DECEMBER 3, 1955

AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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# Penny, Nickel Still Have Buying Power

Like \$75,000,000 in Candy, Gum, Nuts In Vending Machines, From Kids Mostly

By BILL MASLOWE

CHICAGO, Nov. 26. - Young America, key penny and nickel spending market, is stepping up its buying of the gum, nuts and candies that can still be purchased with pennies and nickels.

Pennies and nickels this year will account for the record purchase of an estimated \$75 million worth. of candy, gum and nuts from the nation's 1.2 million familiar small coin-operated machines with glass doubled his sales. containers known as bulk vending machines.

children, has not been accidental. electricity to light the machines, Today more than ever, the small businessmen whose business it is to sell nuts and confections thru vending machines, are conscious of the new avenues of growth open to principles of merchandising to their

#### Big Business

As a result, they are making the public more aware of their equipment and are moving it into more new places of business such as giant supermarkets, shopping centers, and large chain variety stores as well as transportation depots, drugstores, and even church recreation rooms, automobile agenices and hospitals.

And for all adults, nut machines are an accepted fixture in taverns, cocktail lounges, bowling alleys and country clubs.

A good example of the latest merchandising trend in bulk vending is the recent work done by an enterprising bulk vending operator of Bellwood, Ill. Ray C. Thompson doubled his sales by repainting his machines with a brilliant paint, made them more appealing thru the use of black lighting.

#### Pleasing Results

So pleasing are the results that many tavern proprietors and other location owners turn on the lights playing on the machines when they

#### Black Light **Boosts Sales**

CHICAGO, Nov. 26.-Catching the eye in impulse selling is of paramount importance, A bulk vending operator (one who owns and services small penny and nickel gum, nut and candy vending machines) offers illuminating proof of it after two years' experimentation with black light paint which is visible for great distances.

Ray C. Thompson, who sets up two or three of these brilliantly. painted machines in taverns and plays light on them, has found that the brighter the color the better the sales (of nuts), with the brightest reds and yellows bringing off top honors.

Black light, a novel introduction for use with bulk vending machines, is not visible to customers, but produces a highly visible glow on the machines themselves. In one of Thompson's tayern locations, nut sales from a machine increased 267 per cent after it was used.

open for the day just as they plug in the juke box, for example,

"The machines are unusual, and the glow of the paint highlighted by black light certainly catches the attention of the majority of my customers," one tavem owner said.

Thompson, a new operator in the field, had found sales not up to his expectation, and after experimenting for nearly two years with painting his machines in standout colors to attract more customers,

He makes his own stands with a black light installed, and outlet Growth in this unique selling owners are more than willing to field, whose primary market is pay the 3 cents a day it costs for

#### Big Chain Stores

Bob Kantor, one of the largest ball gum venders in the Midwest, to keys his policy to the big chain store and today has vending machines in all Chicago area National Tea stores, the Ford Hopkins drug and Hillman's food stores.

Kantor does not compete with store sales. His venders are located near the exit door right off the cashier isles where they do not interfere with the flow of traffic nor hinder the operations of store

However, spotted where they are, customers leaving the store usually have change in their hands

#### DOUBLE DEALS HURL PRESLEY INTO STARDOM

NEW YORK, Nov. 26 .- Elvis Presley, one of the most sought after warblers this year, this week signed two big-time contracts as a recording artist, writer and publisher.

RCA Victor beat out the diskery competition and signed the 19-year-old to a three years-plus-options contract. Besides which, Hill & Range inked him to a longterm exclusive writing pact, and at the same time set up a separate publishing firm, Elvis Presley Music, Inc., which will operate within the H.&R. fold.

The Victor deal involved a reported pay-off of \$40,000 to Sun Records for Presley's contract. The latter still had a year to run. In addition, Victor acquired rights to all of the singer's Sun pressings, including five unreleased waxings as well. Presley's most recent Sun disk, "I Forgot to Remember to Forget," No. 4 on the c.c.w. retail best-seller chart this week, will be brought out shortly under the Victor label.

#### Sun Rights

However, Sun has retained the right to press a certain additional number of the platter under its own label until the first of the year. At the same time Victor expects to release the disk under its label within the next eight days.

(Continued on page 15)

# Long-Play Records To Chalk Up Peak Volume This Year

Many Factors Influence Big Rise, Says Poll; Top Still Is Far Off

By IS HOROWITZ

NEW YORK, Nov. 26. - The long-playing record, which has shown steady sales gains since its introduction in 1948, this year will rack up its most impressive industry volume.

Not alone will the LP movement be unusually heavy, but the rate of consumer purchases appears to be accelerating at a rapid pace, with the peak of the sales curve still far off in a bright future.

This fact is dramatically borne out in a special survey just con- blood collectors. Some, it is true, cluded by The Billboard among a told of purely local, in-store conwide sampling of dealers, both ditions that helped spur increases. parts of the country.

#### Survey Facts

determine the effect, if any, on LP sales of drastic price and marketing changes introduced earlier this dustry generally, the upped vol-

record dealers reported such gains more that a severe shift has taken as against last year. These gains place in the ratio of single record were not alone in unit sales, but sales to albums (in favor of the in dollar volume. The rise thus latter) the current LP boom is not shapes up as more significant in cutting into singles volume.

view of the general reduction in the list prices of LP's in January of this year.

Less than 1 per cent of all dealers declared their LP volume had suffered declines. The remainder, somewhat over 1 per cent, just held their own.

Of perhaps greater long-term significance is the overwhelming report that new record buyers account for the LP increases. Seven out of 10 of all dealers participating in the survey who noted increases attributed the rise in sales to newlarge and small, and located in all Less than one out of 10 retailers advanced the opinion that greater purchases by old patrons were at The survey, designed partly to the root of the heavier LP volume.

Singles Okay

As a healthy augury for the inyear, brought out a number of sig- ume in packaged records does not appear to be taking place at the Chief among them is the cited expense of other types of records. rise in LP sales. Eight out of 10 Tho there is little question any

Well over three-quarters of all dealers covered in the poll reported single disk sales increasing over last year or at least holding their own. Extended-play disks also showed over-all gains.

#### Motivations

While it is difficult to trace with positive accuracy the reasons for the generally healthy state of the retail record business, a number of reasons advanced by tradesters undoubtedly have all played a greater or lesser role.

There seems to be general agreement, for instance, that lowered prices have stimulated purchasing. While the reduced lists may have hurt dealers initially by devaluating inventory, more consumers have apparently found waxed entertainment a greater bargain than was formerly the case, and they are coming into record stores in greater number.

Surely heavier industry advertising has played its part. This year has probably seen the greatest amount of display advertising

(Continued on page 26

# Via Big Sales by Rack Jobbers . . .

In addition to providing record manufacturers with an expanded market, rack jobbers are giving the EP business a shot in the sales arm. Record rack jobbers report that their EP sales are considerably higher than their LP trade, Page 14

The American Broadcasting Company this

week was nearing a deal for the purchase of

100 J. Arthur Rank features for the use in its

3-5 p.m. slot, the first venture of the network

daytime programming. . . . . . . . . . Page 5

#### Kiddie Record Sales Dip in Face Of General Industry Upswing . . .

ABC-TV Negotiates for Purchase

EP Record Business Gets a Boost

Of 100 J. Arthur Rank Films . . .

The children's record business is way off this year, compared to the general industry upswing. Neglect at the manufacturer and dealer levels, resistance to 45 r.p.m., inroads of chains and supermarkets, etc., are given as reasons. Page 14

#### DEPARTMENTS AND FEATURES

Amusement Guines 94	Monthly Mune Special 2
Bartierapite 64	Munic
Cinixii 3	Music Charts
C (C (C))	Manie Militaria
Classified Ada #2	Parks & Posts
Coin Machine Market 17	Pipes
CONTRACTOR OF THE PARTY OF THE	Radio
Director Inching	Review Digest
Her Carries P.	RUKS
BOILERS DUDING	ACCESSION REPRESENTATION - 7
Tomor Roll of Miles 12	Total Control of Contr
egillinate	IV TO
Letter List 80	TV Reviews 11

### Fast Coronat'n For '16 Tons'

NEW YORK, Nov. 26.-Tennessee Ernie Ford's blockbuster platter "16 Tons" moved into the No. 1 slot on all three of The Billboard's pop charts this week, making it the fastest-rising "Triple Crown" win-ner in chart history.

The Capitol disk took the "crown" after only four weeks on the charts. At the same time, the platter showed up this week on the country and western listings as No. 2 on the retail and lockey charts and No. 3 on the juke box list.

# NEWS OF THE WEEK

\$500,000 for 5 TV Scripts: What NBC Will Pay Sidney Kingsley . . .

The day of the big-money TV writer has arrived. NBC is near concluding a deal with Sidney Kingsley which would pay him \$500,000 for five original TV scripts for use 

#### WERE Sets National Disk Service; Enters Publishing, Talent Fields . . .

WERE, Cleveland, is setting up a three-way expansion program, whereby the station will provide a complete record programming service for stations across the country and syndicate certain of Bill Randle's deejay shows to a live Midwest network; survey teen-age tastes for manufacturers of merchandise relative to the music business, and set up its own music publishing and talent management firms Page 15

#### New Juke Box to Feature Tape Recordings-No Disks . . .

A new juke box that will play 35-mm. tape recordings instead of disks is in the making. The juke will be fully selective and coinoperated. Only fly in the ointment is that it probably won't hit the market for a few years. An adequate tape library to keep pace with

#### Coin-Operated Amusement Game Industry Off to NAAPPB Show . . .

Coin-operated amusement game manufacturers, distributors and operators from all parts of the nation are gathering at Chicago's Hotel Sherman this week for their biggest show of the year. Exhibits of 16 firms will feature the latest coin-operated areade machines, gun games, pool games, skee-ball units and novelty

THE BILLBOARD

WORLD VELLEY

CRACKE HE SEE

# Stiff Competition to Lift Face Of Webs' Daytime Programs

Stronger Shows Out to Snag Top Ratings as Cost-Per-1,000 Rises

NEW YORK, Nov. 26.-A new run evening show of the past, is CBS "Valiant Lady" has already character for network daytime programming is slowly but steadily being evolved, forged by the necessity to beef up daytime ratings, by the spirited competition NBC-TV is beginning to throw at CBS and by the imminent venture of ABC-TV into daytime. Datyime advertisers generally are paying more for their shows and getting smaller cost-per-thousands. For example, Procter & Gamble's "Welcome Travelers" cost \$17,300 per week time and talent in 1954, and in 1955, \$21,200. And its costper-thousand went down, the reason for its change of format to worked out. Also in the prepara- successful soap operas. But the fail-"Love Story."

Not only has talent become more expensive, but sponsors are using bigger line-ups of stations. This same show had a hook-up of 97 stations this year, and last year it carried only 81. Just as important is the fact that tho the number of new TV sets that have been bought in the last several years is substantial, the new viewers are more selective. Consequently, the number of daytime sets-in-use have not increased the way the networks would like, tho there is a little more viewing by veteran daytime fans. Night for Day

Aware of this, both CBS, and NBC have taken action. The aim of NBC's "Matince Theater" is to increase the number of sets in use by offering more interesting programming to those viewers who bypass the daytime. Nighttime caliber shows on daytime seems to ming execs into the battle in Lester Cottlieb, former veepee in charge of its radio web, and Irving Mansfield. The result is that Mansfield's "This Is Showbiz," a long

# Werner Guides **NBC Shows**

NEW YORK, Nov. 26. - Mort Werner this week was named director of network programs at NBC-TV. He will replace Sam Fuller, who becomes director of special projects at the network, his first assignment being the production of NBC's new Sunday night comedy show.

Werner has come up fast thru the ranks at NBC. His last post was director of participation programming, a position which has not been filled as yet, with Eric Hazelhoff said to be leading the other candidates for the slot.

### WBC Sales in '55 Up 131/2%

NEW YORK, Nov. 26,-Westinghouse Broadcasting Corporation's four TV stations will have combined gross sales this year 13½ per cent higher than in 1954. This will be told to station managers at a meeting Monday (28) thru Wednesday (30) of the ever paid to a TV writer, the top many others may be on the verge for audiences. general managers of the WBC out-

be Donald Gannon, who was recently elected president of WBC. He succeeds Chris J. Wittig, who several were not used. has become veepee and general

Keeps," is also in preparation.

NBC's next answer is "Queen for a Day." The this is primarily a that the traditional programming daytime property, it has estab- pattern of daytime radio will never lished an enviable record on the succeed in TV, and this may be West Coast. NBC has also thrown part of its programming trouble. breech to see whether he can come that because of the demands that up with that answer. But NBC TV viewing makes on the househas also been giving some serious wife, it can never expect to get thought to going beyond the con- their attention for more than short fines of the TV studio for its day- periods of time. At any event, the time programming, according to smashing success of the soap opera

Hour Musical

It considered a Florida origination for Kovacs, but it couldn't be tory stage is an hour musical, but ore of "First Love," "Concerning its fate depends on how "Matinee" Miss Marlowe," "Way of the succeeds. ABC's daytime program- World and many others have led ming bid will be centered around to the conclusion that perhaps they top feature films which will go are not as serviceable on TV as they into the 3-5 p.m. strip and be were on radio. directed at participation buyers.

acting names and writers. And fore it is finished.

being readied for daytime. And a used Signe Hasso, and is negotiatbig money giveaway, "Play for ing for Shelley Winters and Charlton Heston.

It seems fairly well established Ernie Kovacs into the 10:30-11 Some key agency execs believe Don Becker, its daytime supervisor. in radio has not been duplicated in TV.

No Suds

There have been and are many

The result has been a reaching Individual shows have made for something different, an attempt strong efforts to beef up their en- to create new patterns in programtertainment. "Modern Romances," ming, an attempt which is yet to the top-rated Wilbur Stark-Jerry be concluded, but which will Layton package, has set much of probably change daytime TV as the pattern, using top nighttime we know it now considerably be-

# Showcase Firm Has Grip on Prime Segs

the most important packaging other network. be the order of the day. CBS has powers in TV today is Showcase thrown two of its top program- Productions, owned by the legal firm of Jaffe & Jaffe, along with over control of the Sunday night 8-9 time period, and it already owns 9-10 p.m. that same night,

packager is such that none of these | "Showcase."

Showcase is making to the partner- bullish about the chances of the ship is the delivery of talent that telementary to cut "Question" NBC otherwise would not be able down to size for the first time. NBC-TV. Since it has now taken to get. Jaffe & Jaffe represent They are betting that it does not some of the top names in show rate more than 10 points behind business, among whom are Eva the CBS powerhouse. Marie Saint and Henry Fonda.

Showcase Productions controls two Bogart and Frank Sinatra to NBC defines the nature of communism, of the most important hours in TV for Producer's Showcase," the Sin- a subject that is of great interest atra is no longer handled by the thruout the country. It is believed Another important property is legal firm. It is expected that that interest in the program will "Producer's Showcase," the Mon- "Showcase" will deliver equally be tremendous-especially among day night NBC spectacular. Show- strong names to its Sunday night anti-Communist groups. All the case Productions works very dramatic hour which is sponsored veteran groups, societies of imclosely with the network, and all by Alcoa and Goodyear. Negotia- migrants from countries behind the of its programs are staffed with tions are said to be going on for Iron Curtain and the power of the NBC production personnel. The Katherine Cornell to make her TV Roman church is expected to be deal between the web and the debut, either on that show or marshalled to see "Nightmare in

#### SILVERS DRUBS MARTHA RAYE"

NEW YORK, Nov. 26. -Phil Silvers this week soundly drubbed Martha Raye in the Trendex ratings battle, the second of the trio on NBC-TV 8-9 he has handed a whipping. Milton Berle was the first. Silvers got a 21.8 on CBS-TV against Miss Raye's 14.8 and "Warner Bros. Presents" 12.1 on ABC. In the second half Miss Raye, however, won hands down. She soared up to a 23.4 to the CBS-TV "Navy Log's" 14.3 and ABC's 11.6.

# Haight to Fill McCann Post

NEW YORK, Nov. 26. -McCann - Erickson this week reached to the West Coast to find pattern set by Young & Rubicam a new veepee to head up its TV when it named Nat Wolff to take and radio operations. He is George Haight and was director of programming for the agency in Holly- been appointed West Coast TV

Thus McCann is following the former M-G-M producer.

# 'Climax' Cues Dragnet' Shift

NEW YORK, Nov. 26,-NBC-TV is cooking up a Thursday night shift that it hopes will improve its competitive position against Chrysler's "Climax." The web is considering shifting "Dragnet" from its Thursday night 9.9:30 slot, to a half hour earlier. The hour "Climax" gets under way at 8:30, and the half-hour jump has been extremely valuable toward increasing its eratings and cutting into Dragnet ratings.

"People's Choice," now in the 8:30-9 p.m. time period where it is fairing poorly, would move into the "Dragnet" half hour at 9. The one NBC show that seems likely to lose audiences in the shifting is "Ford Theater" which will follow "People's Choice" instead of "Drag-

charge of its radio-TV department.

Also at McCann, Joyce Cook has production supervisor. Haight is a

#### A 64G QUESTION

# NBC Hopes 'Red' Doc Will Dent Giveaway

well a strong documentary can do audience of several millions alone, against a top entertainment show many of whom are regular viewers should be given a definitive an- of "Question." Since Armstrong swer on December 20 when NBC's has consistently taken a drubbing "Nightmare in Red" is pitted from "Question," the client and against The \$64,000 Question on Batten, Barton, Durstine & Os-CBS-TV. The program has been born, its agency, figure that the NEW YORK, Nov. 26.-One of properties can be moved to an- bought by Armstrong for its Tues- buy is certain to be worth the day night 9:30-10:30 time period, money, especially since the price

The important contribution that | Execs at NBC are extremely was right.

The NBC optimism is based on They delivered both Humphrey the fact that "Nightmare in Red"

NEW YORK, Nov. 26. - How, This they figure is a ready-made

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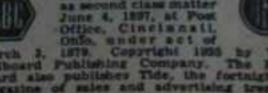
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# NBC's 500G Kingsley Deal May Tip Legit Writer Trend

Sidney Kingsley for him to write created. five original hour and a half video scripts for use on its spectaculars.

scripts, and his price may reach as high as \$750,000. This would give him a minimum of \$100,000 for each 90 minutes of his writing. The in the season of 1956-57.

hour script which was paid by dium. It has much to offer them, other development in the struggle Presiding over the meeting will NBC to the late Robert Sherwood. Only two of Sherwood's scripts

manager of consumer products of other writers who have not made audiences, the boom or bust phil-Westinghouse Electric Corpora- names for themselves in the thea- osophy so prevalent on Broadway, insted, except for private investter is \$10,000. It was paid to They will be able to work in the ment.

of the big money TV playwright for scripts to be done on "Pro- They probably will be able to use has finally arrived. NBC-TV this ducer's Showcase," but which were the same scripts for Broadway veweek was concluding a deal with never televised. Chayevsky is the hicles if they prove strong enough, the prominent Broadway dramatist biggest writing name that TV has And they also will probably have

Begins Trend?

The Kingsley-NBC deal may be Kingsley reportedly will receive the signal to send a host of other at least \$500,000 for the five top writers into TV. With so much previous figure being \$25,000 per of selling their services to the me-

The money, of course, has already been mentioned. But they companies for material. Both CBS were ever presented on TV, and will not have to worry about the and NBC have gone into the fiperils of writing for the stage-the The highest price paid in TV to lickle critics and hard-to-please

NEW YORK, Nov. 26 .- The day | Paddy Chayevsky and J. P. Miller | East, which most of them prefer. more to say about their work on TV than they have when they work in Hollywood.

#### Movie Problem

The deal also may have wide money available on TV, such top implications insofar as Hollywood names as Elmer Rice, S. M. Behr- is concerned. These men have man, George S. Kaufman, Maxwell | been a prime source of proved ma-Anderson, John Van Druten, terial for theatrical films, but the scripts are for delivery some time Robert Anderson, Tennessee Wil- film makers will have the added the season of 1956-57.

liams, Moss Hart, Arthur Miller, competition of their writing on TV

Kingsley's prices are the highest Herman Wouk, Frank Loesser and to contend with in the daily battle 2160 Patterson St., Cincinnati 22, Onio

> The Kingsley-NBC deal is anbetween TV and the major movie nancing of legit plays, a field that the film industry completely dom- mags

COMIC LINE-UP

# NBC Sponsors Gird Against Sullivan Seg

NEW YORK, Nov. 26 .- Jergens, Aveo and Brown & Williamson, the three clients who have bought Sunday 8-9 p.m. on NBC-TV for its comedy theater, intend to fight it out with CBS-TV's Ed Sullivan-if it takes all summer. Their pact with the network runs thru the warm weather months when the show will be as heavily budgeted as ever.

The theory of NBC President Sylvester (Pat) Weaver is that comedy must be programmed in depth so that there are no lulls during the show. This belief is that Sullivan's variety hour frequently contains fulls because of the nature of its entertainment - acro acts, dance teams and such. But the comedy theater, he feels, must offer continuous laughter so that most viewers will be entertained

by comedy whenever they tune in-As many as eight comics will be used on one show, and five or six of them may be featured in the same sketch. It is to be a very expensive show, running between \$75,000 and \$100,000 weekly which will match the Sullivan budget.

