of 8 Pucks.....	12.00
Shuffle Game Wax.....	3.50
Shuffle Board Score Pads, 1,000.....	7.50

### SLATE TOPS—FINEST QUALITY

for regulation size (32"x48") games \$65.00

### REPLACEMENT TOPS

4-HOLE BUMPERLESS RACK POOL TOPS, 1 hole in each corner, regular size w/rack, oversize cue ball.....\$29.50

### RACK POOL TOPS

all new with rack and oversize cue ball. Regular size.....\$25.00 Jumbo size.....35.00

### BINGOS

Broadway.....	\$350.00
Beach Beauty.....	310.00
Miami Beach.....	195.00
Big Time.....	225.00
Gay Time.....	190.00
Variety.....	125.00
Palm Springs.....	75.00



Better Buys

4322-24 N. WESTERN AVE.  
CHICAGO, ILLINOIS  
JUNIPER 8-1814

## PROVED FOR HEAVY EARNINGS!

Has New EASY-SERVICING Features...

*Williams*  
**PERKY**  
5-Ball Game!



PLAYFIELD LOADED WITH FAST ACTION!

WILLIAMS IS First WITH PRINTED CIRCUITS in 5-Ball Games!

Making Numbers 1 to 5 Scores Replay!

3 THUMPER BUMPERS

2 CYCLONIC KICKERS

2 FLIPPERS

WRITE-WIRE-PHONE-See YOUR Williams DISTRIBUTOR!

Williams is First with National Slug Rejectors in 5-Ball Games!

Scoring Features:

- ★ 3 "Special" when lit Targets
- ★ 1 "Special" when lit Skill Hole
- ★ 1 "Super Special" when lit Skill Hole

Twin Chutes at slight extra cost.



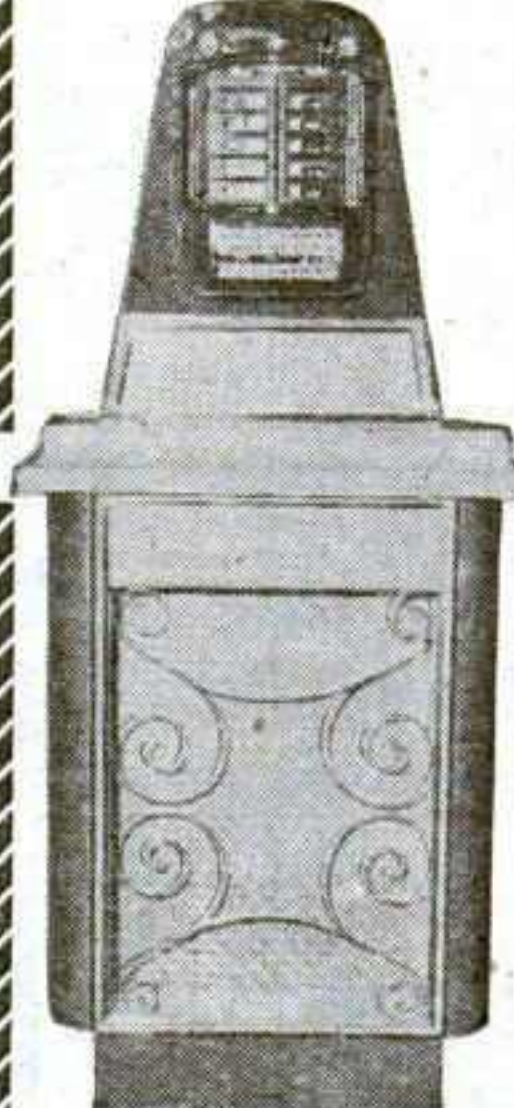
CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

Terrific Response From Operators!

## "CONSOLETTTE"

A Low-Cost, High-Fidelity Speaker... the Answer to Multiple Wallbox Costs!

"Consolette" will replace 4 to 8 wallboxes at a fraction of the cost...



- Use with ANY make juke box
  - ANYONE can install
  - 60" high... 27" wide... 18" deep
  - Remote control with volume control feature
  - Wide selection of colors
- WRITE FOR COMPLETE COST AND TECHNICAL INFORMATION

REX

COIN MACHINE DISTRIBUTING CORP.  
821 So. Salina St. Syracuse 3, N.Y.  
Phone: 2-8255

BALLY

Exclusive Distributor For

ROCK-OLA

### 5 BALLS

BALLS-A-POPPIN'.....	Write
BLONDIE.....	\$345.00
CAPRI.....	295.00
CROSS ROADS.....	65.00
SKILL POOL.....	45.00
LAZY CUE.....	60.00
DOUBLE FEATURE.....	35.00
NIFTY.....	35.00
TWENTY GRAND.....	35.00
ARMY-NAVY.....	45.00

### ARCADE

CHGO. COIN TWIN PLAY	
HOCKEY, Like New.....	\$225.00
GENCO STATE FAIR GUNS.....	395.00
CHGO. COIN STEAM SHOVEL.....	Write

### POOL TABLES?

ROCK-OLA 1455's, and 1454's. Now Delivering... Write.



### IN-LINE PINBALL GAMES

<b>BALLY</b>	
ATLANTIC CITY.....	\$ 50.00
BEACH BEAUTY.....	345.00
BEACH CLUB.....	60.00
BEACH BEAUTY.....	60.00
BIG SHOW.....	Write
BRIGHT SPOT.....	65.00
BROADWAY.....	375.00
DUDE RANCH.....	60.00
GAYETY.....	110.00
GAYTIME.....	195.00
HI-FI.....	65.00
KEY WEST.....	Write
MIAMI BEACH.....	225.00
NITE CLUB.....	435.00
PALM SPRINGS.....	65.00
PARADE.....	450.00
VARIETY.....	135.00
YACHT CLUB.....	60.00

### UNITED

MANHATTAN.....	\$125.00
TRIPLE PLAY.....	150.00



Distributing, Inc.

450 Massachusetts Ave.  
Indianapolis, Indiana  
MEIrose 4-8468

when answering ads... Say You Saw It in The Billboard



**.... ATTENTION, IMPORTERS**  
*We're Cleaning House!*

During the month of December we are cleaning out our entire inventory of used equipment at sensational prices. This is your opportunity to get real values.

**INCLUDED IN OUR INVENTORY .....**

- All Models of SEEBURGS, WURLITZERS, AMI'S and ROCK-OLAS
- PIN GAMES
- GUNS
- ARCADE EQUIPMENT

**WRITE FOR SPECIAL YEAR END LISTS TODAY**

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.

**TRIMOUNT**

Remember  
IN NEW ENGLAND  
IT'S TRIMOUNT

40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. LL 4-9100

**Greco Makes Conversion for Spanish Pool**

GLASCO, N. Y.—Greco Brothers, local operating firm, is currently making a conversion on the Exhibit Spanish Pool game. According to Tom Greco, the firm has bought 100 of the games from Exhibit and is converting them to four-side, slate-top games.

Greco said that 25 of these units have been sold, and conversions are being made at the rate of eight or nine a week. Slate tops are provided by the Nyack Slate Company. The games are selling for \$250 each.

Meanwhile Greco Brothers has moved into new office quarters adjacent to the shop. The move provides conference space for customers.

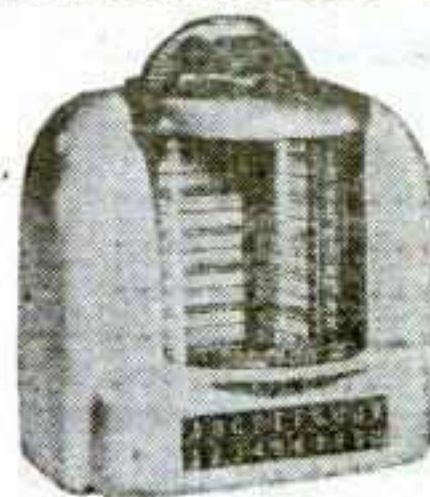
Greco said that operators in the Hudson Valley had been bothered lately by direct sales of juke boxes to tavern locations.

**Greenstone, Baer Merge With S&K**

PHILADELPHIA — The S&K Distributing Company has merged with the Greenstone & Baer operating firm to form the S&K Amusement Company, with a total of 700 juke boxes and games in the Philadelphia area.

Principals are Herman Scott, Al Katz, Joe Greenstone and Stan Baer. S&K Distributing is the former Rock-Ola outlet in Philadelphia.