# Toni in Cold On Sun. at 10

NEW YORK, Nov. 26.-Toni this week found itself left out in the cold so far as moving into CBS-TV's Sunday, 10-10:30 p.m. time slot as co-sponsor with P. Lorillard. As a result, CBS lost out on a sale of its December 13 "See It Now" special to Toni, which had been willing to pick up the Murrow oneshot on condition that it move into the Sunday nighttime slot.

The bottleneck to Toni's movement is Revlon, which apparently will continue to share the Sunday night period with Lorillard, de- Makes Sale spite the fact that it won't be able to put its "\$64,000 Panel" stanza To RCA Corp. Revlon wanted complete control of the show, a request that Lorillard, which owns the Sunday time period, refused to grant.

The situation is still fluid and could change in any direction. As of now, however, the scoreboard for Sunday at 10 reads Revion and Lorillard. Revlon, meanwhile, is working on CBS to pry loose another half hour in which it can place The \$64,000 Panel.

#### Paige Heads North Media

CHICAGO, Nov. 26. - Richard Paige this week was named director of media for the newly formed North Advertising Agency. Paige comes to North from six years with NBC-TV, where he was active in sales planning, research and de-

Toni account, an estimated \$8,000,-000 worth of billings.

#### WABC Ups George Rice

NEW YORK, Nov. 26 .- George Rice, up to now TV film buyer situation during the spring of this for WABC-TV, this week was pro- year. At that time, there were 261 moted to program director of the hours of net programming, 180 of station, replacing Ardien Rodner, which had full sponsorship. Shows who resigned. Rice, in his new with alternate advertisers took up sorship, for the first time substant nate sponsorship, and that ceroutlet's film buying.

The station also this week promoted Tak Kako, up to now film editor, to the position of film director.

#### CBS PEDDLING DRAMA STORIES

NEW YORK, Nov. 26 .-CBS-TV is using treatments written by several name writers under limited contract to sell its new hour and a half dramatic spectacular being readied for next fall. Among the treatments peddled this way are several by Rod Serling and Reginald Rose. The network evidently is trying to give sponsors an idea of what they could expect if they bought the show. There has been no time period assigned to the program but it may go Sundays.

#### ABC SALES

# Film Festival Gets Buyers At 61/2G Price

NEW YORK, Nov. 26.-ABC-TV, holding steadfast to its new price of \$6,500 per participation, has racked up a new batch of orders for its "Famous Film Festival." Colgate this week reportedly bought 13 spots in the show at the \$6,500 figure, which takes effect on all spots aired starting with tomorrow's show. The price on spots aired up to now has been \$5,000.

Bankrollers have been holding off on purchasing participations in the show in the hope that ABC would renege on its intention of hiking the cost and maintain its \$5,000 price. The web, however, has stoutly stuck to its higher cost

Among the other bankrollers that have signed for the \$6,500 spots are American Chiele, two spots; Tums, also two; National ging has begun at the Federal the appraisal may spade out hope-Presto Industries, Inc., three: Procter & Gamble, one; Toni, two; Zenith, two, and Florists Telegraph Delivery Association, one-

# Color Station

CHICAGO, Nov. 26.-WNBQ. which becomes the first all-color station next April, made its first sale this week. The RCA Distrib- feature first a detailed analysis of uting Corporation bought the "inter-relations" between nets and RCA Color Theater."

for themselves.

#### NOT SO SPECTACULAR?

# Nielsen AA Differs With NR. Shows NBC Nighttime Drop

ulars, or perhaps because of it, The drop has been heavy enough petition they have been bucking for NBC to lose the rating lead it had maintained over CBS thruout most of last year. Since spring, NBC has found itself trailing CBS in the nighttime rating battle.

a study of the average Nielsen AA nighttime shows from Nielsen's first January, 1954, report to its second October, 1955, report. These averages for each of the two networks are published in the chart

The Nielsen AA ratings are considered to be a more valid figure for comparing the pulling power of shows of different lengths than the Nielsen Rating (NR) figure, according to numerous research experts.

There is a heavy battle currently being waged behind the scenes among research personnel to get Nielsen to give a more prominent play to the AA rating 2 a show. rather than the NR figure, which is now the one most publicized. CBS Down, Too

According to the research study,

NEW YORK, Nov. 26.-Despite CBS ratings this year declined from ABC, the result of better its heavy programming of spectac- slightly from a year ago, but not ABC clearances and stronger ABC nearly so much as NBC's. The de-NBC-TV's ratings on its evening cline of both CBS and NBC can drop in comparison to last year, be attributed to the increased com-

Each rating figure in this chart is the average of the Nielsen AA (Average Audiencel ratings of network programs, Monday-Saturday, 7:30-11 p.m., and Sunday, These conclusions are based on 5-11 p.m., sired during the rating period indicated. In figuring the averages, longer (Average Audience) ratings of all shows were weighted accordingly in com-

parison to		CB5	TV.	NBC	TV
		1954	1955	1954	1953
Jan.	1	26.6	24.0	27.0	24.2
	11.	25.7	24.8	30.3	26.2
Feb.	. 1	24.7	25.7	28.6	26.1
	11	25.0	25.0	27,6	25.7
Mar.	1	24.0	24.0	27.2	26.8
	11	24.8	24.2	27.0	23.7
Apr.	-1	24.2	23,9	26.3	22.7
100	11	24.0	22.8	24.6	21.5
May	1	22.9	21/1	24.1	19.8
10000	11	22.2	20.6	22.4	19.4
June	1	20.3	19.2	19.9	19.8
	11	18.3	18.0	17.2	18.2
July	1	17.0	15.6	16.9	13.7
	11	15.6	15.5	16.4	14.0
Aug.	L	16.1	16.0	17,4	15.0
-	H	18.0	18.1	19.7	15.4
Sept.	1	18.4	19.4	20.2	17.0
	u	20,3	21.8	23.2	18.9
Oct	1	22.1	23.7	23.7	21.6
200	11	23.4		23.0	
Nov.		22.6		24.4	
-	11	23,4		23,8	
Dec.	1	24.6		23.7	
	IL	23.2		22.8	

programming. It's interesting to note, however, that CBS ratings for the four Nielsen periods this year following its first August report have topped last year's

The Nielsen Rating is the percentage of TV homes (capable of picking up a particular show) that are tuned to the program for six minutes or more. On this basis, the longer a program is, the higher will be its NR. As one recent network research report points out, "three low rated, half-hour programs, when scheduled back to back, will make the Top 10 in terms of their cumulative net rating for the 90 minutes of air time" when measured on the NR basis. The reason that 90-minute spectaculars often hit the Vielsen list of top 10 shows is that the list is based on the NR figures.

The AA rating, on the other hand, is the percentage of TV homes (capable of receiving a particular show) that are tuned to the program during each average minute the show is on the air. This rating gives a picture of the pulling power of the show per minute, which permits a more equal comparison to be made of shows of

different running time.

# FCC Begins Thoro and sponsors apparently are beginning to give in to the inevitable. Study of Networks

WASHINGTON, Nov. 26.-Dig- | The second and third prongs of activity from advertising to affili- tential, and advertisers' needs. ates, contract to revenue, option to ownership.

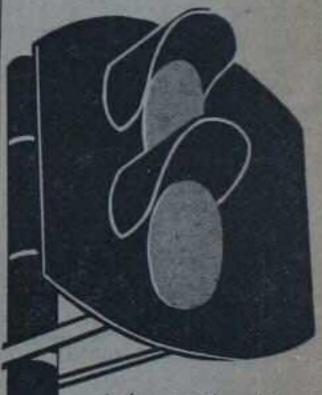
their owned or affiliated radio and Magnuson (D., Wash.) Senate, Jules Herbuveaux, general man- TV stations. To find out whatever ager of the NBC oxo, expects TV tends to "foster or impede" comstations around the country to learn petition, the FCC probers will dig a great deal from the color opera- into net tie-ins among national spot far more territory and is expected tion of his station, and has invited representatives (both net and inthem to come in and look around dividual), talent and ad agencies, nal rule-making on chain broadfilm makers and distributors.

Communications Commission in its ful prospects for UHF-ers, non-net study of the "entire network broad- stations and small-business advereasting industry," which may find tising. These aspects will cover: in demolition of the pre-television 1) the "opportunity for an eco-1943 chain broadcasting rules. The nomic feasibility" of a multiple net-FCC's four-man network commit- work structure; 2) the "opportunitee announced (23) it will test all ties" and money problems involved aspects of the government-industry in "competition in the national adfoundations on which networks vertising field," between net and now operate. The dredging will cut non-net organizations, in terms of down thru every layer of broadcast available outlets, national ad po-

There will be some overlap between FCC's Congressionally au-The three-pronged probe will thorized study, headed by Dean Roscoe L. Barrow, of Cincinnati University Law School, and the Commerce Committee net investigation due to start in January. The FCC study, however, will cover to require a year minimum (origi-

(Continued on page 4)

### your go-sign sales



in the great Channel 8 Multi-City Market

LANCASTER, PENNA. NBC and CBS

The WGAL-TV Channel 8 market offers you a unique sales opportunity. It is a multi-city region, a diversifled, prosperous area, a spending market-where 31/2 million people own 912,950 TV sets and spend \$51/2 billion yearly.

### MULTIPLE SPONSORSHIP

# 43% Increase in Past Six Months Revealed by New Nielsen Survey

HOLLYWOOD, Nov. 26.-Mul- variety class that multiple sponsor- impractical to bear sole cost of a

hours of network programming, and one "how to do it." 160 hours has full sponsorship. ponsors.

Nielson compares this with the post, will continue to handle the 64 hours, and those with partici- tiated by figures, is believed by tainly an advertiser gets more than pating sponsors 17 hours.

#### Drama, Variety Lead

categorized, it is in the drama and sors, become simply economically exposure is of great importance.

velopment in the network sales di- tiple sponsorship of network pro- ship is the most prevalent. There 60 or 90-minute program, grams has increased 43 per cent in are 20 dramas with more than one Headed by Don Nathanson, the past six months. This startling sponsor, 18 variety programs, nine North begins its career with the shift away from one-advertiser audience participation on quiz sponsorship of programs is revealed shows, eight situation comedies, in a special study just completed six children's programs, five news shows, three sports, two educa-In the fall of 1955, with 276 tional, two of the interview type,

The program with the most There are 91 hours with alternate sponsors is NBC's "Home," for sponsors, and 25 with participating which 23 different products foot the tab. Second is another segment of THT, "Tonight," with 18. Others among the tops are "Garry Moore." 16; "Famous Film Festival," 10. and "Bob Crosby."

most ad agency execs to be due balf the exposure value from payprimarily to the increase in hour- ing half the cost. An exception long programs and the continued might be when a sponsor is launch-As might be expected, when rise in costs. It has, for most spon- ing a new product and continuous

Another reason, apparently, is that sponsors in television do not place the importance, as they did in radio, on having their product automatically identified with a program, e. g., Jack Benny, with Lucky Strike. There seems to be more of a belief that the commercial, rather than the show itself, is going to make the sale, this, growing in part, from the unhappy experience some sponsors have had with top-rated programs.

One agency topper on the Coast expresses the belief that most prod-The trend towards multiple spon- ucts can do just as well with alterChannel 8 Multi-City Market Harrisburg York Hanover



Gettysburg Chambersburg Frederick Carlisle Sunbury Martinsburg

Shamokin fount Carmet Bloomsburg Lewisburg Lewistown Lock Haven Hagerstown

316,000 WATTS

STEINMAN STATION CLAIR MCCOLLOUGH, PRES.

Representativess

Les Angeles

New York

Chicago San Francisco

# News in Brief

PHARMACEUTICALS GRABS NORWICH NEWS NIX . . .

Norwich Pharmacal this week served notice that it's dropping its five-year hold on CBS-TV's Sunday night 11-11:15 news show. Scarcely had the word gone out on the stanza's availability when Pharmaceuticals, Inc., one of Norwich's competitors, jumped into the breach and grabbed the show.

BROWN-WILLIAMSON EYES ERNIE'S 15 MINUTES . . .

Brown & Williamson this week was easting more than slightly covetous eyes on the last available quarter hour of NBC-TV's Tennessee Ernie show, which airs 12-12:30 a.m. across the board.

CBS REVAMPS SUNDAY FOR FRONT ROW TIME . . .

CBS has revamped its Sunday afternoon public service programming line-up on the heels of its decision to program the hour-long drama stanza, "Front Row Center," in the 4-5 p.m. spot preceding "Omnibus." "Let's Take a Trip" children's stanza shifts to the 12 noon to 12:30 p.m. spot. "Adventure" moves to 2:30-3 p.m. and "Face the Nation" shifts into the 3-3:30 p.m. period. A new Eric Sevareid news show, "CBS Sunday News," is slated for the 3:30-4 p.m. slot.

ABC EXECS TO COAST FOR SHOW, STUDIO TALKS . . .

Three of ABC's top executives-President Bob Kintner, Programming Vice-President Bob Weitman and National Program Director Bob Lewine-flew out to the Coast this weekend for a series of huddles with producers of present and future network shows. Also high on the agenda is the web's plans for construction of its own TV film production studios there.

NBC EYES 'MANDRAKE'S' BERMUDA SHOOTING . . .

NBC has expressed interest in "Mandrake the Magician," the film series that John Gibbs has put back into production in Bermuda. Current plans call for Gibbs to shoot five episodes in the series for offering to buyers or distributors.

CBS LOSES ONE, GAINS TWO FOR GODFREY

> CBS came out on the plus side of its Arthur Godfrey daytime ledger this week with the sale of two more quarter hours and the loss of one. Dow Chemical bowed out, but the web more than evened things out with the sale of a quarter hour to the Easy Washing Machine Corporation and another quarter hour to Bristol-Myers, which already is sponsoring two Godfrey

RATINGS

#### British Like Sponsored Shows Best

LONDON, Nov. 26.-Advertisers, studying Nielsen ratings taken from sets converted to take both day. the British Broadcasting Corporation and the new commercial Channel 9, have been delighted to see that viewers far prefer the commercial offerings. For the three companies currently engaged in putting out programs (BBC, Associated-Registration and Associated "Home"; Kentile, 13 in "Today." Television), the following pattern of leading shows emerged during the week ending October 30: 78 per cent-"Sunday Night at the Palladium" (ATV): 73 per cent Take Your Pick (AR); 70 per cent "Double Your Money" (AR); 69 per cent "Saturday Showtime" (ATV), Roy Rogers (ATV) and easting began in 1938 and didn't "Dragnet" (AR); 68 per cent "Highland Flmg" (BBC), "Robin Hood" (ATV) and "Movie Magazine (ATV).

At present the BBC is on the air seven days a week; Associated-Television, two days.

packaged by Frank Cooper Associates. Format would combine taldisplay their ability on the air.

#### THT Rack Record Week for Sales, Most Set for '56

NEW YORK, Nov. 26 .- "Today." "Home," and "Tonight" had a record sales week, racking up close to \$1,506,000. The big buy was made by Block Drug, which purchased 104 participations in "To-

Other purchases were made by Keepsake Rings, 33 in "Home"; Instant Maxwell, four in "Home": 20 in the same show by American Viscose; Minnesota Mining, 28 in "Today," four in "Home," and seven in "Tonight"; Swift Meat, 13 in

Most of this business is for 1956. the some such as Maxwell and Swift are for the holidays.

#### **FCC Studies Nets**

end until 1943).

FCC network committee members, Chairman George C. McConnaughey and Commissioners Bartley, Hyde and Doerfer have listed eight priority angles on the "basic" Rediffusion, five, and Associated question of possible monopoly. These are: effect of single control of both radio and TV networks: HOLLYWOOD, Nov. 26.-New net ownership of stations; program program for Horace Heint is being and talent sales to net versus non net broadcasters; net and non-net "national spot" advertising; "excluent with the gimmicks of a give- sivity" and other net affiliate conaway show, having contestants tract aspects; ownership of "line compete for top prizes, rather than facilities" by network owners; "rejust giving them an opportunity to lated interests" of net owners, and multiple station ownership.

### WGRIT TOPS in evening CHANNEL viewing!

#### ADVISORY BOARD SURVEY:

# How Can TV Reel In Department Stores?



In the early part of September The Billboard ran an article telling about recent attempts to get more department store advertising into TV These included success stories distributed by the Television Bureau of Advertising and an experimental spot campaign done by two major New York stores on WRCA-TV

We also quoted a couple of top merchandising spokesmen on the reasons why department stores have made such little use of TV to date.

One of them stated he wasn't sure that TV stations really wanted department store business at all.

Shortly after that we decided to ask the TV Editorial Advisory Board for its ideas on this subject.

It may be a sign of the cloak of despair that shrouds this field, but we received only about half the usual number of replies in this survey. And while the returns produced many suggestions on how to increase department store business, they brought out few ideas.

#### Dawson Contribution

One of the few concrete points was contributed by William Day in, of WARM-TV, Scranton, Pa. He said, "It seems to me that we must develop a TV equivalent of the newspaper mat service, a relatively low cost way of syndicating top-notch commercials to a large number of noncompeting stores." There are, of course, many open-end commercials syndicated to TV sponsors, but few of them are suitable to department stores.

One other definite conclusion to come out of the survey is evident in the chart. This is that it is inadvisable for TV stations to try to sell against newspapers. This logically follows from the reasons many members gave for the little telecasting stores have done. Twenty stations cited the newspaper habit, another nine mentioned that department store advertising people were trained in newspapers, and so on.

Aside from this, the suggestions were mostly obvious and well known: sell like hell, sell the stores' top brass, convince them to employ ad personnel trained in TV, the TV stations ought to do a lot of the work themselves, teach the stores how to use the medium, tell them TV success stories.

#### Co-Op Money Scarce

Six members mentioned that it is difficult to get national advertisers to pay co-op money to department stores for TV. Herein lies a story When one ad agency vice-president received this questionnaire he called us back to ask if we knew where to get a list of department stores currently using TV. He had a client that sold thru depart ment stores. The manufacturer wanted to give them co-op money to use on TV But he wanted to start with stores already in the medium. We told him as far as we knew there was no com plete, up-to-date list of stores in TV and sug gested a few other sources for this information We ran into this agency man a couple of weeks later. He told us he still had not found his list and as far as he could tell it just didn't exist.

In order to get department stores to put money into IV, should TV stations try to convince the stores to take money out of newspapers, which comprises more than 56 per cent of the average store's promution budget. or should they try to convince the store to take money out of all phases of its promotion budget, or should they try to convince the stores to put new promotion money into TV?

	Newspaper Money	From All Budgets		
Stations & Networks	7	12	15	10
Ad Agencies		7	14	- 3
Network Sponsors Regional, Local and			-	1
Advertisers		-	5	-
Producers: Laba, Equipment		3	5	-
Grand Total		26	43	23

#### PRODUCERS SAY . . .

EMANUEL DEMBY, DEMBY PRODUCTIONS, New York: "TV has to take time off from pitching time slots and shows to find out just what department stores actually require. This is going to take good creative thinking that may not be available just from TV or just from the stores."

BABETTE J. DONIGER, TELEVISION SNAPSHOTS, INC., New York: "From experience I can say that the problem of co-ordination and selection of merchandise is a large one. Complete co-operation from buyers in the store is difficult, and the staff necessary to maintain an efficient liaison operation is costly. Sudden changes in delivery of merchandise also presents a problem."

JOHN I. BOLEN, FOUNDATION FILMS, Pasadena. Calif.: "I have discussed your inquiries with department store owners, and it is the consensus that with so many items, it is not possible to get adequate coverage on television as compared to newspaper advertising. Most department store executives are of the opinion that manufacturers of large items such as refrigerators should participate in the cost of television advertising. (They also) favor newspaper advertising because the reader can always refer to the idvertisement for information."

#### STATIONS SAY . . .

WAYNE COY, president, KOB, Albuquerque, N. M.: The stores are not sold on TV's effectiveness. Thus, in insufficient budget is used to 'test' television with usually unspectacular results. Competent presentations in detail showing how TV can move merchandise (are needed). Department store advertising staffs are geared for newspaper ads. Television is a change from their pattern of operation. Slides, art and copy are mysteries. The station or industry may have to do the work for the stores until their staffs are able to take over."

#### AGENCIES SAY . . .

RICHARD HUGHES, TV director, SIMON-MICHELSON, Detroit: "Convince the store to be as big in TV as they are in newspapers. To spend similar amounts ... not \$2,000 a day for a full page in the newspaper and \$1,200 a week on a late movie."

PETER A KRUC, TV director, CALKINS & HOLDEN, New York: "Stop selling against other advertising media and come up with practical ideas that will help prove television's unique effectiveness in motivating sales."

EARL L. SAUNDERS, vice - president, S. M. BROOKS ADVERTISING, Little Rock: "Department stores demand quick action-want sales today on ads run today-that's why they favor newspapers. However, when good color TV arrives, I think the stores will use TV for style merchandise and get a terrific impact from color."