**SHAFFER WINTER SPECIALS**



**SEEBURG 3W1  
(100) WALL BOX  
\$59.50**

- Including
- Completely Reconditioned
  - New Buttons
  - Chrome Covers

<b>AMI</b>		<b>WURLITZER</b>	
E-120 .....	\$395.00	1400 (48 sel.)	\$179.50
D-80 .....	295.00	1250 (48 sel.)	129.50
D-40 .....	185.00	5207 Wall Box	62.50
<b>ROCK-OLA</b>		<b>AMI</b>	
1434 (50 sel.)	\$139.50	E-80 Wall Box	\$42.50
<b>SEEBURG</b>			
M100-B .....	\$425.00		
M100-C .....	545.00		

**Shaffer MUSIC COMPANY**

In the Coin Machine Business Over 25 Years

Columbus, Ohio 849 N. High St. AXminster 4-4614  
Cincinnati, Ohio 1200 Walnut St. MAin 1-6310  
Indianapolis, Ind. 1327 N. Capital Ave. MElrose 4-3571

**Gottlieb Presents**  
**FAIR LADY**

• SENSATIONAL! • STUPENDOUS! • COLOSSAL!

- ★ Popular Twin Double Bonus
- ★ High Score to 1999
- ★ Adjustable 3 or 5 Ball Play
- ★ Lite-up Pop Bumpers
- ★ 3 Targets Advance Bonuses
- ★ 2 Lite-up Cyclonic Kickers
- ★ 2 Super Powered Flippers
- ★ Available with Twin Chutes—Adjustable 3-4 or 5 Plays for 25c

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE. • CHICAGO 51, ILLINOIS

Subject  
To  
AMUSEMENT  
Tax  
Only!

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

**BUY THE BEST... WE DO!**

**BUY WITH CONFIDENCE**  
when it comes from J. ROSENFELD

**GUARANTEED MUSIC**

A.M.I. A-40 .....	\$ 85
A.M.I. D-40 .....	195
1400 WURLITZER .....	195
1500A WURLITZER .....	225
1700F WURLITZER .....	575

**CIGARETTE MACHINE SPECIALS**

extra clean . . . ready to operate

NATIONAL Model 7M .....	\$125
NATIONAL Model 9M .....	145

**WANTED . . . FOR CASH!**  
**LATE BINGOS**

**J. ROSENFELD Co.**

4701 WASHINGTON • ST. LOUIS 8, MO.  
FOrest 7-6730

In our 25th  
YEAR!  
Authorized  
ROCK-OLA  
CHICAGO  
COIN  
Distributors

**GIVE TO DAMON RUNYON CANCER FUND**

**NCMDA Adds  
8 Members  
For 80 Total**

CHICAGO—National Coin Machine Distributors' Association last week announced eight new members, bringing the total membership to 80.

New members are: David Rosen, of David Rosen, Inc., Philadelphia; Irving Morris, Irving Morris, Inc., Newark, N. J.; Harry Rosenberg, Double-U-Sales Corporation, Baltimore; Marvin Roth, Roth Novelty Company, Wilkes-Barre, Pa.; Morris S. Gisser, Cleveland Coin Machine Exchange, Inc., Cleveland.

Michael Verdier, Padorex, Inc., Lausanne, Switzerland; W. J. Mashek, Central Music Distributing Company, Omaha, and Leonard Drapkin, Lawrence Novelty Company, Montreal.

NCMDA's board of directors was scheduled to meet Monday (3) in the association's offices.

**Boston Council**

• Continued from page 91

grounds that the federal government is collecting that amount from bookmakers for a license stamp.

But William Kerr, adviser to the city law department, expressed doubt that the fee could be boosted any higher and be legally termed a fee and not an outright tax, and therefore contrary to statute. A municipality is empowered to levy

certain fees only in proportion to expenditures for supervision of licenses.

Kerr warned that the entire schedule could thus be nullified. But the city council believes it has a right to ban the machines by ordinance, asserting that if the city has a right to license, it also has a parallel right to outlaw the machines. However, a study of the methods used in this respect in other cities is planned before any action is taken.

**NOW! ALL NEW! 4-HOLE BUMPERLESS RACK POOL PANELS**

1 HOLE IN EACH CORNER  
FITS ALL GAMES!

NEW PANELS ONLY, Regular Size, with Rack and \$29.50  
Oversize Cue Ball . . . . . EACH

**2-HOLE RACK POOL PANELS**

With Rack and  
Oversize Cue Ball . . . \$25 EA.