COLLINS

WALTER COLLINS, film director, FITZGERALD ADVERTISING, New Orleans: "Ever since 1940, Maison Blanche, New Orleans' leading department store, has been a consistent TV advertiser. Specific product demonstrations at the half-time of a 30-minute film feature have almost always resulted in a thumping good sale of that product the following

BOB HAYWARD, TV director, BRISACHER, WHEELER & STAFF, San Francisco: "I should like to point out that the 13 Sears, Roebuck Stores in Los Angeles County, during the celebration of their Silver Jubilee, sold in excess of \$20,000,000 worth of merchandise during a 23-day sale period. The greater portion of credit for that rather astounding sales record was accorded television. At that time they were sponsoring the Dude Martin show, a onehour Western variety program.

NEXT WEEK-in the TV Editorial Advisory Board study

WHERE DOES SMALLER NAT'L ADVERTISER FIT ON TV!

# Gems, Morris To Pilot Two Series for '56

HOLLYWOOD, Nov. 26 .-Agency, each preparing to pilot two series for next year, lead in the development of new shows this

tion ready to begin on "Mystery Theater." The package, to be filmed by Bischoff-Diamond, who Desilu, will utilize whodunits by members of the Mystery Writers Association of America.

The second show, "Emergency," will be made for Screen Gems by Bryan Foy, The series, spotlighting human interest, will deal with case histories from various emergency hospitals in the U.S.

Wm. Morris is preparing scripts for "I Am Sterm Carlson," a program about a sportswriter for which John Hodiak had been slated. It's probable that Barry Nelson, who's "Favorite Husband" has been canceled, will replace him was reported this week to have in the lead.

writing the script.

CBS-TV is readying a series called "International Airport," a dramatic anthology with the airport as the hook. Leonard Freeman is all facets of the deal with Parascripting the pilot.

film her own pilot, "Toast of the World," in January. Proposed variety series would feature guest artists from all over the globe in addition to Miss Sumac.

Daytimer, "Rosemary," which is presently on radio, is being packaged by Frank Cooper with Elaine Carrington for TV filming.

# MCA, CBS-TV Offer Reruns

NEW YORK, Nov. 26. - Two more important properties this sale. MCA-TV is now marketing 52 programs in the Ray Milland series, which was sponsored last season by General Electric on GBS-TV. This is the second and last year of the show, the first year, which was called "Meet Mr. Nutley, is not being released as

CBS-TV Film Sales is offering 13 shows in the "My Favorite Husband series for sale. These are the last 13 of the series, the only ones to be put on film. It is the recast version, which uses Vanessa Brown instead of Joan Caulfield, and was produced for Frigidaire which canceled it.

NEW YORK, Nov. 26.-Associated Artists Productions has acquired distribution of the puppet feature film, "The Emperor's Night- still building at press time. ingale.

#### Albers Buys 2d Run on 'Waterfront'

HOLLYWOOD, Dec. 26.-Biggest sale of second-run "Waterfront" to date was wrapped up by MCA-TV syndication division this Screen Gems and the Wm. Morris week. Albers Division of the Carnation Company will sponsor the program in 16 Western markets.

The Screen Gems properties are Dale Sheets and Frank McMahon affirmative and negative lines, and ducers in syndication has slipped the further advanced, with produc- for Albers, is for 52 weeks on an alternate week basis. Included is every major Western market except Los Angeles, where KTTV are also piloting a program for had previously purchased the stations.

# UM&M Said to Be Hawking Para's Shorts

NEW YORK, Nov. 26.-UM&M begun peddling its library of Para-"Mrs. Mike," the story of the mount shorts and was said to be wife of a Canadian Royal Mounted close to a deal in New York that Police officer, which was originally would put it well on its way to presented in motion picture form, recouping its down payment. is the second show in preparation. Charles Amory, president of Benedict and Nancy Freeman are UM&M, refused to make any comment on the subject, even to the extent of admitting that he had acquired these films. The reason for his reticence appeared to be that mount had not yet been cleaned Peruvian singer Yma Sumac will up, and some rights have still to be cleared with outside producers.

> 1,600 subjects in the library. There greater first-run audience in syndi-were in addition some 200 Pop- cation than it did in its first play "Susie" will be sponsored by eye cartoons, but it is understood on the network. This possibility, Drewry Beer, the potential firstthat King Features has refused to which, if accepted by syndicated run audience will be approximately release the TV rights.

> brary besides the "Little Lulu" and "Betty Boop" cartoons are nine Bob Benchley comedies, "Screen Songs," cartoons, Speaking of Animals comedies, 73 "Unusual Occupations" and 124 the Dorsey brothers. Louis Arm- around to the number of homes catch the show the first time. Add Himber.

Also, there are a number of onereel comedy acts with Eddie Cantor, Ethel Merman, Jack Benny, week were being offered for rerun Fred Allen and others of such stat-

# Has First-Run Syndication Topped Out, Started Slump?

There Are No Definite Answers, But Problem Poses Worry to Biz

By BOB SPIELMAN

HOLLYWOOD, Nov. 26.-Has first-run syndication reached its peak and started on the decline? Deal, concluded between MCA's There are indications along both no definite answer seems possible considerably in comparision to it this time. Without doubt, how- what it was a year ago. At that ever, the situation is of concern to time, the outstanding rise of KTTV both syndicators and independent as an independent was causing talk

be that not enough independents, follow its lead. The promise has not especially in the larger cities, have come true to date. adopted a policy of programming Why? Fred Thrower, general syndicated TV film shows. A pro- manager of WPIX, New York, prob-

lose his shirt. The risk in network programming is not nearly so great.

Confidence Slipped

In effect, the confidence of proall over the country, and specula-The underlying trouble seems to tion was that other stations would

ducer, therefore, is faced with three ably sums up the general attitude possible courses: (a) He can stay as succinctly as anyone. Thrower out of the syndicated market; (b) believes that the KTTV operation He can make a low-cost show which does not produce profits compaprobably won't be able to compete rable to the capital investment rewith network programming; (c) He quired, and that it is better for a can make a quality series for around station to concentrate on selling \$30,000, hope it becomes a hit, and spots, rather than on obtaining and

More and more film makers are Dick Moore, president of KTTV shying away from the latter choice. has now launched a campaign to The reason is obvious. At best, it's change this thinking. Perhaps the long-range proposition. At worst, best argument is the profit and

(if the show proves a dud, he can loss figure of his own station. Thru 1953 the channel lost money. In 1954, when the present policy was put into full swing, the profit figure was approximately \$250,000. This year it is expected to be \$500,-000 or better.

#### Few First-Runs

Moore is seriously concerned about the lack of first-run product, which the station must have if it is to compete in class A time with the nets. Further, while the number of programs available have been declining, competition for them has increased, with another independent, KCOP, actively engaged in bidding, and a third, KHJ-TV, now indicating that it will also enter the field.

The obvious solution, as Moore sees it, to stimulating productivity is to offer syndicated producers reasonable assurance that they will eventually reap a substantial profit. selling programs on a wide basis. be able to get a return on their money. The only way this can be accomplished is for other independents, especially in New York, Chicago and similar key cities, to

(Continued on page 8

### STUDY SHOWS MORE RERUN AUDIENCE

'Susie' Survey Adds First-Run Absentees To New Set Owners; Potential Up 1,000%

NEW YORK, Nov. 26 .- A net- run potential at the time of the There are understood to be work reissue may actually face a debut. reruns, was brought strikingly there. home in a study just completed by rerun of "Private Secretary."

band acts including such names as that missed the show its first time of the 1953 TV homes did not strong, Vincent Lopez and Richard that have acquired TV since the to that an estimated 1,032,913 show's debut in February, 1953, the TPA study concludes that the potential first-run audience for the 128,366 homes, according to TPA. show today ranges in some markets up to 1,000 per cent of its first-

film buyers, could add so much to 165 per cent of Chicago's total TV Some of the material in the li- the mounting prestige of network audience when she first appeared

> The TPA researcher estimates Television Programs of America that there were 1,290,287 sets in 49 for its distribution of "Susie," the Chicago in February, 1953. At that time the show received a rat-Adding the number of homes ing of 15.1, meaning that 1.095,453

> > potential first-run audience of 2,-In like manner, TPA analyzed (Continued on page 12)

> > Chicago homes that have acquired

TV since 1953, and you have a

. . . and if you think Joe always was TV's biggest cales producer, just watch how he throws his weight around now! Your one smart buy covers TWO FLOYD MARKETS. What a terrific spot for you!

#### The BIG TV COMBO



78% of South Dakota, plus western Minnesota, northwestern lowa.

JOE FLOYD, President Evans Nord, General Mgr. Larry Bentson, V.-P. NBC PRIMARY

. . . and Joe reports SELL-Sunday time on NBC's MONITOR (KELO Radio). For future spot availabilities contact

M-R REPRESENTATIVES

NEW RANK DEAL IN WORKS

# ABC Reported Near Buying 100-Film Feature Package

NEW YORK, Nov. 26. - Over Tonight at 8:30" and "The Tit-100 more feature films from the field Thunderbolt." J. Arthur Rank Organization are expected to go into TV shortly. ABC-TV was reported to be close to a deal this week. National Telefilm Associates is understood to have been negotiating for the package for several weeks and was

Among the pictures in the group with Rank. It was previously distributed by are (Laurence Olivier's) "Hamlet," Serling TV and has played about "Henry V," "Genevieve," "The 25 stations.

Cruel Sea," "The Lady Vanishes,"

on the lookout for features to have grossed over \$5,000,000 from build an afternoon strip as a strong lead-in to "The Mickey Mouse Club." If it gets the Rank deal it will probably also put some of the pictures into syndication, as it did in the previous deal made

in the past 10 years.

26 pictures that went into the at this point. "Anniversary Package" is under-stood to have guaranteed Rank leased theatrically. Among the lat-\$1,600,000. In the present situater were "Above Us the Sea," "The tion, ABC is understood to be offer- Ship That Died of Shame" and ing \$1,500,000.

Thus, Rank's 165 pictures will have brought him at least \$3,400,-ABC-TV is known to have been 000 from TV. Whereas he may the 125 of these that played theatrically, it is doubtful if he was able to bring home much more than 50 per cent of that.

Obviously, then, U. S. TV represents a relatively lucrative poten-This is the third deal that Rank tial for British film makers. Howwill have made for TV distribution ever, at this juncture this potential of his pictures. It will have com- is significant only-for future promitted all of his currently com- duction. Rank and Alexander pleted product to TV. Coming in Korda have opened their vaults so the course of one year, these TV wide to TV that they have nothing deals will probably net the Rank left. Associated British is under-Organization more than all of its stood to have a sizeable bundle of theatrical distribution in the U. S. pictures, but Warner Bros. has a tight grip on it and is understood The NTA deal of last spring for to be reluctant to open it for TV

Fabulous 40" is understood to Bank opened its latest negotiahave guaranteed Rank \$300,000, tion with NTA five weeks ago. The The ABC deal of last summer for deal they discussed is said to have OUT of Saturday and 35 pictures that went into the been for a \$1,000,000 guarantee Famous Film Festival and the and to have involved several new "The Love Lottery."

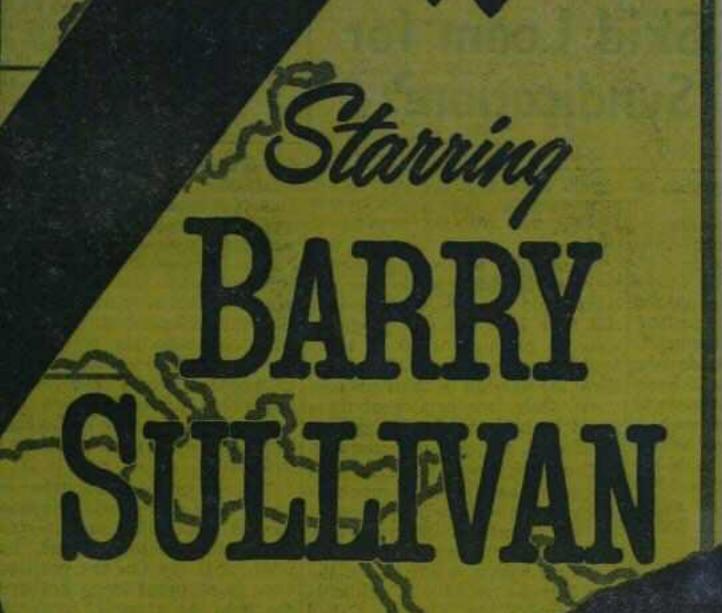
#### MONEY-SAVING SUBSCRIPTION ORDER Enter my subscription to The Billboard for a full year

(52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20.

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	_ Zone_	



# orful Man of Mystery



DANGER is his constant companion!



SECRECY is his way of life!



THE WORLD is his field of operations!

As master of International Intrigue

Action in the centers of secret diplomacy and underground activity!

SUSPENSE Every adverse of the series of the

\* A name known by a gigantic audience built by 6 years on network radio Hooper rated in the TOP 10 month after month.



Television

HOLLTWOOD

CHICAGO

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## Matty Fox Would Handle RKO Films Thru 'New Concept' of Distribution

Projected Set-Up Would Help Stations In Programming of Local Time Periods

For is developing a completely hands of its own film division. tion to apply to the RKO pictures, the results of the station survey sion for authorization for a corif he can succeed in prying the that the Film Division has made porate merger with RKO-Radio. TV rights away from General Tele- on the sales possibility of these The new company will be called radio. The plan is quite different films. from the usual methods of feature film distribution, nor can it be Film Division in the event the BKO sidiaries. described as a network concept. | product goes to an outsider seems | At the same time it was re-

of a new organization. Fox said it It was pointed out by one GT its 10 per cent interest in GT to would solve many station problems executive that the film division has GT's parent company, General Tire

For would say no more about organization and could well keep thereby becomes sole owner. the plan this week. It had been rumored that GT will make its decision on the future of the RKO ANOTHER PROBLEM product early next week. Fox said he would hesitate to predict such an early determination. He added that his deal would be for much more than the \$12,000,000 that had been reported in the trade earlier this week. He described it as a very stiff deal.

For is not the only one cur- Continued from page 5 rently bidding for the RKO TV rights. MCA-TV and National throw in their lot with syndicated certain amount of competition for \$500,000 shy of returning a profit. Telefilm Associates are apparently programming also still in the running. How Associated Artists Productions might the trade that in New York WPIX, film. figure at this point is hard to tell, and perhaps WABD, and in Chisince Eliot Hyman has lately been cago WGN would possibly follow displaying a rather bearish attitude such a course. What has happened toward the RKO pictures.

May Reject Bids

It is still a serious possibility

# Four Star Job

NEW YORK, Nov. 26. - Don Sharpe reportedly has relinquished duties as supervising producer on various properties owned by Four Star Productions. These shows include "Four Star Playhouse, "Star and the Story" and the new upcoming hour-long "Wire Service," ABC-TV network.

produced by Four Star.

NEW YORK, Nov. 26 .- Matty and put TV distribution into the operating along present lines. new concept of TV film distribut This, of course, would depend on Federal Communications Commis-

It would require the setting up to be anybody's guess at this point, vealed that R. H. Macy had sold in the programming of local time, never been built into a very large and Rubber Company, which

GT this week applied to the RKO Teleradio Pictures, of which What would happen to the GT RKO and GT would be sub-

## Does a Skid Loom for 1st-Run Syndication?

to date, however, causes no particular optimism among distributors.

per week of TV film, but some of "Florian ZaBach," "Ramar of the of class A network programming, terrible time convincing anyone to Jungle," and "Liberace." A majormaterial, and on only three nights of the week has it been slotted in prime time periods.

WABD has approximately eight hours of syndicated programming. Only four half-hours, however, are first-runs, and the general impression seems to be that of a scattergun effect rather than of concentra-

WGN-TV utilizes slightly over 10 hours of syndicated film. It has which is being produced for the had considerable success stripping My Little Margie and Stu Sharpe's exit as producer follows Erwin from 10 to 11 a.m. daily, a policy disagreement he had had and regularly programs TV film with Charles Boyer, David Niven, from 9 to 10 p.m. at night. Its only Ida Lupino and Dick Powell, the solid block in class A time is from co-owners of Four Star Produc- 8 to 10 p.m. Tuesday with "Badge tions. Sharpe will retain his finan- 714" (12.5), "Racket Squad" (13.7), cial interest in all of the shows "San Francisco Beat," and " I Led Three Lives" (10,2). There is a

There has been speculation in WNBQ also running syndicated somely, is beyond doubt. In the

feel that the strides made have not ing syndication like a hot potato, been rapid enough. Last year at to be handled very carefully, if at this time 19 syndicated programs all. Other independent film makers, were in production, 10 of them who have been the backbone of WPIX, which has made the having been new starts. This year the business, are similarly wary. that CT will reject all outside bids greatest headway, now has 20 hours there are only 13, with seven new Distributors would like nothing starts. Only four or five of these better than to have some new prodthat is taken up by strips, such as could be said to have the quality uct to offer, but they're having a

Generally, among syndicators, it make it. ity of the programming is rerun has been a bad fall (altho programs and this reflects itself in production. sponsor, distributor, station-want- mystery-drama shows. X on the syndicated market, but was stopped. Mayor of the Town, is grooming other series for net- another success, wound up with 39, angled in this direction.

> one Ziv show pointed out, is simple, view this is the desirable thing to series will still do the job. The company can make a small do. From the perspective of a staprofit, or at least gets its money tion, which has to build an audience back, on the web run. Everything for a new show every year, it's unbeyond that is money in the bank, fortunate. Such a prospect is hard to resist.

"Waterfront," perhaps offers the best explanation of producer attitude. Two years after it went on

# Tex. Rasslin" In Syndication

NEW YORK, Nov. 26.- Texas of the few vidfilm shows produced in this country outside of Hollywood, Chicago and New York, the sports series has now been telecast years, and in 24 markets for more than 52 weeks.

It is also a maverick because it is one of the few sport shows that have made good in syndication and some cities-as in Springfield, Mo., a large following among viewers.

The program is sold by stations in many ways-either to one client,

# Films to Watch

"I LED THREE LIVES"-Ziv-TV

The reason that Philips Petroleum decided to take the unusual step of picking up this show for a third year may be surmised by a glance at the Pulse ratings in the six cities in this week's chart. In all but one of these markets the show is slotted somewhere between 8 and 10:30 p.m., the most coveted period. The one exception, Jacksonville, Fla., slots it at 10:30 p.m. "Lives" is among the top eight syndicated shows in all of these six markets. It was the top show in its slot in four of these markets. In the other two, it was up against the Bob Hope show, which edged it out by a mere four points in Oklahoma City and by 11 points in Fort Worth. (It covers Fort Worth from a Dallas station.)

"STARS OF THE GRAND OLE OPRY"-Flaminge Films This hillbilly show appears to be doing nicely in the Southern markets covered in this week's Pulse charts. In Dallas it is the ninth-rated syndicated show and tops in its time slot. In Jacksonville, Fla., it is also the ninth-rated syndicated show, and in its Saturday at 6 p.m. slotting. its 20.8 tops the Bob Cummings show by five points.

"WATERFRONT"-MCA-TV Film Syndication

This show went out of production this year after 78 episodes. To judge by its standing in this week's Pulse charts, it is a powerful contender that will be bowing out of firstrun competition. Note that it was the top syndicated show in Jacksonville, Fla.; third rated syndicated show in Oklahoma City, and fifth in Dallas. In all of these towns it was the top show in its time slot. In Jacksonville it outdrew the powerful Groucho Marx.

certain amount of competition for \$500,000 shy of returning a profit. Roach Claims meantime, however, producers Ben Apparently, however, producers Fox and Roland Reed are regard-

MCA-TV, apparently, will not ed production to continue, but,

(Continued next week)

# CBS Newsfilm Near 70 M'kts

NEW YORK, Nov. 26 - A heavy upbeat in sales of the CBS Newsfilm service that CBS-TV Film Sales is syndicating has hiked the number of markets subscribing to the package near to 70. A total critics hated it, the trade hated it, Rasslin' is one of the phenomena of nine new subscribers, two of of the syndication business. One them overseas buyers, were pulled in by the distribution firm in recent

The helty increase in sales on in many markets for more than two the newsfilm bundle is attributed to improved service that CBS instituted in recent weeks. For one thing, the web has now opened its processing labs over the weekhas drawn excellent ratings almost end, which permits a late newseverywhere it has been shown. In film flow to subscriber stations inked to narrate and introduce a over the weekend. Also considered half-hour series of 39 films about where its latest Pulse was a sub- to be a factor is a new reference fairy tales which will be produced stantial 29.7 - its ratings have filing system that CBS has estab- in Denmark by Karl Moseby. They topped many network shows. And lished on the newsfilm product, are for delivery in early fail. in many where the rating figures which permits stations to utilize Moseby is the producer of The are not that large, it has built up the film more quickly and effi- Amazing Tales of Hans Christian

ciently. The new sales that CBS-TV

operation.

# Most Appeal in Anthology Pix

HOLLYWOOD, Nov. 26.-Anthology series offer an advertiser a broader viewing audience than any other type of TV show. This is the opinion of Producer Hal "Waterfront" offers a prime ex- Roach Ir., who to date has turned were selling well in late summer), ample of another trend. Everyone- out primarily situation comedy and

Roach believes that each procome up with a winter series, the with 78 in the can the producers gram must find its own audience, officially the company is "still look- were in no mood to go further in and that an anthology on which ing. Ziv-TV has The Man Called the hole. As a result, production every variety of drama - ranging from Western to musical-can be produced, caters to the widest vawork sale, the first time Ziv has "Dr. Hudson's Secret Journal" will riety of people. At the same time, probably have a similar cutoff he thinks that for sponsors aiming The reason, as the producer of point. From a financial point of at certain audiences the specialized

The difficulty for a producer in turning out a mystery or the like these days is that it's extremely difficult to come up with a new slant that's above average quality and at the same time can be surtained for 39 weeks.

Yet, with competition driving the quality of TV upward, Roach comtends, a producer must come up with a high class show in order to get it on the air. Anthologies. offer the best opportunity to do this, and for that reason more and more are making their appearance.

Summing up, Roach believes that there is more and more of a realization among agencies and consors that a show which they themselves may not like can have great public appeal. He gives "My Little Margie" as an example. The even the sponsor hated it, he says, but the viewers kept dialing in.

# Edgar Bergen Pacted by CBS

NEW YORK, Nov. 26.-Edgar Bergen this week was pacted for two deals on CBS-TV. He was Andersen of Interstate TV

Bergen will also be the emsee Film Sales has made includes of a new quiz show. "Do You to several clients or in participations. One of the reasons for its success, according to a recent survey of stations made by Maurice la.; KIVO, Ottuinwa, Ia.; WTVH, night 10:30-11 p.m. time slot on Beck, head of Texas Rasslin' Films, Peoria, Ill., and its sports package CBS. The jackpot on this show its distributor, is its servicing-good to Budweiser for airing on KTVI, deals with the tax problem by ofprints, excellent shipping and print St. Louis. The foreign sales were fering \$100 weekly for a year, and handling and format sheets which made to HJRN in Bogota, Colum- as much as \$100,000 over a 20. enable pre-scheduling of promo- bia, and to the Belgian television year period. Mortimer speed and Charlie McCarthy will assut.



ANDERSEN'S Immortal featuring A cast of 60 actors and dancers, a full symphony orchestra, and a ballet company. "Hans Christian Andersen's sad little story is put over with a spectacular production effort that will help give kiddies of yours a tuste of Christmas spirit." Gene Plotnik.

HANS

This 30-minute show will set a new pace in high-calibre holiday entertainment, with appeal for young and old Radio & TV Daily.

, wrapped in a delightfully contrived holiday package made to order for sponsorial spotting during the hollyberry

Len Traub. Amazing low rates of this half-hour show include unlimited runs for 2 holiday weeks. Act now! Write or wire:

BCA VICTOR RECORD DIVISION

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55 East 24th Street, New York 10, M. Y. Murray Hill 9-7200

NETWORK & LOCAL PROGRAMS - NATIONAL SPOT CAMPAIGNS - TV

# TV Program and Time-Buying Guide

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

#### The Billboard Scoreboard

#### ARB Audience Composition Studies

### Network Situation Comedies

OCTOBER RATINGS	
Rank Show, Sponsor & Web	Rig.
L. I Love Lucy, P&G, Gen'l.	
Foods (CBS)	.44.8
2. Honeymooners, Buick (CBS)	.34.2
3. December Bride, Gen'l.	
Foods (CBS)	32.7
4. Our Miss Brooks, Gen'l.	
Foods (CBS)	29.3
5. Burns & Allen, B. F.	
Goodrich & Carnation	
(CBS)	28.5
6. Life of Riley, Gulf Oil (NBC).	26.2
7. Make Room for Daddy,	100
Amer. Tobacco & Dodge	
(ABC)	21.9
8. Bob Cummings, R. J.	
Reynolds (CBS)	20.9
9. Meet Millie, Geritol (CBS).	

	Paper (NBC)	19,6
	AMONG MEN	
Ran		Men z Set
1.	Honeymooners, Buick (CBS).	
	It's a Great Life, Chrysler	
2	(NBC)	.88
0,	You'll Never Get Rich, Amana & R. J. Reynolds	
	(CBS)	.85
. 4	it's Always Jan, P&G (CBS).	82
5.	Make Room for Daddy.	
	Amer. Tobacco & Dodge (ABC)	90
6.	Meet Millie, Geritol (CBS)	.80
440	People's Choice Bossley Co.	
	(NBC)	.78
0,	Foods (CRS)	-
- 8.	(NBC) I Love Lucy, P&G, Gen'l. Foods (CBS). December Bride, Gen'l.	.77
	roods (CDS)	THE PARTY IS
10.	Halls of Ivy, Nabisco (CBS).	.76

10. Father Knows Best, Scott

	AMONG WOMEN
	Rank Show, Sponsor & Web Per Set
8	1. It's Always Jan, P&G (CBS).1.27
2	2. Our Miss Brooks, Gen'l. Foods (CBS)1.19
3	2. The Lucy Show, Lehn & Fink (CBS)1.19
٥	4. It's a Great Life, Chrysler (NBC)1.18
0	4. December Bride, Gen'l. Foods (CBS)1.18
۱	4. Ethel & Albert, Ralston- Purina (ABC)
9	7. I Love Lucy, P&G, Gen'l. Foods (CBS)1.17
1	8. Honeymooners, Buick (CBS), 1,16
	9. People's Choice, Borden Co. (NBC)
	10. Mama, Gen'l. Foods (CBS). 1.11
H	
ı	AMONG CHILDREN
H	Runk Show, Sponsor & Web Per Set
51	1. Topper, Stand. Brands (ABC), 1.08
1	2. Life of Riley, Gulf Oil (NBC). 1.05
1	3. Ozzie & Harriet, Quaker

	AMONG CHILDREN
	Rank Show, Sponsor & Web Per Set
3	1. Topper, Stand. Brands (ABC). 1.08
9	2. Life of Riley, Gulf Oil (NBC). 1.05
-	3. Ozzie & Harriet, Quaker Outs & Hotpoint (ABC)99
5	3. Father Knows Best, Scott
2	Paper Co. (NBC)
	(NBC)
	6. Mama, Gen'l. Foods (CBS)91
7	7. Bob Cummings, R. J. Reynolds (CBS)90
Ĭ	8. The Lucy Show, Lehn &
1	Fink (CBS)
	9. People's Choice, Borden
a	Co. (NBC)

10. Honeymooners, Buick (CBS), .78

#### LATEST NETWORK RATINGS

#### Nielson Top 10 TV Web Shows

(2 Weeks Ending Oct. 22)

	* Indicates Film	
Ra	nk Program & Web	Homes
1.	564,000 Question (CBS)	53.2
2,	*I Love Lucy-Gen. Foods (CBS	SY49.8
3.		44.9
4.	*I Love Lucy-PAG (CBS)	43.9
	Color Spread-Show Biz (NBC).	
6.	George Gobel Show—Armour (NBC)	41.1
7.	*Disneyland (ABC)	40.7
8.	AND THE RESERVE OF THE PARTY OF	40.4
	Godfrey's Talent Scouts-Toni (CBS)	37.7
10.	Red Skelton-Pet Milk (CBS)	36.8

#### Nielson Top 10 Homes Per Show

(2 Weeks Ending Oct. 22)

۰	* Indicates Film	
i	Rank Program & Web	Hom-
3	1, \$64,000 Question (CBS)	.17,1
ļ	2. *1 Love Lucy-Gen, Foods	
á	(CBS)	. 16,1
	Ed Sullivan Show (CBS)  4. "I Love Lucy—PAG (CBS)	
7	5. George Gobel Show—Armour (NBC)	
	6. Color Spread-Show Biz (NBC).	
ł	7. *Disneyland (ABC)	.13.09
ŧ	# Ford Star Jubilee (CBS)	.12.44
đ	9. Colgate Variety Hour (NBC)	.11,89
š	10. *December Bride (CBS)	:11,64

#### ARB Top Shows Among Women

How Network Shows Rated Among Women in October

This weekly audience composition analysis shows the relatively populatily of network series in Class "A" time regardless of program type, by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women and children. For additional information on audience size or coverage, please consult ARB, National Press Building, Washington 4.

(\* Indicates Film)

Rank	Show, Sponsor & Web	Women Per Set	Avg. Oct. Rating
1.	Life Begins at 80, Pharmaceuticals (ABC)	1.34	8.8
2.	Ed Sullivan, Lincoln-Mercury (CBS)	1.33	39.8
3	What's My Line? Jules Montenier &	200	-
	Remington-Rand (CBS)	1.30	32.3
4	Color Spread, Sunbeam, U. S. Rubber		20016
	& Maybelline (NBC)	1.29	27.2
4	Chance of a Lifetime, Emerson Drug		
	& Lentheric (ABC)	1.29	11.7
6	Perry Como, Armour, Dormeyer, Noxema,		
	Goldseal & Kleenex (NBC)		30.7
190	"It's Always Jan, P&G (CBS)	1.27	15.9
7	Lawrence Welk, Dodge (ABC)	1.27	20.3
7	Ozark Jubilee, Co-Op (ABC)	1.27	9.5
11	Break the Bank, Dodge (ABC)	1.27	20.1
11.	This Is Your Life, Hazel Bishop,	12 40	-
11	P&G (NBC)	1.24	30.6
11	George Gobel, Armour & Pet Milk (NBC).	1.24	41.4
LLV	Your Hit Parade, American Tobacco and	10.	
11	R. Hudnut (NBC)	1.24	43.5
distant.		104	20.2
15	Pen (CBS) Jack Benny, American Tobacco (CBS)	1.00	30.2
15	Goodyear Hour, Goodyear (NBC)	1 00	26.6
15	Person to Person, Elgin, Amaco and Hamm	1,22	23.2
	Brewing (CBS)	1.22	00 =
18.	Godfrey and Friends, CBS-Columbia, Nation-	1.00	28.5
	al Carbon, Pillsbury and Toni (CBS)	1 01	26.6
18.	Big Surprise, Speidel & Purex (NBC)	1 91	16.0
20	'G. E. Theater, Gen'l. Electric (CBS)	1.20	27.3
20	*Loretta Young, Procter & Gamble (NBC)	1 20	31.5
20	People are Funny, Toni & Paper-Mate	1120	01.0
720	(NBC)	1.20	24.0
20.	Midwest Hayride, Lever Bros. & Whitehall	-	21.0
	Pharmacal (NBC)	1.20	21.0
20.	Life Is Worth Living, Admiral (ABC)	1.20	13.0
20	Stop the Music, Quality Goods & Necchi	100	A. Commercial Commerci
		1.20	15.1
		- Contract	THE PARTY OF

#### The Billboard Scoreboard

#### SYNDICATED FILM PROGRAMS

#### The Pulse Audience Composition Studies

# Syndicated Film Mysteries

		Avg. Sept.
Bun	Show & Distrib.	Ris.
L	Man Behind the Badge	
	(MCA)	13.6
2	Mr. District Attorney (Ziv)	13.3
3.	Badge 714 (NBC)	10.5
4.	The Whistler (CBS)	10.4
5.	Boston Blackie (Ziv)	9.4
6.	Sherlack Holmes (UM&M)	. 9.3
2	Racket Squad (ABC)	. 9.0
8.	City Detective (MCA)	. 89
2.	Ellery Queen (TPA)	8.0
10.	I Am the Law (MCA)	7.4
	American construction	
	VIEWERS/100 HOMES	
	View	eex Per
		Hammer

SEPTEMBER RATINGS

To I this the Law thic	A/ 1.4		
VIEWERS/100 HOMES			
Rank Show & Distrib.	Viewers Per 100 Homes Tuned In		
1. Badge 714 (NBC)	054		
2 Boston Blackie (Ziv).			
3. Mr. and Mrs. North	(ATPS) 216		
4. Inspector Mark Sabe	r (Koch), 210		
5. Man Behind the Bac (MCA)	UP.		
6. Lone Wolf (MCA)	200		
6. I Am the Law (MC	A) ONE		
8. The Whistler (CBS).	204		
9. Follow That Man (A	(CA) 203		
10. Sherlock Holmes (U)	M&M) 202		

#### AMONG MEN

Rank	Show & Distrib.	Men F 100 Hom Tuned
1. Be	oston Blackie (Zi	v)
1. In	ner Sanctum (NE	(C)
L E	lery Queen (TP/	1)
4. M	r. and Mrs. North	(ATPS)8
5. C	ol. March of Scotl (Official)	and Yard
6. Ci	ty Detective (MC	A)
6. 77	e Whistler (CBS)	
8. F	bian of Scotland	Yard (CBS).8
8. 1	Am the Law (MC	A)
8. M	r. District Attorne	y (Ziv)8
ST.	AMONG WO	MEN

AMONG WOME	N
Rank Show & Distrib.	Women Per 100 Homes Tuned In
1. Mr. District Attorney	(Ziv)94
2. Mr. and Mrs. North (A	TPS}92
The state of the s	A)88
3. The Whistler (GBS) 5. Inspector Mark Saber	(Koch) 88
6. Boston Blackie (Ziv)	84
6. Lone Wolf (MCA)	84
8. Man Behind the Badge	(MCA).83
8. I Am the Law (MCA).	83
10. Inner Sanctum (NBC). 10. Ellery Queen (TPA)	80

#### **AMONG TEENS**

Rank	Show & Distrib.	Tuned
1	Badge 714 (NBC)	2
	Inspector Mark Saber (K	
3.	City Detective (MCA)	2
	Inner Sanctum (NBC)	
4.	Man Behind the Badge (N	MCA) 2
	Mr. and Mrs. North (AT)	
4.	Sherlock Holmes (UM&N	1) 2
4.	The Whistler (CBS)	2
9.	Fabian of Scotland Yard (	CBS). 1
9. 1	Lone Wolf (MCA)	
9, 1	Racket Squad (ABC)	1

AMONG CHILDREN	
Kids Per 100 Homes ank Show & Distrib, Tuned In	
L Badge 714 (NBC)82	
Boston Blackie (Ziv)34	
3. Sherlock Holmes (UM&M)30	
I. I Am the Law (MCA)29	
Man Behind the Badge (MCA) 29	
5. Lone Wolf (MCA)28	
Follow That Man (MCA)25	
Inspector Mark Saber (Koch)21	
Mr. and Mrs. North (ATPS) 18	
Rucket Squad (ABC)16	

### Pulse Top Pix Among Women

#### How Non-Network Films Rated Among Women in September

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women and children. For additional information on audience size or coverage, please consult The Pulse, Inc., 15 West 46th Street, N Y C

Rank	Per 100	Sept.
Order	Homes	Rating
L Liberace (Guild)		8.0
2Mr. District Attorney (Ziv)		13.3
3Florian Zabach (Guild)	. 92	2.2
3 Mr. and Mrs. North (ATPS)	92	6.5
5 Douglas Fairbanks Presents (ABC)	. 89	14.1
5 Foreign Intrigue (Official)	89	9.3
7 Famous Playhouse (MCA)	88	8.3
7 Follow That Man (MCA)	88	7.3
7 Guy Lombardo (MCA)	.88	7.3
7 The Whistler (CBS)	88	10.4
11 Dangerous Assignment (NBC)	87	7.3
12 Facts Forum (Facts Forum, Inc.)	86	0.7
12 Inspector Mark Saber (Koch)	- 86	5.7
141 Led Three Lives (Ziv)	85	12.3
15 Beulah (Flamingo)	84	5.0
15 Boston Blackie (Ziv)	84	9.4
15 China Smith (NTA)	84	5.1
15 Lone Wolf (MCA)	84	7.2
15 Star and the Story (Official)		10.0
20 Eddie Cantor (Ziv)	83	9.3
20 Am the Law (MCA)	83	7.4
20 Man Behind the Badge (MCA)	83	13.6
23 Mayor of the Town (MCA)	81	8.8
24 Ellery Queen (TPA)	80	8.0
24 The Falcon (NBC)	80	9.3
24 Inner Sanctum (NBC)	80	3.2

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#### The Billboard Scoreboard

#### PULSE LOCAL RATINGS FOR OCTOBER

THE INDUSTRY'S MOST COMPLETE RATING INDEX POINTING UP OUTSTANDING TV SHOWS AND SPOT ADJACENCIES IN EVERY LOCAL MARKET

This chart supplies ratings for the top 15 once-weekly shows and for the top 10 multi-weekly shows in each local market studied, regardless of whether these programs are network or local, live or film. It also provides ratings for the top 30 film series aired locally in each market. in cank order according to ratings.

All films listed are syndicated unless title is preceded by a dagger (f), indicating nationally spot-booked. Stations are VHF except where the symbol "u" denotes UHF. The symbol "A" shows that a program originates in another city, but has scored a rating of 1.0 or more.

Complete ratings are published over a span of one month's weekly

muces, beginning with the large of The Billboard dated the third Saturday of each month.

For complete information on audience size, coverage, opposition, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

OKLAHOMA CITY	3 STATIONS		
THE TOP IS ONCE-WEEKLY S	HOWS (* Indicates Non-Network)		
1. \$64,000 Question, KWTV, T	9. Ed Sullivan Show, KWTV, Sn		
THE TOP 16 MULTI-WEEKLY 1  1. *Newsroom, Misc. (10 p.m.), WKY, MF. 30.3  2. *Newsroom (6 p.m.), WKY, MF. 28.2  3. *Weather, Paul Ford (6:15 p.m.), MF. 26.8  4. *Weather, Misc. (10:15 p.m.), WKY, MF. 26.7  5. Mickey Monse Club, KWTY, MF. 18.3  6. *Range Rider, KWTY, MF. 13.5	SHOWS (* Indicates Non-Network)  7. My Little Margie, KWTV, MF. 12.3  8. Howdy Doody, WKY, MF. 11.4  9. Big Payoff, KWTV, MF. 11.3  10. *Newsroom, Weather (12 noon), WKY, MF. 11.3		
Runs Oct.	RIGINATED FILM SERIES   Rank Oct.		
Films Hoe (Distributor) Station, Day-Time Rating  1. Eddie Cantor (Ziv), WKY, Th9:30	Films Title (Distributors, Station, Day-Time Rattins 17. Great Gildersleeve (NBC), KWTV, Th7:30, 16.8 18. Superman (Flamingo), KWTV, Th6:00, 15.9 19. Soldiers of Fortune (MCA), KWTV, Th6:00, 15.9 20. The Hunter (Tafon), WKY, M10:30, 14.9 21. Your All Star Theater (Screen Germs), KWTV, W10:00 14.7 22. Confidential File (Guild), KWTV, Th9:00, 14.5 23. Your All Star Theater (Screen Germs), WKY, W10:00 14.2 24. Grand Ole Opry, Stars of (Flamingo), WKY, F10:30 14.0 25. Range Rider (CBS), KWTV, MF4:20 13.5 27. Wild Bill Hickok (Flamingo), KWTV, T6:00, 12.5 28. My Little Margie (Official), KWTV, MF4:00 12.3 29. (Pattl Page (Oldsmobile), KTVQ, T		
509:00 19.4 15. Highway Patrol (Ziv), KWTV, Th8:30 18.2	Th10:45		
16. Annie Oakley (CBS), KWTV, F6.0017.7	1 30. Buffalo Bill Jr. (CBS), KWTV, S10.00 a.m 9.4		
1. \$64,000 Question, KDKA, \$7.9, WSTV, 2.3, T. 60.2 2. Ford Theater, KDKA, 51.4, WJAC, 2.9, Th 54.3	## STATIONS  ## Genrar Gobel, KDKA, 48.5, WJAC, 1.5, S. 50.8  10. Martha Rare, KDKA, 48.3, WJAV, 1.6, T 49.9  11. Show Business, KDKA, 47.4, WJAC, 1.6,		
3. Studio One. KDKA, 51.1, WSTV, 2.9, M 54.6 4. Drugnet, KDKA, 58.2, WJAC, 3.2, Th 53.4 4. Perry Como, KDKA, 51.5, WJAC, 1.9, S 53.4 6. Life of Riley, KDKA, 52.2, WJAC, 1.0, F 53.2 7. *Studio 57, KDKA, T	So. 49.0  12. Bosing, KDKA, 47.4, WJAC, 1.2, F. 48.6  13. Mayor of the Town, KDKA, F. 48.4  14. Groucho Marx, KDKA, So. 48.2  15. December Bride, KDKA, 44.9, WJAC, 2.4,  S. 47.3		
THE TOP 10 MULTI-WEEKLY S  1. *World Tonight (11 p.m.), KDKA, MF	6. Search for Tomorrow, KDKA, MF		
THE TOP M LOCALLY OF	RIGINATED FILM SERIES  14. Science Fiction Theater (Ziv), KDKA,		
1. Sondio 57 (MCA), KDKA, T9:00,	S11:00		
11. Cowboy G-Men (Flamingo), KDKA, S7:00, 35.4 12. Steve Donovan, Western Marshal (NBC), KDKA, F7:00	M5:30 19.8  27. Annie Oukley (CBS), KDKA, Su-1:30		
DALLAS	4 STATIONS		
TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)			
1. \$64,000 Question, KRLD, T	9 Ed Suffivau Show, KRLD, Su. 28.6 10. Red Skelton, KRLD, T. 28.6 11. Person to Person, KRLD, F. 27.8 11. "Wrestling, KRLD, T. 27.8 13. Playhouse of Stars, KRLD, Frl. 26.0 14. Alfred Hitchcock Presents, KRLD 25.8 15. What's My Line? KRLD, Su. 25.8		
THE TOP 10 MULTI-WEEKLY 5 L. *Final Edition (10 p.m.), WFAA, M. to F 14.3 L. *Frontier Playhouse, WFAA, M., T., W., F 13.3 3. *Texas News (9:30 p.m.), WBAP, T. to E 12.8 4. Kiddle Karnival, WFAA, M. to F 12.4 5. Howdy Doody, WFAA, M. to F	SHOWS (* Indicates Non-Network)  6. *Sports, Weather (10:15 p.m.), WFAA,		