**Refinished Like New**

**POOL TABLES** Reg. Size \$125  
Jumbo \$175

Complete: NEW 4-HOLE  
PANEL; 4 New Cues; New  
5 Red, 5 White Rotation  
Balls, numbered 1-10; Set  
of 1-10 Peas and Plastic  
Pea Bottle.

New Rotation Balls, Per Set . . .	\$12.50
Peas, 1 thru 10, Per Set . . . . .	.65
Plastic Pea Bottles, Each . . . . .	1.25
Oversize Cue Balls, Each . . . . .	2.00
Triangle Racks, Each . . . . .	1.25

CHARLEY PIERI

Get Our List, New-Used  
Games, All Types

**Monarch Coin Machine, Inc.**

2257 N. Lincoln, Chicago 14, Ill.  
Lincoln 9-3996-7

**EXPLOSIVE**

**chicago coin's . . . 6 PLAYER  
TOURNAMENT**

**Ski-Bowl**

Introducing The Exclusive . . .  
**DYNAMO STRIKE**

And  
**SINGLE-DOUBLE-TRIPLE SCORING**

The EXCITEMENT . . . The SUSPENSE . . . The OUTCOME OF THE  
GAME Is Not Determined Until THE LAST BALL IS ROLLED!

Player by skillfully striking in the 4th frame gets "bonus"  
balls . . . keeping his game alive and enabling him to  
re-shoot and score up to 3 extra strikes!



**Look!**

- ★ Completely Noiseless Operation!
- ★ Combination Steel And Unbreakable Plastic Shield!
- ★ A Natural Attraction For Team Play!
- ★ Indestructible Colored Plastic Cups!
- ★ Proportionately Sized To Fit All Locations! . . . 10 ft. Long!
- ★ Full Size Plastic Impregnated Balls!

★ Available In Regular  
And Super Models!

★ Fast  
Play!

1725 West Diversey Blvd., Chicago 14, Ill.



Exclusive Distributors for  
AMI-Chicago Coin-Exhibit-Genco-Gottlieb-Keeney-Williams

# NOW . . . DELIVERING

**GENCO**  
**Skill Ball**  
**GOTTLIEB**  
**Register**  
**Fair Lady**

**EXHIBIT**  
**Ringer Ball**  
**WILLIAMS**  
**Perky**  
**Fun House**

**CHICAGO COIN**  
**Tournament Ski Bowl**



**Also large stock of**  
**Pin Games and Phonographs**

**Miller-Newmark** distributing company  
42 Fairbanks, N. W. Grand Rapids, Michigan GL 6-6807  
5743 Grand River Avenue Detroit, Michigan TYler 82230 — 82231

## IVI Intros

• *Continued from page 81*

way coffee selection, either or both self brew or concentrate.

A National changer is set for standard dime operation with two-price vending optional. The customer makes his selection by turning a knob to the desired label. The hot cup is dispensed from an enclosure in the front of the vender.

The unit is priced at \$1,345 f.o.b. Dimensions are 76 inches high, 36 inches wide and 24 inches deep.

## Mills M-57

• *Continued from page 81*

M-57 has powdered ingredient coffee, hot chocolate, tea and soup selections, with 1,000-cup capacity. Single and double portions of cream and sugar may be dispensed. The vender has six ingredient containers with an optional liquid chocolate attachment, that permits additional soup selections.

Dimensions are 69 inches high, 32 inches wide and 26 inches deep. Price is not quoted.

## No. 1 Grade BUMPER POOL CUES, 48"

\$36.00 Value . . . . . SPECIAL PRICE . . . . . \$28.50 per doz.

Solid mahogany butts; white points with tips. You can't buy better cues.

## No. 2 Grade BUMPER POOL CUES, 48"

\$27.00 Value . . . . . SPECIAL PRICE . . . . . \$24.50 per doz.

4-prong, walnut-stained butts. This is a real saving for top-quality cues. Don't foul yourself up with cheap cues . . . ours will last twice as long.

For a small investment you can have new pool tables. You'll increase your take tremendously, too.

## RACK POOL PLAYFIELDS

Immediate Delivery

NO. 1—REGULAR SIZE—32"x48", 2-hole, bumpers besides holes.

Holes away from cushion for rebound play. Includes ball rack . . . \$25.95

NO. 2—BUMPERLESS PLAYFIELDS, 2 hole, away from cushion.

Includes ball rack and 2 1/4" cue ball . . . . . 25.95

NO. 1 STYLE OR NO. 2 STYLE IN KING SIZE—32"x66" . . . . . 39.50

(Holes close to cushion if specified)

REGULAR BUMPER POOL LINED 2 OR 3 HOLE PLAYFIELDS . . . . \$22.95

## GENUINE ROTATION POOL BALL SETS

REGULAR ROTATION POOL BALL SETS, Nos. 1-10, Incl. 2 1/4" . . . Per set \$18.50

ARAMITH ROTATION POOL BALL SET, 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 \$1.95

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 Company

1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MOonroe 6-8855

# Thanks for your WONDERFUL RECEPTION

to **GENCO'S** **NEW** **OFFICIAL SKILL BALL**

**BUY THE ORIGINAL OFFICIAL SKILL BALL!**  
**DON'T BUY IMITATIONS!**

Genco's original OFFICIAL SKILL BALL has been location tested and has proved to be an even greater money-maker than Pool Tables or Shuffle Alleys.

To meet the overwhelming demand, we have **DOUBLED OUR PRODUCTION.**

Proof that once again Genco is *first* with the finest.

**FIRST WITH ALL THESE "STANDOUT" FEATURES—NO WONDER IT'S GOING TO TOWN!**

- EXTRA BALLS FEATURE!
- SINGLE, DOUBLE, TRIPLE SCORING!
- 2-PIECE DE LUXE CABINET!
- EXCLUSIVE SOUNDPROOF BACKFIELD OF COLORFUL, EVERLASTING FOAM PLASTIC!
- LIFETIME PLASTIC CUPS!
- TRANSPARENT, UNBREAKABLE PLEXIGLASS "SHOWCASE" FRONT!

—SEE YOUR GENCO DISTRIBUTOR TODAY!

**THE FIRST MULTIPLE-PLAYER SKILL BALL GAME**



**KEEP ON THE GO WITH GENCO!**

STILL IN PRODUCTION!  
GENCO'S Exclusive  
**"DAVY CROCKETT"**  
MOVING TARGET RIFLE GALLERY

# GENCO MFG. & SALES CO.

2621 N. ASHLAND AVE • CHICAGO 14, ILL.



# Bally<sup>®</sup> Key West

## MORE MONEY-MAKING

FEATURES THAN EVER BEFORE BUILT INTO ONE GAME

### TRIPLE-DECK SCORES *plus new* SELECT-A-SCORE SCORE-BOOSTER FEATURE

Separate advancing scores for each of 3 different color-lines—red, yellow, green—as popularized in Bally BIG SHOW, get bigger play than ever in KEY WEST, because player can juggle scores back and forth... to score red scores for red or yellow line-ups... or yellow scores for yellow or red line-ups... insuring maximum scoring-advantage, maximum play-appeal, maximum earning-power.

### MAGIC SQUARES

Another popular juggle-score feature, popularized in greatest Ballygames from BROADWAY to BIG SHOW. Combined with new Select-A-Score feature in KEY WEST, Magic Squares give greatest scoring flexibility, resulting in greatest play-appeal, greatest earning-power.

### EXTRA-TIME ROLL-OVER

Press buttons before shooting fourth ball to shift Magic Squares or Select-A-Score—unless a skill-shot across lit roll-over permits pressing buttons after shooting fifth ball. Extra time is extra fun for players, nets extra profit for operators.

**Spot Numbers**

**Corner Scores**

**Ballyhole**

**Extra Balls**



NOW AT YOUR

**Bally<sup>®</sup>**

**DISTRIBUTOR**

**BALLS-A-POPPIN'**

**DE LUXE ABC BOWLER**

**DE LUXE CONGRESS BOWLER**

**THE CHAMPION • MODEL T**

**BALLY BIKE**

**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

for best deals on biggest money-makers

\$ \$ \$ \$ \$

\$ \$ \$ \$ \$

SEE YOUR **Bally<sup>®</sup>** DISTRIBUTOR

# Good News!

Business is booming in the coin-machine industry . . . especially during the past few weeks since United's new skill-hit has been put on location. From every corner, the news from operators has been a story of genuine prosperity. Moreover, operators find it easy to obtain new choice locations . . . enter into virgin, competition-free areas . . . with this attractive new amusement game. It's welcome everywhere. And because this great, new skill-game is acceptable wherever shown, operators are expanding their operations in a big way . . . expanding their income to an all-time high. Now is the time for you to act. Now is the time for you to get in touch with your United distributor and get your share of this new prosperity. Don't wait! Do it today!