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

| Higher Harrymore Theater (Internate), | ERLD, F. 9:00 | 16.3 | 16.3 | 16.3 | 17. Perio Precinct (UMAM), KRLD, Th. 9:30 | 16.0 | 16.0 | 16.0 | 17. Science Fiction Theater (Ziv), WFAA, | 16.0 | 16.0 | 17. Higher Order (Ziv), WFAA, | 16.0 | 17. Higher Order (Ziv), WFAA, T. 6:30, 10.3 | 17. Higher Order (Ziv), WFAA, M. 8:30 | 15.5 | 18. Percegn Intrigue (Orders), KRLD, 5.9:30, 15.5 | 18. Percegn Interpretation (Orders), KRLD, 5.9:30, 15

& Su. 9:30 ......15.3

25. Wild Bill Hickok (Flamingo), WBAP,

16. Parti Page (Oldsmobile), WFAA, Th.

24. Col. March of Scotland Yard (Official),

19. Your Star Showcase (TPA), WFAA,

1. I Led Three Lives (Ziv), KRLD, T.-8:30 ...... 67.3 [ 16. Boss Lady (M. & A. Alexander), KRLD,

2. Famous Playhouse (MCA), KRLD, M.-9:00, 21.3

1E-9-00 20,3
4 Cisco Kid (Ziv), WHAP, Tht-6:00 20.0
5 Halls of Try (IPA), KRLD, Th.-8:30, 19.5
5 Waterfrent (MCA), WPAA, W.-9:30, 19.5
7 Your All Stat Theater (Screen Color)

J. Mr. and Mrs. North (ATPS), WFAA,

7. Your All Star Thester (Screen Gems).

4 Grand Ole Opry, Stars of the (Flamingo),

JACKSONVILLE	2 STATIONS
THE TOP IS ONCE-WEEKLY ST	HOWS (* Indicates Non-Network)
1. 564,000 Question, WMBR, T	9. *Virginia Affer, WMBR, T
3. Red Skellon, WMBR, T	19. Honeymooners, WMBR, 5, 41.3
4. December Bride, WMBR, M	16. Meet Millie, WMBR, T
5, Studio One, WMBR, M	13. Shower of Stars, WMBR, Th
6. Two for the Money, WMRR, S	14. Burns and Allen, WMBR, M
THE TOP 10 MULTI-WEEKLY S	
L CBS News, WMBR, MF	6. Love of Life, WMBR, MF
2. *6 o'Clock Report, WMBR, MF	7. *11 o'Clock Report, WMRR, MF
3. Mickey Mouse Club, WMBR, MF 21.6 4. Search for Tomorrow, WMBR, MF IS.B	8. Valiant Lady, WMBR, MF
5. Guiding Light, WMBR, MF	10. Art Linkletter, WMBR, MF
THE TOP 30 LOCALLY OF	RIGINATED FILM SERIES
Rank Oct.	Rank Oct.
Films fitte (Distributor), Station, Day-Time Rating	Films little (Distributor) Station, Day-Time Rating
1. Waterfront (MCA), WMBR, Th7:0031.5	13. Wild Bill Hickok (Flamingo), WMBR, W-4:30
2. Science Fiction Theater (Ziv), WMBR, Th10:00	14. (Andy's Gang (Brown), WMBR,
3 Annie Oakley (CBS), WMBR, W-6:30, 29.3	S8:30 a.m
4. †Patti Page (Oldsmobile), WMHR, F10:00, 27,0	16. Amon 'n' Amb (CBS), WJHP, W-E:3016.0
5. Studio 57 (MCA), WMBR, S10:0025.5 6. Guy Lombardo (MCA), WMBR, W10:0025.3	16. Ellery Queen (TPA), WJHP, M-10:00
6. I Led Three Lives (Ziv), WMBR, T10:3025.3	19. Cisco Kid (Ziv), WMBR, T4:50
8. Badge 714 (NBC), WMBR, M10:0024.8 9. Grand Ole Opry (Flamingo), WMBR, S6:00.20.8	19. Your All Star Theater (Screen Gents), WJHP, M. 9:30
10. My Hero (Official), WMBR, Su-10:1520.0	21. Your All Star Theater (Screen Gems), WJHP,
11. Buffalo Bill Jr. (CBS), WMBR, S9:30 a.m. 19.8	T-10:00
12 Steve Donovan, Western Marshal (NBC),	23. Oral Roberts (Kling), WJHP, 5u-2:302.3
WMHR, S12:00 Noon	, 12 Crai Roberts Okines, Wylit, Steve Williams
FORT WORTH	4 STATIONS
TOP 15 ONCE-WEEKLY SHO	OWS (* Indicates Non-Network)
1. \$64,000 Question, KRLD, T	8. Your Hit Parade, WBAP, 5
2. Fnothall, WRAP, 23.2, WFAA, 13.7, S 36.9 3. George Gobel, WBAP, S 34.8	10. Dollar a Second, WBAP, F
4. Disneyland, WBAP, W	11. Loretta Young, WBAP, Su
5. Bob Hope, WBAP, T	13. Durante-Texaco Theater, WRAP, S
7. Crestroads, WBAP, F	14. Lux Video Theater, WRAP, Th
E. *Pamport to Danger, WBAP, F	15. I Love Lucy, KRLD, M
	SHOWS (* Indicates Non-Network)
L. *Texas News (9:30 p.m.), WBAP, TF	6. *Little Rasenls, Misc. MF
3. Mickey Mouse Club, WBAP, MF	8. *Range Rider, KFJZ, MF
4. Tonight-Steve Allen, WBAP, MF	9. Search for Tomorrow, KRLD, MF 9.3 10. Guiding Light, KRLD, MF 9.6
	RIGINATED FILM SERIES
1. Pausport to Danger (ABC), WBAP, F9.00., 29.8	16. Range Rider (CBS), KFJZ, Su-5:00
2. Badge 714 (NBC), WBAP, \$9:0024.2 3. Superman (Flamingo), WBAP, T6:3023.5	16. Famous Playhouse (MCA), KRLD, M9.00, 14.3 . 19. Mr. and Mrs. North (ATPS), WFAA,
4. †Kit Carson (Coca-Cols), WBAP, T6:00, 22.3	Th9:0014.0
4. 1 Led Three Lives (Ziv), KRLD, T8:30,,22.3 6 Racket Squad (ABC), WBAP, S9:30	20. Waterfront (MCA), WFAA, W9:30
7. Cisco Kid (Ziv), WBAP, Th6:00	A I DETECTION OF THE PARTY AND A PARTY AND
	22. Little Rascals (Interstate), KFJZ, MF7:00, 12.0
B. City Detective (MCA), WBAP, M. 8:00 18.0	22. Little Rascals (Interstate), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5
9. Halls of Ivy (TPA), KRLD, Th8:30	22. Little Rascals (Interstate), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30,
9. Halls of Ivy (TPA), KRLD, Th8:30	22. Little Rascals (Interstate), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30,
9. Halls of Ivy (TPA), KRLD, Th8:30	Little Rascals (Interstate), KFJZ, MF7:00, 12.0     Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5     Range Rider (CBS), KFJZ, MF6:30, 11.0     Your All Star Theater (Screen Gemu), WFAA, W8:30     My Hero (Official), KFJZ, Su6:00, 10.3     Sherlock Holmes (UM&M), KFJZ, Th9:30, 9.3
9. Halls of Ivy (TPA), KRLD, Th8:30	22. Little Rascals (Interstate), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30,
9. Halls of Ivy (TPA), KRLD, Th8:30	22. Little Rascals (Interstate), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30,
9. Halls of Ivy (TPA), KRLD, Th8:30	22. Little Rascals (Interstate), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30,
9. Halls of Ivy (TPA), KRLD, Th8:30	22. Little Rascals (Interstate), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30,
9. Halls of Ivy (TPA), KRLD, Th8:30	22. Little Rascals (Interstate), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30,
9. Halls of Ivy (TPA), KRLD, Th8:30	Little Rascals (Interstate), KFJZ, MF7:00, 12.0  Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5  Range Rider (CBS), KFJZ, MF6:30,
9. Halls of Ivy (TPA), KRLD, Th8:30	22. Little Rascals (Interstate), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.6 24. Range Rider (CBS), KFJZ, MF6:30,
9. Halls of Ivy (TPA), KRLD, Th8:30	22. Little Rascals (Interstate), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.6 24. Range Rider (CBS), KFJZ, MF6:30, 11.0 25. Your All Star Theater (Screen Gemu), WFAA, W8:30 26. My Hero (Official), KFJZ, Su6:00, 10.3 27. Sherlock Holmes (UMAM), KFJZ, Th9:30, 9.3 27. Foreign Intrigue (Official), KRLD, S9:30, 9.3 29. The Falcon (NBC), KFJZ, W9:00, 9.0 30. Stars of the Grand Ole Opry (Flamingo), WFAA, S9:30, 4.3 4. STATIONS HOWS (* Indicates Non-Network) 9. December Bride, WCCO, M. 27.8 9. Godfrey and His Friends, WCCO, W. 27.8
9. Halls of Ivy (TPA), KRLD, Th8:30	22. Little Rascals (Interstate), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30,
9. Halls of Ivy (TPA), KRLD, Th8130	22. Little Rascals (Interstate), KFJZ, MF7:00, 12.0 23. Life With Ellizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30, 11.0 25. Your All Star Theater (Screen Gemo, WFAA, W8:30 10.5 26. My Hero (Official), KFJZ, Su6:00 10.3 27. Sherlock Holmes (UM&M), KFJZ, Th9:30, 9.3 27. Foreign Intrigue (Official), KRLD, S9:30, 9.3 29. The Falcon (NBC), KFJZ, W9:00, 9.0 30. Stars of the Grand Ole Opty (Flamingo), WFAA, S9:30 10.5 4. STATIONS  HOWS (* Indicates Non-Network) 9. December Bride, WCCO, M. 27.0 11. I've Got a Secret, WCCO, W. 27.0 11. I've Got a Secret, WCCO, W. 26.5 11. Life of Riley, KSTP, Su. 26.5 13. Martha Raye, KSTP, Ta. 26.5
9. Halls of Ivy (TPA), KRLD. Th8:30	22. Little Rascals (Interstate), KFJZ, MF7:00, 12.0 23. Life With Ellizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30, 11.0 25. Your All Star Theater (Screen Gemo, WFAA, W8:30 10.5 26. My Hero (Official), KFJZ, Su6:00 10.3 27. Sherlock Holmes (UM&M), KFJZ, Th9:30, 9.3 27. Foreign Intrigue (Official), KRLD, S9:30, 9.3 29. The Falcon (NBC), KFJZ, W9:00, 9.0 30. Stars of the Grand Ole Opty (Flamingo), WFAA, S9:30 10.5 4. STATIONS  HOWS (* Indicates Non-Network) 9. December Bride, WCCO, M. 27.0 11. I've Got a Secret, WCCO, W. 27.0 11. I've Got a Secret, WCCO, W. 26.5 11. Life of Riley, KSTP, Su. 26.5 13. Martha Raye, KSTP, Ta. 26.6 14. Ford Theater, KSTP, Th. 25.7
9. Halls of Try (TPA), KRLD, Th8:30	22. Little Ratealy (Interstate), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.6 24. Range Rider (CBS), KFJZ, MF6:30, 11.0 25. Your All Star Theater (Screen Gemu, WFAA, W8:30 10.5 26. My Hero (Official), KFJZ, Su6:00 10.3 27. Sherlock Holmes (UMAM), KFJZ, Th9:30, 9.3 27. Foreign Intrigue (Official), KRLD, S9:30, 9.3 29. The Falcon (NBC), KFJZ, W9:00, 9.0 30. Stars of the Grand Ole Opry (Flamingo), WFAA, S9:30 1.3 4. STATIONS  HOWS (* Indicates Non-Network) 9. December Bride, WCCO, M. 27.0 11. I've Gut a Secret, WCCO, W. 27.0 11. I've Gut a Secret, WCCO, W. 26.5 11. Life of Riley, KSTP, Su. 26.5 13. Martha Raye, KSTP, T. 25.7 14. Ford Theater, KSTP, Th. 25.7 15. Your Hit Parade, KSTP, S. 25.2
9. Halls of Try (TPA), KRLD, Th8.30	22. Little Rascals (Interstate). KFJZ. MF7:00. 12.8 23. Life With Ellizabeth (Guild). KFJZ. St. 8:00. 11.8 24. Range Rider (CBS). KFJZ. MF6:30
9. Halls of Try (TPA), KRLD, Th8:30	22. Little Ratealy (Interstate), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.6 24. Range Rider (CBS), KFJZ, MF6:30, 11.0 25. Your All Star Theater (Screen Gemu, WFAA, W8:30 10.5 26. My Hero (Official), KFJZ, Su6:00 10.3 27. Sherlock Holmes (UMAM), KFJZ, Th9:30, 9.3 27. Foreign Intrigue (Official), KRLD, S9:30, 9.3 29. The Falcon (NBC), KFJZ, W9:00, 9.0 30. Stars of the Grand Ole Opry (Flamingo), WFAA, S9:30 1.3 4. STATIONS  HOWS (* Indicates Non-Network) 9. December Bride, WCCO, M. 27.0 11. I've Gut a Secret, WCCO, W. 27.0 11. I've Gut a Secret, WCCO, W. 26.5 11. Life of Riley, KSTP, Su. 26.5 13. Martha Raye, KSTP, T. 25.7 14. Ford Theater, KSTP, Th. 25.7 15. Your Hit Parade, KSTP, S. 25.2
9. Halls of Toy (TPA), KRLD, Th8:30	22. Little Rascals (Interstate), KFJZ, MF2:00, 12:8 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11:8 24. Range Rider (CBS), KFJZ, MF6:30, 11:0 25. Your All Star Theater (Screen Gemo, WFAA, W8:30 10.5 26. My Hero (Official), KFJZ, Su6:00, 10:3 27. Sherlock Holmen (UM&M), KFJZ, Th9:30, 9:3 27. Foreign Intrigue (Official), KRLD, S9:30, 9:3 29. The Falcon (NBC), KFJZ, W9:00, 9:0 30. Stars of the Grand Ole Opty (Flamingo), WFAA, S9:30 10:0 4. STATIONS  HOWS (* Indicates Non-Network) 9. December Bride, WCCO, M. 27:0 11. Fre Gat a Secret, WCCO, W. 27:0 11. Life of Riley, KSTP, Su. 26:5 13. Marcha Raye, KSTP, T. 26:5 14. Ford Theater, KSTP, Th. 25:7 15. Your Hit Parade, KSTP, Th. 25:7 15. Your Hit Parade, KSTP, S. 25:3  SHOWS (* Indicates Non-Network) 6. Rig Payoff, WCCO, MF. 11:6 8. *Spacets, Weather (6:15 p.m.), WCCO, MF. 11:4 8. *Spacets, Weather (6:15 p.m.), WCCO, MF. 11:4
9. Halls of Try (TPA), KRLD, Th8-130	22. Little Rascals (Interstata), KFJZ, MF7:00, 12:0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11:3 24. Range Rider (CBS), KFJZ, MF6:30,
9. Halls of Ivy (TPA), KRLD, Th8.30	22. Little Rascals (Interstata), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30, 11.0 25. Your All Star Theater (Screen Gemo, WFAA, W8:30 26. My Hero (Official), KFJZ, Su6:00, 10.3 27. Sherlock Holmes (UMAM), KFJZ, Th9:30, 9.3 27. Foreign Intrigue (Official), KRLD, S9:30, 9.3 29. The Falcon (NBC), KFJZ, W9:00, 9.0 30. Stars of the Grand Ole Opry (Flamingo), WFAA, S9:30, 13.3 4. STATIONS  HOWS (* Indicates Non-Network) 9. December Bride, WCCO, M. 27.0 11. Fre Gut a Secret, WCCO, W. 26.5 11. Life of Riley, KSTP, Su. 26.5 12. Martha Rays, KSTP, T. 25.0 13. Martha Rays, KSTP, T. 25.7 15. Your Hit Parade, KSTP, S. 25.7 15. Your Hit Parade, KSTP, S. 25.7 15. Your Hit Parade, KSTP, S. 25.3  SHOWS (* Indicates Non-Network) 6. Rie Payoff, WCCO, MF. 11.0 9. Guidling Light, WCCO, MF. 11.4 9. Guidling Light, WCCO, MF. 11.2 10. Bob Crosby, WCCO, MF. 11.2
9. Halls of Ivy (TPA), KRLD. Th8.30	22. Little Rascals (Interstata), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30, 11.0 25. Your All Star Theater (Screen Gemu, WFAA, W8:30) 10.5 26. My Hero (Official), KFJZ, Su6:00, 10.3 27. Sherlock Holmes (UMAM), KFJZ, Th9:30, 9.3 27. Foreign Intrigue (Official), KRLD, S9:30, 9.3 29. The Falcon (NBC), KFJZ, W9:00, 9.0 30. Stars of the Grand Ole Opry (Flamingo), WFAA, S9:20, 13.3 4. STATIONS  HOWS (* Indicates Non-Network) 9. December Bride, WCCO, M. 27.0 11. I've Got a Secrel, WCCO, W. 26.5 11. Life of Riley, KSTP, Su. 26.5 13. Martha Raye, KSTP, Su. 26.5 14. Ford Theater, KSTP, Th. 25.7 15. Your Hit Parade, KSTP, S. 25.1 SHOWS (* Indicates Non-Network) 6. Rig Payoff, WCCO, MF. 11.6 5. *Sports, Weather (6:15 p.m.), WCCO, MF. 11.4 9. Guiding Light, WCCO, MF. 11.4 9. Guiding Light, WCCO, MF. 11.5 10. Bob Crosby, WCCO, MF. 11.2 10. Bob Crosby, WCCO, MF. 10.5  ORIGINATED FILM SERIES
9. Halls of Ivy (TPA), KRLD, Th8,30	22. Little Rascals (Interstata), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30, 11.0 25. Your All Star Theater (Screen Gemo, WFAA, W8:30 26. My Hero (Official), KFJZ, Su6:00, 10.3 27. Sherlock Holmes (UMAM), KFJZ, Th9:30, 9.3 27. Foreign Intrigue (Official), KRLD, S9:30, 9.3 29. The Falcon (NBC), KFJZ, W9:00, 9.0 30. Stars of the Grand Ole Opry (Flamingo), WFAA, S9:30, 13.3 4. STATIONS  HOWS (* Indicates Non-Network) 9. December Bride, WCCO, M. 27.0 11. Fre Gut a Secret, WCCO, W. 26.5 11. Life of Riley, KSTP, Su. 26.5 12. Martha Rays, KSTP, T. 25.0 13. Martha Rays, KSTP, T. 25.7 15. Your Hit Parade, KSTP, S. 25.7 15. Your Hit Parade, KSTP, S. 25.7 15. Your Hit Parade, KSTP, S. 25.3  SHOWS (* Indicates Non-Network) 6. Rie Payoff, WCCO, MF. 11.0 9. Guidling Light, WCCO, MF. 11.4 9. Guidling Light, WCCO, MF. 11.2 10. Bob Crosby, WCCO, MF. 11.2
9. Halls of Isy (TPA), KRLD, Th8:30	22. Little Rascals (Interstata). KFJZ. MF7:00, 12.0 23. Life With Elizabeth (Guild). KFJZ. Su8:00, 11.5 24. Range Rider (CBS). KFJZ. MF6:30
9. Halls of Ivy (TPA), KRLD, Th8.30	22. Little Rascals (Interstata), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30, 11.0 25. Your All Star Theater (Screen Gemo, WFAA, W8:30 26. My Hero (Official), KFJZ, Su6:00, 10.3 27. Sherlock Holmes (UM&M), KFJZ, Th9:30, 9.3 27. Foreign Intrigue (Official), KRLD, S9:30, 9.3 29. The Falcon (NBC), KFJZ, W9:00, 9.0 30. Stars of the Grand Ole Opty (Flamingo), WFAA, S9:30, 4.3 4. STATIONS HOWS (* Indicates Non-Network) 9. December Bride, WCCO, M. 27.0 11. I've Gut a Secret, WCCO, W. 27.0 11. I've Gut a Secret, WCCO, W. 26.5 11. Life of Riley, KSTP, Su. 26.5 13. Marcha Rays, KSTP, T. 26.6 14. Ford Theater, KSTP, Th. 25.7 15. Your Hit Parade, KSTP, S. 25.1 SHOWS (* Indicates Non-Network) 6. Rig Payoff, WCCO, MF. 11.3 7. Arthur Godfrey, WCCO, MF. 11.4 9. Guiding Light, WCCO, MF. 11.2 10. Rob Crosby, WCCO, MF. 10.8 ORIGINATED FILM SERIES 18. Hopsions Camidy (NBC), WCCO, Su11:00 a.m. 13.7
9. Halls of Ivy (TPA), KRLD, Th8.30	22. Little Rascals (Interstata), KFJZ, MF7:00, 12.0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11.5 24. Range Rider (CBS), KFJZ, MF6:30, 11.0 25. Your All Star Theater (Screen Gems), WFAA, W-8:30 26. My Hero (Official), KFJZ, Su6:00, 10.3 27. Sherlock Holmes (UMAM), KFJZ, Th9:30, 9.3 27. Foreign Intrigue (Official), KRLD, S9:30, 9.3 29. The Falcon (NBC), KFJZ, W-9:00, 9.0 30. Stars of the Grand Ole Opty (Flamingo), WFAA, S9:30, 10.5 4. STATIONS  HOWS (* Indicates Non-Network) 9. December Bride, WCCO, M. 27.0 11. I've Golf a Secret, WCCO, W. 27.0 11. I've Golf a Secret, WCCO, W. 26.5 11. Life of Riley, KSTP, Su. 26.5 13. Martha Rays, KSTP, T. 25.0 14. Ford Theater, KSTP, Th. 25.7 15. Your Hit Parade, KSTP, S. 25.3 SHOWS (* Indicates Non-Network) 6. Rig Payoff, WCCO, MF. 11.3 7. Arthur Godfrey, WCCO, MF. 11.3 9. Guidling Light, WCCO, MF. 11.4 9. Guidling Light, WCCO, MF. 11.5 10. Bob Crosby, WCCO, MF. 11.2 10. Bob Crosby, WCCO, MF. 10.3 11. Little Rascals (Interstate), WCCO, S8-30, 13.7 20. Racket Squad (ABC), KSTP, T10.30, 13.5 20. Doug, Fairbunks Jr. Presents (AHC), KSTP, F9:00, 13.5
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9. Halls of Ivy (TPA), KRLD, Th. #130	22. Little Rascais (Interstata), KFJZ, MF7:00, 12:0 23. Life With Elizabeth (Guild), KFJZ, Su8:00, 11:3 24. Range Rider (CBS), KFJZ, MF8:30, 11:0 25. Your All Star Theater (Screen Gemo, WFAA, W8:30 25. My Hero (Official), KFJZ, Su6:00, 10:3 27. Sherlock Holmes (UM&M), KFJZ, Th9:30, 9:3 27. Foreign Intrigue (Official), KRLD, S9:30, 9:3 29. The Falcon (NBC), KFJZ, W9:00, 9:0 30. Stars of the Grand Ole Opry (Flamingo), WFAA, S9:30, 8:3 4. STATIONS HOWS (* Indicates Non-Network) 9. December Bride, WCCO, M. 27:0 11. Pre Gol a Secret, WCCO, W. 26:5 11. Life of Riley, KSTP, Su. 26:5 13. Martha Rays, KSTP, T. 26:0 14. Fard Theater, KSTP, Th. 25:7 15. Your Hit Parade, KSTP, S. 25:3 SHOWS (* Indicates Non-Network) 6. Rig Payoff, WCCO, MF. 11:3 7. Arthur Godfrey, WCCO, MF. 11:4 9. Guiding Light, WCCO, MF. 11:5 10. Bob Crosby, WCCO, MF. 11:2 10. Bob Crosby, WCCO, MF. 11:3 11. Little Ruscals (Interstate), WCCO, S8:30, 13:7 20. Doug, Fairbanks Jr. Presents (AlfC), KSTP, F9:00 22. Steve Donovan, Western Marshal (NBC), WCCO, S8:30, 13:7 20. Doug, Fairbanks Jr. Presents (AlfC), KSTP, F9:00 22. Dr. Hudson's Secret Journal (MCA), WCCO, Th9:30, 12:7 22. Dr. Hudson's Secret Journal (MCA), WCCO, Th9:30
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ADVERTISING MANAGER of a large Eastern Bank says:
"Billboard is a most useful and helpful publication, jam-packed with information that any TV user should read."

14. Follow That Man (MCA), KSTP, F.-9:30 ...16.4

#### The Billboard Scoreboard

NETWORK REVIEW

# 'Caine' Ranks With Best TV Offerings

By JACK SINGER

Ford Star Jubilee (TV)

Cast: Lloyd Nolan, Barry Sullivan, Frank Lovejoy, Russell Hicks and others, Producer, Paul Gregory. Director, Charles Laughton, TV director, Franklin Schaffner, Writer, Herman Wonk. Set designer, Robert Tyler Lec. Sponsor, Ford Motor Company thru J. Waiter Thompson.

CB5-TV, 9:30-11 p.m., EST, November

and that's no small praise, indeed.

later, it was gripping in its drafact that it was mainly a one-set ancestry. affair, where movement of the actors was held to a minimum, in no way detracted from, and in fact McCrary's Show enhanced, the dramatic power of the play for TV. They focussed Could Go Network the eyes of the audience on closeups of facial action and reaction in a way that could never be done in a legit theater. It seemed as if the play had been created expressly for TV.

As is generally known, however, the TV production, except for a few changes, utilized exactly the same script, acting talent, directing is a show which could well be Shaw's 'Devil' TV and staging created for the Broad- programmed on a network. An inway run of the play.

Nolan Superb

As Captain Queeg, Lloyd Nolan was superb. The highlight of his performance, and in fact of the

#### Sid Caesar Spoofs Movies, But Good!

Carsar's Hour (TV) NBC-TV, Monday (21), 8-9 p.m., EST. (Caught again.)

fered viewers some of his most from Eban for more Israeli arms (30) afternoon. trenchant wit yet and admirably in order to counteract the weapons of movie making.

retold on theater screens in hun- radio. dreds of versions-three sailors who get shore leave and meet and fall in love with three girls. Our hero, Sid Caesar, dreams of a farm covered with hogs. Once persuaded to go ashore, he meets a poor abused young movie star (Nanette Fabray) and together they make wonderful music together. His two pals also meet love head on in the persons of a disguised princess and the heiress to a fortune.

Touching Scenes

There were such touching scenes as the meeting of the hero and heroine on a park bench, her giving up her career for love and his noble attempt to give her back to her public because they cannot do without her. The songs and the dancers were delightfully vapid and did yoeman service in exposing the paucity of imagination that such pictures have. Such tunes as "I Love From Above You," "Bub-ble in My Heart That's Poppin' From You" and "New York," the last of which contained five words, repeated continually, delightfully spoofed the film musical form.

Caesar gave a good imitation of the bucolic quality needed by the hero, and Nanette Fahray, with appropriate mouth and eyebrow twitching, successfully rendered the emotional depths of our herotoo flamboyant in his role, and with his wife, from whom he has film story of the faterur voyage me. As usual, Carl Reiner and Miss Henie largely decorative in decided to separate, less painful moves at a pedestrian pace and lacks the spirit of high adventure Howard Morris gave good ac- hers, Bill Johnson makes good as and eases his feeling of failure and lacks the spirit of high adventure and Miss Walker makes a wonder-

Leon Morse.

whole play, was his mental disintegration (pictured in close-up) on the witness stand under the relentless questioning of the defense counsel. Barry Sullivan in the latter role was, also excellent, suc-cessfully portraying a lawyer being torn apart by inner conflict caused by the necessity of doing something he inwardly despises.

The fact that the play was in-CBS-TV can be truly proud of itially created for and presented on its "Ford Star Jubilee" production Broadway prior to its television of "The Caine Mutiny Court Mar- airing has been used by some obtial." The 90-minute stanza ranked servers to belittle the TV producwith the best that television has tion. This is sheer nonsense. For yet provided the American public, just as the motion picture, "Marty," was no less effective a feature film From the first few moments the because it previously had been a stanza got under way right up to television play, so "The Caine the last line of dialog 90 minutes Mutiny Court Martial" TV production can in no way be considered matic impact and intensity. The poorer TV because of its Broadway

Tex McCrary's MIP (Local TV) Host, Tex McCrary, Guest, Abba Eban. Producer, Hannan Wexler. Di-rector, Jim Saunders. Sponsored by Emerson thru the Getchell agency. (WABD-TV, ' New York, 7:15-7:25 p.m. EST, November 22.)

Tex McCrary's 10-minute strip terview program which brings to A Disciple Winner the local video viewer noted mests the local video viewer noted guests from all walks of life, it is exceptional primarily because of the informed questioning by McCrary. On the show reviewed, Abba Eban, the Israeli ambassador to the United States and its representative to the UN, was on hand to give his country's side of its recent difficulties with Egypt.

McCrary elicited from him the Israeli position on recent proposals

The story is one that has been commercial for Emerson's pocket more recent legit success have segs presented on TV this year. Leon Morse.

IT'S A PLEASURE

\*\*\* DAILY NEWS

Technicolor
 Cast; Sonja Henie, Michael O'Shen,
 Marie McDonald, Sereenplay, Lynn

Starling and Elliot Paul. Director,

William Seitzer, Original running time

90 minutes. Released theatrically by

RKO Radio. TV distributor, General

Teleradio Film Division, How selling:

17-title puckage. Date reviewed, May 4, 1945.

stunning sets and copious footage

of the pretty little blonde who was

10 times world champion figure

skater. Nor will there be any seri-

ous objection to the story, which,

altho not very original and some-

times hampered by lapses into

trite dialog, still contrives to be a

Altho Michael O'Shea is a shade

skating sequences.

intent on mischeif.

Film is rich in Technicolor,

#### Serling Creates Vapid Characters

Climax (Color TV) CBS-TV, #:30-9:30 p.m., EST, November 24. (Caught Again.)

Rod Serling, who has written such vivid TV dramas about business manipulation ("Patterns") and Army security ("The Rack"), has not managed so well with his picture of the Hollywood jungle. Titled "Portrait in Celluloid," it was about the last desperate shenanigans of a once Oscar-winning screen writer. Its story was such as could arouse pity and terror. But its characters were incredibly

Jack Carson's portrait of the washed-up writer was that of such an utter phoney that it was hard to believe he ever had the brains to write an award-winning picture Don Taylor, as the young writer, is so thoroly hoodwinked by Carson that his naivete belies any literary skill. Kim Hunter, as the all knowing secretary in Carson's literary agency, walked thru the show in cynical silence. Audrey Trotter, as Carson's suffering, drinking wife, came off as such a dimwit it was hard to find sympathy for her.

Put them all together and you have four empty paper bags belaboring one another.

the Taylor role, since it was apparently modeled after Serling Gene Plotnik.

Hallmark Hall of Fame (Color TV) Cast for "The Devil's Disciple": Maurice Evans, Teresa Wright, Dennis King, Ralph Bellamy, Jada Rowland, Margaret Hamilton and others. Executive producer, Jack Rayel. Producer, Maurice Evans. Director, George Schaefer, TV adaptation, S. Mark Smith. Sponsored by Hallmark Cards, Inc., thru Foote, Cone & Belding.

(NBC-TV, 4-5:30 p.m., EST, November 20.)

In spite of his vegetarian premade by Britain's Sir Anthony cepts, if George Bernard Shaw One of Sid Caesar's main sources Eden for solving Egypt-Israeli were alive today he would surely of comic strength has always been clashes. The viewer also heard have to admit that video was his satire. But in "Abandon Ship for Aben pay tribute to the United particular meat after viewing Mau-Love," a full-length hour musical States for the help it has given the rice Evans' brilliant production of dissection of sailor movies, he of- country. And then heard a plea "The Devil's Disciple" last Sunday

shown shocking signs of age when

NETWORK REVIEW

# Mills Adds Chicago Touch to 'India' TV

By GENE PLOTNIK

Assignment: India (Color TV Film) Narrator, Chester Bowles. Producerdirector, Ted Mills. Field director, Robert Graff, Original music, Alan Hevhaness. Continuity, John Frederick Muchl. Photographed by W. Suschitz-sky and Malcolm Gasper.

NBC-TV, 5-6 p.m., EST, November 24.

Ted Mills brought the Chicago touch to India in this remarkable TV film documentary, "Assignment: India." As he used to have Dave Garroway meandering around the studio, in this show he had former Ambassador Chester Bowles meandering around India. It had approximately the same quiet, unexcited, "come on along with me" touch that was identified with the old Chicago school which Mills championed in the early duys.

the perfect approach. It made a terribly remote and exotic land im- the entertainment to follow. His mediately understandable and interesting on human interest terms.

But the Mills touch was not Every writer comes to a day in just a frosting. The pictures of the could not breathe more life into were organized so subtly that the viewer was unaware of being in-

> presented on TV, but the Hallmark version of Shaw's 60-year-old comedy was timelessly rich in witty, perceptive satire, and the best argument for the 90-minute TV drama to date.

> > Excellent Cast

The cast, headed by Evans, Dennis King, Ralph Bellamy and Teresa Wright, was uniformly excellent, with Evans and King (who both appeared in a Broadway revival of the play in 1950) walking off with top thesping honors.

Evans has never been better on TV, having finally scaled his legit technique down to the necessarily narrower dimensions of the television screen. The polish, charm and magnetism are still there, but they're video-sized now and therefore more effective.

The sets, costumes and general production values were all top to a medium which projects best made "The Devil's Disciple" one McCrary also delivered a strong in close-up. The lines of many a of the most rewarding dramatic June Bundy.

formed. The mood of the show was exactly keyed to that of the contemplative people it was cover-

Tremendous achievements have been made in the TV documentary in the past couple of years. Add Ted Mills to the list of candidates for a degree of master of the art.

#### Skinner Fills Day TV Niche to a 'T'

George Skinner Show Local (TV) WCBS-TV, New York, Wednesday (17) 8-55-9-55 a.m., EST (Caught again).

A catch-all type of local variety stanza, the George Skinner show is an extremely low-pressure daytime stanz which has found its niche with local video fans. Skin-For "Assignment: India" it was ner himself is an extremely able emsee who sets the pattern for cast includes top-notch singing talent, pianist Mort Lindsay and Col. A. C. Watt, a mechanical man.

which a script just refuses to come faces and places and the music, was given over to an interview Much of the program reviewed off the page and live. But it is both original and native, were with Ruth Warnecke, a zoologist, especially surprising that Serling beautiful. The images and sounds who had along with her an anteater and a lion cub. The cub was an interesting animal to watch, much like an overgrown cat. Also presented was an Oswald the Rabbit cartoon about Christopher Columbus which must have appealed to children. Later the Colonel did some sort of eccentric dance.

The singing was first-rate, especially Bob Eberle's "September Leon Morse

#### Paul-Ford Hardly Viewer Builders

Les Paul and Mary Ford (TV Film) Stars, Les Paul and Mary Ford. Produced by the Instructo Corporation on Electronicam. Director, Herbert Hirabman. Presented by Warner-Lambert Laboratories thru Kenyon & Eckhardt. (WABD-TV, New York, 7:25-7:30 p.m., EST, November 22.)

This program is almost as much plug as it is entertainment, and since the entire show runs only succeeded, for the most part, in that Russia is shipping Egypt. The cal subtleties are admirably suited the play was still "the thing" that During the five minutes, Les Paul five minutes, the combination is and Mary Ford offered two numbers - "Tiger Rag" and "Whisper-

> Paul, of course, is outstanding at the guitar, and his wife's voice backs him up nicely. They did "Tiger Rag" together. It sounded, however, as if it was done on multi-track recording. This becomes sort of confusing to the viewer, because he cannot square what he is seeing-one man playing a quitar-with what he hearsseveral guitars playing together.

The commercial stressed the fluoride action in Listerine's antyzyme toothpaste.

Leon Morse.

#### CHRISTOPHER COLUMBUS \*\*\* DAILY NEWS

Cast: Fredrie March, Florence Eldridge, Francis L. Sullivan. Screenplay, Muriel and Sydney Box and Cyril Roberts, Director, David McDonald. Original running time: 104 minutes. Released thentrically by Universal-International. TV distributor: ABC Film Syndication. How selling: 15-title "Anniversary Package." Date reviewed. October 13, 1949.

The elaborate British-made production has been beautifully filmed in Technicolor, is ably acted by Fredric March in the title role and by Florence Eldridge, as Queen Isabella of Spain, boasts several The story is a tenuous tale of an highly dramatic sequences and unhappy schoolteacher, whose wife follows in general the pattern of is carrying on an affair with a Christopher's famous search for the

An incident makes the parting hand of David MacDonald, the situation comedy, it fails to stir as oo flamboyant in his role, and with his wife, from whom he has film story of the fateful voyage clear a reaction. counts of themselves in supporting country of an ice show and Marie frustration. The wife is left with-McDonald scores as a bored wife out husband or lover, as the latter attended the discovery of the New World.

#### Nancy Walker Foil In Skelton Sketch

Red Skelton (TV) CBS-TV, 10-10:30 p.m., EST, November 22. (Caught again.)

Nancy Walker teamed up with Red Skelton this week in a script about courtship in the tenements. The show offered a suggestion of what would happen if Jerry Lewis and Martha Raye were to take over the leads in "The Honeymooners." In broad slapstick style, the domestic sketch is indeed likeable and amusing. But lacking the But under the heavy directorial warm human values of the real

> Red is indeed a first-rate clown, turn the bum into a gentleman she

Capsule critques of motion pictures entering TV, based upon reviews originally published in the Daily News.

Cast: Michael Redgrave, Ronald Director, Anthony Asquith. Produced by Teddy Baird. Presented by J. Arthur Rank. Original running time 90 minutes. Reicused theatrically by Universal-International. TV distributor: ABC Film Syndication. How sell-ing: 15-title "Anniversary Package." Date reviewed, October 30, 1951.

Terence Rattigan's playlet, which won the Ellen Terry Award in London for the 1948 theatrical season. has been made into a motion picture. The film gives us an interesting glimpse of life among the masters in an English boys' school. lovely backdrop for some beautiful younger and more vigorous mem- Western passage to India. ber of the school's faculty.

puts an end to the affair.

THE BROWNING VERSION \*\*\* DAILY NEWS

Howard, Screenplay and story by Terence Rattigan based on his play.

#### • TV Commercials in Production

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

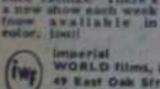
This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's LA-Lise Action; FA-Full Animation; SA-Semi-Animation; SE-Special Effects; J-Jingles; M-Music; S-Sildes; ID-Station break; NA-Not available.

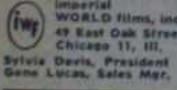
(Continued from last week)

(Commica )	rom was week		
Sponsor, Product, Agency (Show If any) PUBLIC UTILITIES	No. (Seconds)	Type (Color)	Commercials Produces
N. Y. Telephone Co., Public Service,	3 (10, 20)		Charles of the Land Street
General Electric, Institutional, BBD&O			Lewis Sound
RADIO, IS SETS. PHONOGRAPHS (Res RCA. Tubes, Al Paul Lefton	4 (180)	hereoft	
RCA. Records, Grey (Million Berle	1 (60)	FA	Hill Street
RCA Victor, RCA Victor Products, Kenyon & Eckhardt	1 1000	. PA (C)	BIII Sturm
RCA Victor, RCA Victor Products.	1 (20)	LAberne	n Geme, NY
Solvania Electric Products, Inc.; Tele-	1 (50)	LA	Fax
RCA Victor, RCA Victor TV Sets.	NA	NA	Sarra
J.F.D. Munufacturing Co., Television	2 (90)		
TORACCO, CIGARETTES, CIGARS General Cigar Co., Cigars, Young	NA		
P. Lorillard, Old Gold Cigarettes, Lennen & Newell (Truth or Conse-	3 (45)		
R. J. Roymolds Tobacca Co. Comet	4 (20)	ID	. Transfilm
R. J. Reynolds Tobacco Co., Camel Cigarettes, William Esty (News			10 10 10 10
American Tobacco, Tarerton Ciga- rettes, M. H. Hackett Co.			the second second
rettes, M. H. Hackett (Junice)	NA		
Liggett & Myers, Chesterfield Clea- resten, Connorman & Waish (Drag- net)  Liggett & Myers, Chesterfield Circ.			
rettes, Cunningham & Walsh (Gun-			200 00000000000000000000000000000000000
Ligarti & Myers, Chesterfield Ciga- rettes, Cunningham & Walsh (War-			
Liggett & Myers, L & M Filters, Con- ningham & Walsh (Dragnet)			
ningham & Walsh (Gunsmoke)	1 (20)		
Liggett & Myers, L & M Filters, Con- ninghum & Walsh (Warner Bros. Presents)			2022
ningham & Walsh (Million Dollar			
Movie)  OFFEE, TEA, COCA, Etc.  Nestle's, Instant Coffee, McCana-	0 (20-60)	LA, SE	Volcano
Erickson	1 (60) 2 (20) 1 (8)	LA. FA. SE	Rill Storm
Salada Tea Company, Tea, Hermon W Stevens	1 (10)	FA (C)	BIH Committee
General Foods, Instant Coffee, Ben-	3 (10)	FA	.Bill Sturm
ton A Bowles, M-G-M Show, De- cember Bride, etc.	6 (60, 30, 20)	LA	Vidicam
Belding (People Are Funny)	NA .		
Paston & Vierling Steel Co., Steel Products, Allen & Reynolds (Local	1 (90)	LA	Vidicam
Remington-Rand, Inc., Remington- Rand Machines; Young & Robicum,	4 (90)	LAGo	odwin Film
Sienderella Systems, Inc., Sienderella	NA	NA	Sarra
U. S. Steel, Steel Products, BBDAO	NA	NA	Sarra
(U. S. Steel Hour)	8 (45, 120,	LA, FA	Vidicum
Winners Mining & Mrg. Co., Sa- sheen Ribbon, MacManus, John &	7 (60)	LA	Vidicam
Adams (Arthur Godfrey)	1 (10)	LA, 5A	Transfdm
Adams (Mickey Mouse Club)	1 (60)		1,000
(Continued	1 (60)	LA (C) Harr	is-Tuchman
115301101111111111111111111111111111111	THE RESERVE AND ADDRESS OF THE PERSON NAMED IN COLUMN TWO		

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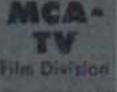


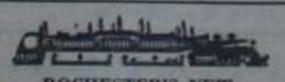






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#### THIS WEEK'S FILM BUYS

ABC FILM SYNDICATION SHEENA, QUEEN OF THE JUNGLE WPIX, New York: Adv. TBA

CBS TV FILM SALES LONG JOHN SILVER KTRK, Houston: Adv. TBA

NEWS FILM Brussels, Belgium: Adv. TBA AN FRANCISCO BEAT

WRGB, Schenectady, N. Y.: Genessee Brewing KFJZ, Fort Worth: Adv. TBA

WNRF, Binghampton, N. Y.: General

INTERSTATE TELEVISION CO. PUBLIC DEFENDER

WPIX, New York: Adv. TBA

NBC FILM DIVISION THE GREAT GILDERSLEEVE

Syracuse: Haberle Congress Brewing Tampa: Tampa Motor Club WTHI, Terre Haute, Ind.: Kroger Grocery BADGE 714-A

KRBB, Eldorado, Ark.: Adv. TBA RADGE 714.B WCNY, Watertown-Carthage, N. Y.: Carl-

ing Brewing WOAL San Antonio: Adv. TRA. BADGE 714-C KXLY, Spokane: Adv. TBA

STEVE DONOVAN, WESTERN MARSHAL

WCIA, Champaign, Ill.: Kelly Potato Chips

THE VISITOR WIVI, Tampa: Adv. THA HOPALONG CASSIDY-I HOUR WHAM, Rochester, N. Y.: Adv. TBA HOPALONG CASSIDY-4 HOUR-A WHAM, Rochmer, N. Y.: Adv. TBA KRIIB, Eldorado, Ark.: Adv. TBA HOPALONG CASSIDY-16 HOUR-B WHAM, Rochester, N. Y.: Adv. TBA

LIFE OF RILEY-B KHOL, Kearney-Holdrege, Neb.; Adv. TBA

LIFE OF RILEY-D KFBC, Cheyenne, Wyo.: Pacific-Gamble

#### RCA RECORDED PROGRAM SERVICES

TOWN AND COUNTRY TIME WGN, Chicago: Cole-Finder, Lincoln-Mercury Dealer

WIMA, Lima, O.: Berger Beer, KREM, Spokane: Quality Motors; Spokane Film & Developing Co. WFBM, Indianapolic 5am Wolfe, Auto-KFLQ, St. Joseph, Mo.: Blue Cross-Blue

WHIZ, Zanesville, O.: Widerman Brew-W15N, Milwanken; Aristo Blue Chin-

KOAT: Albuquerque, N. M.: WCTV. Tallahassee, Fla.; WALA, Birmingham; KHAS, Hastings, Neb.: Adv. TBA THE SAM SNEAD SHOW

WVEC, Hampton-Norfolk: Varsity Shops WMFD, Wilmington, N. C.: Cadillac-Oldsmobile Dealer KVTV, Sioux City, In.: Hoak Oldsmobile WGEM, Hamilial, Mo.: Adv. TB/

#### STERLING TELEVISION CO.

HOWLING TIME KGGM, Albuquerque, N. M.: Davidson Auto Sales: WIVN, Columbus, O. WKRC, Cincinnati: Bavarian Beer WKOW, Madison, Wis.: Neht Bottling KAKE, Wichita, Kan.: Pyramid Motors

SOVIE MUSEUM KSWO, Lawton, Okla.; WIMA, Lima, O. WNRE, Binchamton, N. Y.; KSWS, Roswell, N. M.; WSJS, Winston-Salem, N. C.; WBEL, Bellefonte, Pa.: Adv.

KING'S CROSSROADS

WTVD, Durham, N. C.; WSFA, Montgomery, Ala.; WDSU, New Orleans; KCEN, Temple, Tex.; WBEL, Belle-fonte, Pa.: Adv. TBA STILE THEATER

KTAL, San Angelo, Tex.; WNHC, New Haven, Conn.; WLBT, Jackson, Miss.; WNRF, Bioghamton, N. Y.; WREL, Bellefonte, Pa.: Adv. TBA

#### D. Fairbanks Tops 'Riley'

NEW YORK, Nov. 26 .- "Life of Riley" was erroneously listed as the top syndicated show in New York in the Pulse charts that ran in the November 12 issue of The Bill board. In New York, as in most Top Plays of 1955 ..... 44 ..... Fireside Theater cities east of the Rockies, "Riley is on the NBC-TV network sponsored by Gulf Oil. It is syndicated by the NBC Film Division in markets not bought by Gulf.

Hence, the top syndicated show Thompson-Koch Agency in New York in October was "Douglas Fairbanks Presents the Rheingold Theater," which had a Pulse rating of 13.1.

#### **Red Skelton**

Continued from page 11

smacked the guy all over the set, and he returned in kind. TV seems to be impatient with slapstick. It welcome.

#### NETWORK SHOWS NOW IN SYNDICATED RERUNS

The following is a list of syndicated half-hour film shows that had their first run on network. There are 42 different series in this list, accounting for 2,577 films, or 1,288 hours of programming. This list does not include a couple of quarter-hour series and three series of kinescope recordings that are likewise network reruns.

The list embraces shows that went into rerun as long ago as 1951, as well as shows on which the syndication sales effort has not yet really begun.

MCA-TV Film Syndication has the largest collection of rerun

product with 10 different series comprising 642 films. Its "Famous Playhouse" alone consists of over 200 network reruns.

The shows on this list still constitute only a small percentage of the total amount of film in syndication. One recently quoted estimate had 495 made-for-TV series in syndication. On those terms, network reruns are 10 per cent of the total. But in view of the fact that the shows on this list are all half hours, and in view of the great number of episodes in some of these series, reissues probably account for close to 20 per cent of syndicated product in terms of potential programming time.

That in itself, however, is not a true measure of the status of reissues in the syndication market today. The sales story on network reruns seems to get more impressive every week. Some distributors are putting more ambitious promotion behind them. And while production of Class A shows for first-run syndication shows signs of slacking, note that 11 of the shows on this list entered syndicated since the first of this year as did parts of two others.

An asterisk (\*) after a network title indicates the series is still

ı	playing network.		
9	ABC Film Syndication	Episodes	Network Title
	Playhouse Racket Squad Ray Bolger M. & A. Alexander Boss Lady	60	Racket Squad Where's Raymond?
l	Advertisers TV Program S Mr. and Mrs. North	ervice	
	CBS TV Film Sales Life With Father San Francisco Beat Gene Autry Amos 'n' Andy	78	*The Line-Up
	Consolidated TV Sales Hollywood Half Hour	37	Silver Theater
	Flamingo Films Beglah	78 13 (of 29)	Beulah Jewelers Showcase
1	Harriscope So This Is Hollywood		So This Is Hollywood
	Interstate Public Defender I Married Joan	69 98	. Public Defender . I Married Joan
	MCA-TV Film Syndication Pride of the Family Heart of the Gity Headline Famous Playhouse	40 91	Big Town
	Biff Baker	26 26 13 82 52	Rebound Lux Video Theater Man Against Crime Fireside Theater
	NBC Film Division The Visitor	26	Victory at Sea
l	National Telefilm Associate		. Schlitz Playhouse
	Official Films Willy My Little Margie The Erwins My Hero Screen Gems	126	. Trouble With Father
ı	All Star Theater	117	. Ford Theater

#### Rerun Audience

Television Programs of America

Susie ..... Private Secretary

Inspector Mark Saber ...... 39...... Mystery Theater

Your TV Theater ........ 120 ..... Fireside Theater

Your Star Showcase ...... 52...... General Electric Theater

The Pendulum ..... 39..... The Vise

· Continued from page 5

Ziv-TV

Gene Plotnik. of the debut. In Los Angeles, a second time.

where it is sold to KTTV, the potential is 129 per cent. Secretary" received a 20.1 rating in L.A. on its debut.

These estimates are only of pois a tribute to Skelton that he has 52 cities. In New York, where the tential first-run audience and take been able to carry it off so regu- show is carried by WPIX, the no account of the possibility that larly and so long and still find a present potential is 125 per cent some viewers will sit thru a film

LEGIT

# Miss Sullavan & Co. Delightfully Naughty

By BOB FRANCIS

We have practically no actress who can take hold of a most outrageous theme, something which should unquestionably be frowned upon by any reasonable moral standard, as can Margaret Sullavan, and not only make you forgive it but like it. When Miss S. in that engagingly semi-breathless voice of hers fallaciously explains why it is as the lover who enters and exits perfectly reasonable for her to via a dumbwaiter, and Preston for shack-up for two months out of a year with a professorial lover and which he can sink a farceur's tooth. simply cannot understand why a shipping tycoon of a husband can possibly object, anybody with an eye and ear for the Sullavan charm must go along with the gag. That's what happens with "Janus" at the Plymouth Theater, and why Alfred de Liagre Jr., has a net hit.

Author Carolyn Green calls "Janus" a romantic comedy." Actually, it is a sexy French farce done in terms of Washington Square. Roughly it had to do with a pair of married lovers who meet for summer interludes to co-author historical best sellers, the while enjoying themselves and each other. Eventually the lady's hisband inadvertantly interrupts the idyll as does likewise an internal worry about it until you get out of crazy about being patronized. the theater. Meantime, it is so Doubling at the piano, she runs

Roger Ray Palace Theater, New York

Roger Ray heads up the new holiday bill which, incidentally, is exceptionally good. Ray is really cooking this time, clocking belly laughs with his comedy patter and aylo routine. A very solid act, in-

Other standard returnees to the agenda are Rex Ramer and Eilene, whose comedy vocal antics are always fave with a Palace congregation; the Lane Brothers, with their excellent novelty acro routines, and Gautier's Tally-Ho, for a dog-and-pony wind-up. John and Claire St. Claire open the bill with superior tapping, this time introducing their son and daughter. The kids are good, too.

lads and two gals), completely live Arthur Anderson-are devoid of un- usual. Bleu. They are excellent again. pressed, partially because he looks who can curl a lip and raise an like a good recording possibility.

Lou Kristofer and Patsi King, exactly like an El Greco painting, eyebrow for most benificent results

Obviously, the Norman Paris youthful ballroom team, are as re- Jeanne Button's costumes, while with a specially arranged specialty. Trio is on deck to give all and sunfreshing a pair of youngsters as low-budget, are clever. you'll currently find, clean, smart and gifted footwise. This is one of the Palace's top weeks.

Francis.

Richard Malthy Ork Statler Hotel, New York

In the old day the Palace was a mecca to vaudevillians, and in the recent years Statler's Cafe Rouge room here has taken on a similar stature in the band business. Consequently, Richard Maltby's initial booking into the spot is considered highly significant in the trade.

Malthy's danceable brand of subtle swing is doing a healthy weekend business for the room, Malthy and his 17-piece crew dish up a tasteful collection of standards and pop, leaning more toward the former. A solid terp beat predominates on most of his to go through flawless and intriselections, which should please the cate dance routines without eve school crowd. Maltby's new vocal, achieving the status of stars. ist, Frankie Crockett (that's her

Mrs. Green's wholly irrational characters, altho the denouement will hardly be condoned from a Sunday pulpit.

Abetting Miss Sullavan in the above happy proceedings are Claude Dauphin and Robert Preston, and better help she couldn't have. The former is at his beguiling best in underplayed comedy once has a part in the husband in Both of them are delightful. Likewise important are contributions from Mary Finney and Robert Emhardt, both of whom have their moments for belly-laugh ensnarement.

Don't stop to analyze "Janus." Just go and meet some enchanting

Hildegarde Blinstrub's, Boston

The sophisticated chanteuse took this big boite by surprise. Nothing quite like her has been seen here. She presents a glamorous figure. Her opening "Friendship" seems genuine enough and she tries hard to be terribly winning. But it soon appears that she revenue agent, who is somewhat is an "artiste" of more temper than more than puzzled by the marital temperament as she scorches any situation. It doesn't matter in the patron who dares move a muscle least whether or not anything that with her scathing scorn. It is soon happens is credible; you won't obvious that the patrons are not

beautifully and illogically played, thru many of the songs that made and directed accordingly by Regi- her famous, such as "Lilli," "Take nald Denham, that you are going It All in Your Stride," an Abe Burto have a very fine evening with rows "French" song and "Wunder- combo, Cole goes through his vobar." A couple of "funny" stories calizing and some horseplay with didn't click and between fluffs and his ear-to-ear smile never wearing airs the big crowd wasn't too im- off. His selections, though heard pressed. What she did to "That's a thousand times by most of the New Orleans. Dewar.

> The Last Love of Don Juan Rooftop Theater, New York

With obvious energy and imagination Boyle and Betbeze Productions has made quite a physical transformation at the old Rooftop Theater. Unfortunately, the current offering, "The Last Love of Don Juan," is not all it should be. The play suffers from a split personality, two acts of travesty and a third of soul searching. The schithe direction and acting.

Holland.

#### BROADWAY SHOWLOG

Performances Thru November 26, 1955

DRAMAS A Roomful of Roses .. 10-17,'55 309 283 Diary of Anne Frank . 10- 5,35 Highway Robbery . . . 11- 7,55 Hatful of Rain . . . . . 11- 9,55 Inherit the Wind . . . . 4-21,35 the Pleasure .....10-10,'55 No Time for Sergeants, 10-20, 55 The Desk Set ..... 10-24,'55 The Chalk Garden .... 10-26,'55 The Heavenly Twins ... 11- 4.'55 August Moon .....10-15,'53 The Terrible Swift Will Success Spoil Rock Hunter? .....10-13,'55 Witness for the 

MUSICALS

Comedy in Music ..... 10- 2,'54 Damn Yankees ..... 5- 5,'55 D'Oyly Carte ..... 9-27,'55 Plain and Fancy ..... 1-27,'55 Silk Stockings ...... 2-24, 55 The Boy Friend ..... 9-30, 54 315 

CLOSED Comedie Française .... 10-25,'55

COMING UP Pipe Dream ...........11-30,'55 Cradle Song ......... 12- 1,'55

Nat (King) Cole Sands Hotel, Las Vegas

Even in off-season, when tourist flow is at a minimum, Jack Entratter insures full houses at his a brief Broadway stay. Copa Room with Nat (King) Cole, voted platter fans alone.

Backed with a fine musical Aplenty" shouldn't be heard in guests, are received like they were being premiered.

Second spot on the show is taken by singer-comic-mimic Sue Carson, an able comedienne who can hold the audience longer than most in this type of an act. Her "Seven Approaches to Love" is one of the high spots of the show.

Oncken.

Irwin Corey Le Ruban Bleu, New York

Irwin Corey is back again, which a delightfully arranged, vocal jibe. means, as far as this department is zoid tendency is also apparent in concerned, that the room is bomb- Sues. Comedy singing duo are proof. The "Professor" is in top smoothing out in projection. But The contributions of the per- form to slay the customers with still think that they have some way formers also are dualistic. Some anything from panto to a Shake- to go via an over-eager push to Three acts are new to the house. rely on weird make-up, speech de- speare reading. His material runs please. Veronica Martell contributes some fects and mispronunciations for to pattern, but somehow he always The Spell- comedy, while others-particularly makes it seem new. He is quite (male trio), who have a well-ar-

> She is another justifiable favorite dry a top musical backgrounding. with Ruban customers who savor

NIGHT CLUB

## Billy Daniels Opens Expanded B'klyn Club

By BOB FRANCIS

Certainly the biggest and plushiest nitery catering to the metropolitan area since the demise of Ben Marden's Riviera is Ben Maksik's Town and Country Club in Brooklyn. Maksik has gone all out via the eccentric stepping of the in investment this year with a terraced floor addition seating 1,700 customers, everyone with an unobstructed view of a huge dance floor and obviously of any entertainment thereon. The new set-up, seen at a press preview this week, impresses via excellent taste in decor and arrangement.

It is a huge undertaking to swing financially, but since Maksik has pyramided a hot-dog stand into a nightery palace over a perod of 18 years, it is likely that he knows all the local angles as to filling his emporium with paying guests. At all events, he books top talent for solid entertainment value.

Currently on hand for the gala opening was Billy Daniels, and the a medley of his old record hits in "Old Black Magic" maestro was in his current stand, all of which rare form. Daniels progressively sold a dozen numbers, interspersed with a bit of clowning and nos-

Carmen Amaya Holiday Theater, New York

On Sunday (20) Carmen Amaya, that Spanish spitfire, brought her dancing family and friends back for

Needless to say it's a fairly exwho can pack the house with de- citing evening, with lots of heel stomping, hand clapping, guitaring and flamenco wailing, topped by Miss Amaya herself dancing and singing as usual, like an unleashed wildwoman. Somehow, tho, she gives the impression she doesn't really mean all her wild gyrations when her great sense of humor pops out of a wicked glance.

Assisting her is the truly excellent guitar work of Sabicas, a star act himself. There's an array of fine dance work from Pepita Ortega, Goyo Reyes, Lucerito Tena, Diego Amaya, Olga Fernandez and Curro Amay. The revue's nicely costumed and just as gypsy as they come. All the opening night "oles" are well deserved. McDonald.

Held over are Allan and Phyliss

binders, chanting quintet (three Joan Wetmore, Ben Lackland and terrific on the belly laugh side, as ranged rep, particularly as to balup to the review given them in called for gimmicks and are truly Likewise a returnee is Dorothy Waters" and an arrangement of these colums recently at Le Ruban funny. Kelton Garwood also im- Loudon, chantress comedienne, "Talk of the Town." Lads look

from Benny Payne at the piano, it added up to a polished piece of

Also on the agenda were the Four Guys, contributing their superior harmony with a break-up bit Austen Brothers. Comic department was competently handled by Jay Jason, and an excellent novelty act stemmed from Andre, Andre and Bonni wherein three fems impersonate department store dum-

Maksik evidently knows his audience and how to book a balanced show to suit. The place looks to be off to a sock start.

Vie Damone Cocoanut Grove, Los Angeles

Vie Damone will give Grove habitues more than their money's worth once he settles down. Wisely enough, Damone has seen fit to use brought cheers from ringsiders. Damone's voice has matured to a point were customers want to hear him talgia. As usual, with an assist and not the over-produced and illtimed window dressing he uses in the act. His rendition of "Autumn Leaves" was a standout and probably was the only number he sang uninterrupted. To add to the general circus atmosphere, Damone took a transatlantic phone call from his wife, Pier Angeli, in London, midway in this turn. Laurette and Clymas, dance team, do four numbers in a room where customers other than ringsiders are required to use a periscope to enable them to see the act. Friedman.

> Katherine Dunham Broadway Theater, New York

For a well-balanced program, the incomparable Katherine Dunham has split her dazzling show into three portions. The first gives us songs and dances based on South American and Caribbean life; the second, pure, spellbinding dance in the Dunham muscle-control school, and the third. American Negro culture.

Tho the singing and dancing in general is of high caliber, the second portion of the show-dances based on ancient Negro ritualsoffers the evening's dance highlights. Here Lenwood Morris, Vanoye Aikens, Lucille Ellis, Walter Davis and Ural Wilson are really astounding in displaying that muscular, Dunham type of dance. Elsewhere in the program Ricardo Avalos, Lavinia Hamilton and Rosalie King likewise show technical skill and emotional power.

The over-all effect is colorful, light, humorous, bawdy and raw. Miss Dunham is adept in stimulating the senses, but in all respects leaves nothing to the imagination. McDonald.

Eartha Kitt Mocambo, Hollywood

Eartha Kitt opens her current stint with a number called "I Want to Be Evil," and she tries to give that impression. The theme of Miss Kitt is sex, and you don't have to spell it backward for people over 35 to know what it is.

Endowed with beautiful features, excellent figure and good voice, Miss Kitt conjures a sort of psychoanalytic vision on the stage, something that every man wants but can't have because you know it isn't real. She sings numbers like "C'est Si Bon" and "What Is This Thing Called Love?" Her sensuous dancing is more naked than the Gstring version at Minsky's.

In the final analysis, tho, as she real moniker), is sweet-faced and sultry-voiced with a promising strate the ingenuity which makes tyle, particularly on ballads.

Bundy.

Such numbers as Duke McGee and and their clown routine demonstrate the ingenuity which makes show, chirping adequately with a book of a cobra poised to strike, or which makes show, chirping adequately with a best on the Strip.

TV songstress Roberta Linn holds down second spot on the show, chirping adequately with a best on the Strip.

NIGHT CLUB

# Marge & Gower Champs at Vegas

By ED ONCKEN

be found in originality and personality, for other teams are also able

Such numbers as "Duke McGee" entrance an audience.

dance motions as a thief attempt- novelty in Vegas) which enables The only dance team in exist- ing to steal a treasured vase from her to prance about without a ence that Las Vegas Strip show Aphrodite, who, of course, is cumbersome or unsightly mike bookers would dare to headline- Marge. The result is delightful. trailing wire all over the stage. Marge and Gower Champion-are The clown routine is a fitting finale back again for another successful for a superb offering, with the French sleight-of-hand artist, Domengagement, this time at a brand team making up as clowns, going inique, who continues to entertain new location, the Venus Room of through their pathetic comedy cut- as much in the audience, copping ups, and again into a simulated watches and wallets, as he does The answer to their success must dressing room sequence, with a onstage with a crew of stooges touching dramatic overtone. The making like bewildered customers. result is tops.

by a male quartet for a different lot of youngsters. effect, but they need no frills to Well-produced chorus numbers

Opener on the show is the The results furnish a light 20 min-The Champions are supported utes of the total, and bring out a

Communications to 1564 Broadway, New York 36, N. Y.

# Kidisk Business Big Orphan; Labels Adopt New Policies

### Drops 50%; Many Posers Plague Field

By BILL SIMON

NEW YORK, Nov. 26.-In the past few years, childbirths in this country have averaged close to 4,000,000 per annum, but the children's record business for 1955 is shaping up as one big orphan.

With only a few exceptions, this phase of the business, which several years ago reportedly accounted for about 15 per cent of total disk unit sales, has been brushed off by the companies. Most of them have bent their best efforts elsewhere. As a result, kidisk business at certain companies has dropped as much as 50 per cent off last

Each company has its own explantation for the alarming drop in the face of unprecedented potential, but the facts are that only one major company, Columbia, operates a full-fledged children's artist and repertoire department. Only one other major, Mercury, ran a special sales promotion this fall on children's records. Mercury, however, virtually eliminated 45 r.p.m. records from its children's catalog. RCA Victor shifted its major emphasis to its 49-cent Bluebird line, while the subsidiary Camden label also broke in with a sizable 49cent catalog.

platter as a factor in the overall kidisk picture, however, also pointed up a marked shift in the market away from standard disk outlets. The 49'ers, along with the little 25-cent disks, are finding their way into the supermarkets,

#### Bleyer Won't Block La Rosa

it has been rumored, it is believed trade. not try to block his departure.

stays with the label.

panies, one of which is Coral.

#### KIDDIE VERSION OUT ON 'TONS'

NEW YORK, Nov. 26.-Simon & Schuster, purveyor of the 25-cent Little Golden Records, relies heavily on impulse buyers, and consequently some of its biggest selling titles have been kiddie versions of top pops.

Currently, the outfit is rushing out its own "16 Tons." The version has special childworthy lyrics which reportedly describe the functions of a coal miner-a sort of "how to do it" affair, with no unkind references to the company

rack operations, chain stores and toy departments in department

material - i.e., nursery rhymes, a good year for the childrens' de-Mother Goose, folk stories-may be partment, however, because of 49found on 98-cent disks today, cent sales, and particularly because They're all on the budget disks, as of "Davy Crockett" at 49 cents. are most of the pop and standard There has been very little new (Continued on page 53)

#### 49c Markets, 'Educationals' Change Slants

NEW YORK, Nov. 26.-Despite what appears to be a general drop in children's record sales in the face of the industry's biggest year, the field is undergoing important changes. These are particularly noteworthy in the development of the new 49-cent market in supermarkets and chains, and in the upswing of so-called "educational" material in the higher price bracket.

Here is a brief summary of the situation among the principle producers of kidisks:

RCA Victor

At RCA Victor, the 98-cent busi-Little, if any, standard children's ness is off considerably. It will be (Continued on page 56)

# Rack Jobbers Give Diskers Expanding The emergence of the 49-cent M'kt, Shot to EP's

Dealers Spread Across U. S. in New Sales Areas, Reporting LP's Outsold

By JUNE BUNDY

NEW YORK, Nov. 26.-In addition to providing record manufacturers with an expanded market, rack jobbers are giving the heretofore unspectacular EP business a shot in the sales arm. Altho deal- disers, a new affiliate of the Super Moves Ahead ers sell far more LP's than EP's, Market Drug & Cosmetic Com-NEW YORK, Nov. 26.-If Julius rack jobbers report their EP sales pany, Inc., Newark, N. J., is the La Rosa leaves Cadence Records, as considerable higher than their LP latest ack jobber to enter the \$150,000,000 civil antitrust suit York City area, where most jocks,

deal with Bleyer which specifies troit, for instance (which services) Bleyer was out of the country at open up another branch in Akron. press time, and could not be Handleman is also expanding its reached for comment. La Rosa has coverage within its branch areas. been dickering with several com- The firm now services racks in department stores, luncheonettes,

campus book stores, five and dime chains and Army and Navy bases, in addition to its regular supermarket and drug chain routes.

Market M'disers

Meanwhile, Market Merchanrecord rack field. Market Merchan- of 33 song writer members of the excepting those on foreign lanthat President Archie Bleyer will At the same time, rack jobbers disers-headed by General Manager across the country are continuing Harold Ragoff-picked up 50 rec- Authors and Publishers against gies down, and even, like WNEW's La Rosa, who was there at the to expand their own markets. The ord racks this month in its initial beginning, reportedly has a fancy Handleman Drug Company, De- foray into the field. The firm step forward, with another defend- against the canines brand of mu-(which services some 300 racks) that he gets 50 per cent of Ca- more than 1,200 racks in drug- in drugstores and supermarkets examination, December 12. This is dence's net profits as long as he stores and supermarkets in nine throout New Jersey) is modeling Sidney Kaye, BMI counsel. BMI reflected in a reported sale of only Midwest areas), is making plans to its new record rack operation after the Handleman formula, with merchandise put in the stores on Haverlin, and veepees Bob Burton Boston and Philadelphia, where the a 100 per cent guarantee and job- and Bob Sour. ber sales people servicing the racks two and even three times a week.

According to Ragoff, Market Merchandisers has already obtained franchises from four major labels, and expects to handle Victor, Columbia, Coral, Decea, Capitol,

BRANCHING DJ

# Freed Moves Out Into Club, Movie Fields

NEW YORK, Nov. 26. - Alan Freed, WINS deejay here, is branching out into the nitery and movie field next year, in addition to his present sideline of presenting picture theaters.

own 18-piece band into Birdland January 1.

(Continued on page 53) the diskery pays. Starting January hike deadline.

#### GREAT SONG; WROTE IT!

NEW YORK, Nov. 26.-Coral Records sales chief, Norm Wienstroer, recently sent a note to his distributors plugging "Siek, Siek, Siek," re-

"Let's face it," Wienstroer notes, "great songs are being written every year. . . . Here is a truly great song with all the rhythmic charm of 'Maybellene' and the lyric sophistication of 'Daddy-O'. . . . I predict that 'Sick, Sick, Sick, will be one of the truly great and immortal songs of our day, along with other fine compositions such as 'Cum Drop,' 'At My Front Door and T Hear You Knocking

Just remember you heard it here first," (signed) Norm Wienstroer.

"P.S.: I wrote it."

#### FOX REPORT

# Big Increases In Mechanical Fees to Pubs

NEW YORK, Nov. 26.-Mechanical royalties to publishers are showing substantial increases, according to the office of Harry Fox. IF IT SELLS publisher's' agent and trustee. A chief factor contributing to this situation is the big upsurge in the package record business.

The Fox office notes that the najor record companies, in the third quarter of 1955, all show considerably larger statements as against the same quarter last year and the second quarter of 1955. The package business done by indie labels is also contributing to

(Continued on page 53)

# Suit Vs. BMI

NEW YORK, Nov. 26. - The ant being scheduled for pre-trail sic making.

The plaintiff writers have also

# Columbia Says **EP Trial Plan** Working Well

Sales Head Claims Orders Running to Five Times Normal

NEW YORK, Nov. 26.-Columbia Records' new approach to the marketing of EP's has gotten off to a good start, according to diskery spokesmen, but it will be some time before solid conclusions can be

The plan, now undergoing test, is w offer EP's to dealers at substantial reductions on initial order in the hope that the inducement will spur sales into the beavy volume category. Initial price to retailers is 65 cents on the test platters, as compared to the normal 86 cents.

Columbia sales director Hal Cook this week said orders by distributors on the three test disks are running five times over the usual rate for similar records at the regular price. It is, however, too early to judge dealer reaction, he noted. The special price is offered the trade on a one-shot order basis, with reorders subject to the usual 86 cents per EP.

A similar test for juke box opera-(Continued on page 53)

#### When's Dog Disk Not a Dog Disk?

NEW YORK, Nov. 26. - RCA Victor reportedly shipped over 200,000 dogs this week, as it became apparent that all dog records

are not necessarily dog records.

Actually, the diskery's left field entry by Don Charles' Singing Dogs has been kicking up a ruckus in most areas where the disk jockeys have got on it. The notable exception, however, is the New American Society of Composers, guage stations, have put the dog-Broadcast Music, Inc., moved one Jerry Marshall, delivered tirades

The metropolitan squeeze was execs who have already been ex- 7,000 disks in the area, as comamined include President Carl pared with almost 20,000 each for record is getting helty spins.

All of which goes to prove the been subjected to pre-trail es- old adage that "a deejay is a dog's best friend" (except in New York).

# M-G-M, Mercury and Dot. The (Continued on page 18) Diskeries Rushing To Beat Fee Hike

NEW YORK, Nov. 26.-Record I, it will pay 10 per cent of \$45tween now and the first of the year. of \$41.25. Reason is a clause in the recording | Recording sessions by symphony agreement, which provides that the orchestras are exempt from the 21 labels pay 21 per cent above mu- per cent ruling. sicians scale, starting January 1. It is no secret that musicians in

Freed is scheduled to take his This 10 per cent figure obtains until benefiting from their skill.

manufacturers are expected to hike which amounts to approximately their schedule of disk sessions be- 21 per cent over the original scale

1956. This sum is to go into the the important recording centers-Music Performance Trust Fund, New York, Hollywood and Chicago according to the present contract. -do not take kindly to the ruling. For the last two years, the Many of this same group of mu-MPTF has been receiving from the sicians, of course, take a dim view diskeries a sum of 10 per cent of the principle of the Trust Fund rock 'n' roll stageshows in motion above scale-in addition to MPTF's generally, inasmuch as they feel royalty collections on records sold, that non-recording musicians are

Meanwhile, music publishers and,

### Rizek Near to Buy Of A-V Tape Firm NEW YORK, Nov. 26. - A-V the company to put more concen-

Tape Libraries, pioneer firm in the tration behind its background mupre-recorded tape field, is due for sic and tape instrumentation opa change of ownership in a stock erations. The latter subsidiary cordeal already negotiated but await- porations are National Musitime ing former approval.

will move over to Jim Rizek and dergoing heavy expansion. his associates in the ABC Trading Corporation, if the Audio & Video stock and bondholders, as ex-pected, agree to the projected sale 100 reels in its active catalog. at a special meeting next Fri- Among them are many items li-

& Video's recording studio opera-tion, a facility largely serving ad-lieved that these licensing pacts vertising agencies with custom will be continued under the new transcriptions. The stock transfer ownership. of about \$200,000.

of Audio & Video, is to permit contemplated.

and A-V Manufacturing, respec-Control of A-V, a subsidiary of tively. The latter phase of the Audio & Video Products Company, firm's endeavor is said to be un-

100 in Catalog

A-V Tape, which entered the censed from independent diskeries, The deal also calls for the trans-including Vanguard, Period and fer to the Rizek group of Audio Elektra, with whom A-V had li-

The purpose of the sale, ac- would be continued by present per- which will also feature Sam (The sion. Ten per cent of this is \$4.12, of the diskeries in the immediate cording to Charles Rynd, president sonnel, with no changes currently Man) Taylor and Al Sears as solo- making a total of about \$45 which future, in order to beat the fee

Rizek stated the tape library once in Petituary. Preed will front | Scale for a sideman on a record of course, writers, stand to benefit and recording studio operations and play trombone on the bill, date is \$41.25 per three-hour ses- from the probable increase activity

# Trade Ponders Eli Oberstein's Joining 802

Admitted as 88'er; But Other Motives Speculated Upon

NEW YORK, Nov. 26.-Eli Oberstein, Royale-Allegro Records president, this week rejoined Local 802, American Federation of Musicians. The colorful record man was admitted as a pianist, but he didn't have to take an exam to Capitol Sets prove his competence at the keyboard. He resigned about eight he has been at odds with the nas tional office of the AFM, no of-

802 caused much speculation outside the Turf, at Al & Dick's and other Broadway bistros. Tradesters Capitol Records clipped still an- similar length by the Perry Como regard it as an important move by Oberstein to mend his fences with result of its sales of the Tennessee the music plugger. The Fisher in view of securing a recording license and labor agreement with the Music Performance Trust Fund.

Pop Singles?

He has continued to be a factor in the package business thru his chain and department store operation, thru his purchase of masters of such defunct labels as Allegro, Derby and Musicraft, etc. But all regard the former RCA Victor pop artist and repertoire chief as head-

(Continued on page ats

#### Husband and Wife on Disks

NEW YORK, Nov. 26 -- Owing to good reaction to Steve Allen's recording of "What Is a wife?" Coral Records has recorded Mrs. Allen - professionally known as Jayne Meadows-on an answer titled, appropriately, "What Is a Husband? The Allens duet on

The diskery plans to recouple nual record loot. "What Is a Wife?" with Miss Mea-

#### DAMONE ON THREE LABELS

HOLLYWOOD, Nov. 26 .-The it probably isn't the first time it's happened in the record business, singer Vie Da-mone will be available on three labels at Christmastime.

Recently signed to a Columbia records contract, Damone cuts his first sides for the firm this week (29). He'll have his songs from the M-G-M sound track of "Kismet" on the label, in addition to a recently released album on Mercury.

In numbers there is strength.

# ficial charges were held against him at the local. Sixteen Tons'

other mark this month largely as a Show are of utmost importance to in achieving the heaviest factory for the music business, and has

Los Angeles plant during Novem- and local publishers.

MORE SPLITS IN PIE

BY REN GREVATI

NEW YORK, Nov. 26.-The

steady evolution of indie record

labels to a status of new promi-

nence in the industry has triggered

much interest on the part of busi-

nessmen outside the disk field in

# N. Y. to H'wood Shift of Live, Filmed TV Cues Plug Spree

Coming Move of Fisher, Como Segs Of Importance to Music Fraternity

By JOEL FRIEDMAN

HOLLYWOOD, Nov. 26.-Coast music pluggers expect a heavier concentration of activity here than at any other previous time, almost wholly as a result of what appears to be a New York to Hollywood move of live and filmed television production.

Tho the New York hiatus is not a permanent one and by no means a one-way street, the indications are that many shows important to music publishers as both a means of exposing a song and as valuable performances, are coming to the

HOLLYWOOD, Nov. 26 .- Fisher Show and a reported stay of According to James Bayless, Coast origination, beginning someneering, requisitions averaged 30, place considerably more emphasis 000 pressings a day in the firm's on the task of both Coast pluggers

fertile field for a music plug, it's ley and others. importance hasn't been emphasized | In all, radio and television curas much as it was in other days, rently employs a total of 33 band Pluggers opine that a shot by Den- leaders who perform musical chores nis Day on the now defunct Jack for 37 shows. The TV film studios Benny radio show was fiercely account for a good percentage of sought after. The situation has dras- music activity, the a plugger must tically changed, with pluggers still work weeks in advance with teleresponsible for the many radio and film companies in order to set a disk jockey plugs, as well as the plug. Of the latter, the upcoming four- heightened schedule of television production. Another show that recently moved West which pluggers cam for is the monthly Milton Berle Coin-Operated month emanation of the Eddie production. Another show that re-Show, currently being telecast in color. The pluggers these days the AFM, with the ultimate end Ernie recording of "Sixteen Tons" show has long been a showcase work in conjunction with choreographers, producers as well as with production in the history of the been considered with significance talent and leaders. The integration of a song as production sequence running longer than the usual three vice-president in charge of engi- time in January, is expected to minutes carns more performance credits.

13 Toppers

Currently, Coast pluggers have a inued on page 56) Como's move to the Coast, tho total of 13 top music shows with

stature are now reportedly being

With eyes carefully peeled on

(Continued on page 56)

not confirmed to date, is neverthe- which to concern themselves. Inless expected to take place early cluded among these are such shows in 1956. The hour-long teleshow as the Dinah Shore Show, Tony and its strong accent on music Martin, Bob Crosby, Liberace, will also add to the already Gary Crosby, Lawrence Welk, Dick crowded schedule of local pluggers. Contino, Connie Haines, Ina Ray The the Coast has always been a Hutton, Orrin Tucker, Spade Coo-

# Tape Tune Eye On U. S. Market

NEW YORK, Nov. 26.-The machinery was set in motion this week for the manufacture and sale of a coin-operated music machine -fully selective-and using 35mm. tape instead of records.

But the proponent of the tape machine-Mrs. Jack Rose-agrees with most informed sources in the music machine industry that the commercial utilization of the tape unit is probably a couple of years

Actually, units are being manufactured-and selling for about \$1,800-by AB Stalex, Stockholm, Sweden. Attempts are being made to interest American manufacturers to produce the unit here on a royalty basis, or with outright purchase of the patents for United States and Canadian distribution.

#### Library Need

The fly in the ointment is the newest organization to join diskery the profits being raked in by indie lack of an adequate tape library to ranks. To be known as the Na- firms and with the knowledge that keep pace with the demand for tional Juke Box Record Corpora- if you can't sell a tune to a record current pop tunes. While location tion, the new firm will draw ma- firm you can start your own disk- tape recording units are nothing

The indies' phenomenal success dows' side, but will still produce in continually grabbing off choice the present coupling of "What Is a chart ratings on single records has Wife?" with "Memories of You." already brought about realignment This will make it a buyer's choice, of organizational structure among

the majors in an attempt to recap-field occurred earlier this year ture some of the total record mar- when the American Broadcastingket already lost to indies (The Bill- Paramount Pictures combine anboard, November 19). But the nounced formation of its own label. ability of more diskeries than ever The new diskery is already active before to stay in the business at a following its initial singles releases profit has only tended to increase a few weeks ago. Artists of major the flow of new entrants.

Indies' Success on Single Records

Draws Many Entrants Into Field

latching on to a share of the an-Three weeks ago the Music wooed by the firm. Operators of America became the terial from the public domain and ery, music publishers are more fre- new here, virtually all existing units new writers. Major firms will handle pressing, and existing distribution channels will be utilized to get records to the ready-made market of 11,000 MOA members.

Bally Label

The Bally Manufacturing Company, maker of coin-operated games and rides, has opened offices in Chicago for its recording subsidiary to be known as the Bally Recording Corporation. The new firm plans limited numbers of singles and albums with date for initial release January 1.

Another motion picture, broadcasting tie-up with the recording

# WERE Expanding Into Service Field

Cleveland Station Moving Into Talent, Pubbing, Merchandise, Syndicate Areas

ming service for other radio sta- station baseball network). tions across the country and syn- The new merchandising research dicate a couple of Bill Randle (its department will utilize the teenkey deejay) shows; conduct a basic age survey network which provides research department to test mer- Randle with much of his record chandise related to the music busi- research figures. Merchandiseness (phonographs, etc.), and set up its own music publishing and talent management firms.

The programming service is an outgrowth of Randle's original plan to service radio stations with a packaged-programming service for The majors have been bidding when Seeco Records will issue a record shows, with Randle selecting and supplying the platters from a few months, and Sholes and Vic- Utilizing the gimmick that central clearing house and hiring tor's singles division manager, Bill already has stimulated business in a stable of deejays to conduct the nual c.&cw. deejay festival. Presley gleaned 12 examples from 12 dif- plus a \$15,000 annual fee for his gles a month and is preparing to

Randle will also have a 20 per Attorney Ben Starr handled the have a full-color cover, featuring cent interest in all of the new servtion of offering the slower speed publishing deals for Hill & Range, each of the 12 LP covers from ice features, with the exception of event, the special playback probMemphis deejay Bob Neal and
The diskery this week retained management firms. The station is the firm's album department. lem involved would make it impracticable. Columbia, of course, ex-manager. Parker recently signed producer for a series of jazz LP's handle the new program, with chief, said other talent is due for has developed the unit currently to represent Presley for personal to be issued on its subsidiary Dawn WERE program director Ed Stev- signing.

of Randle's record shows-his 6-7 and 87 EP's.

CLEVELAND, Nov. 26.-Local p.m. Sunday "Top 10" and fourradio indie WERE is readying a hour Saturday night programs-to a three-pronged expansion program, live network