## United Manufacturing Company

3401 North California Avenue

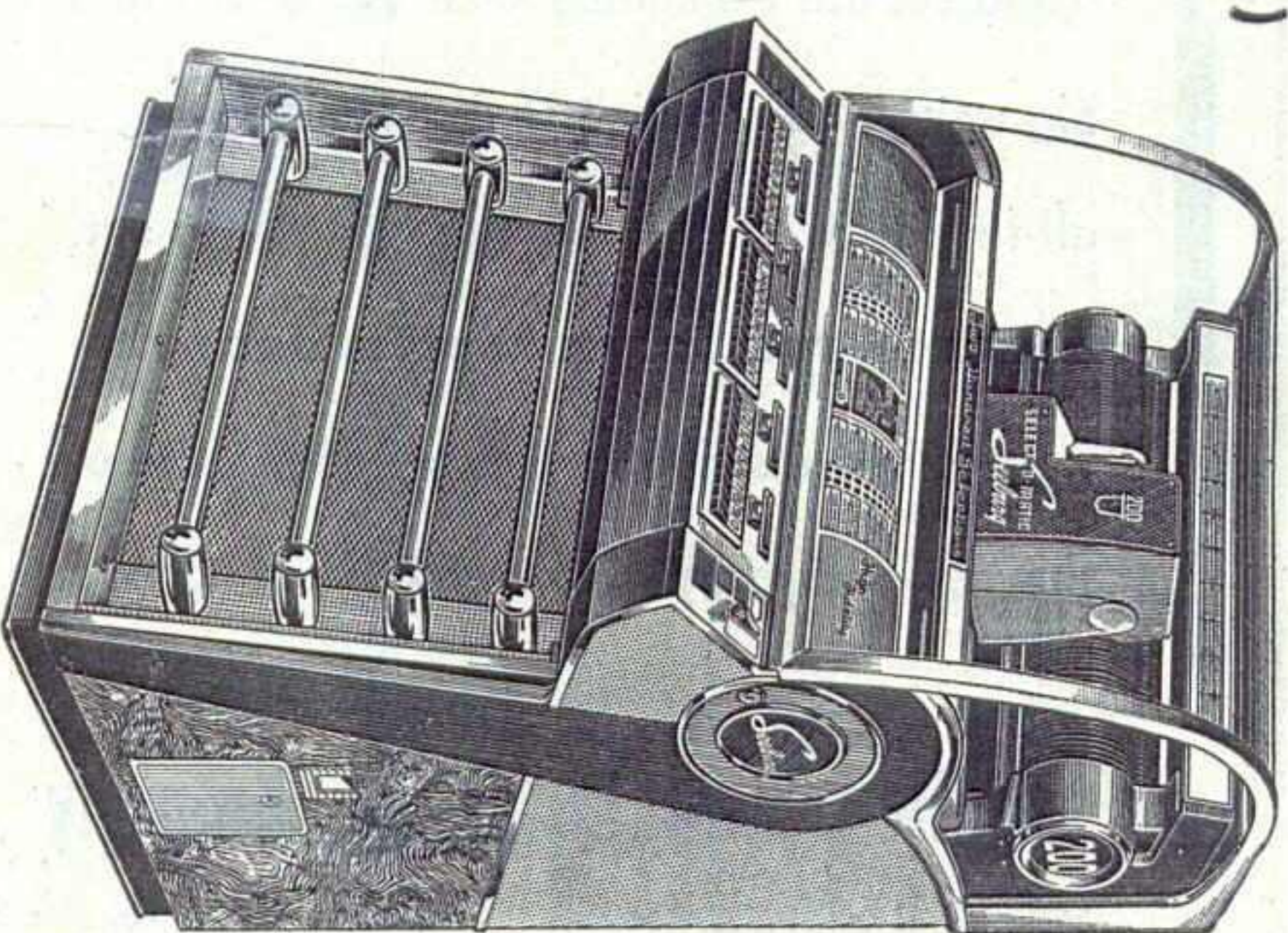
Chicago 18, Illinois

# PROPER PROGRAMMING (WITH DUAL PRICING)

# IS THE ANSWER TO GREATER OPERATING PROFITS!

\* The Seeburg V-200 programs singles (hit tunes) at one price.

\* The Seeburg V-200 programs E. P. albums (show tunes and standards) at a proportionately higher price.



*America's Finest and Most Complete Music Systems*

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois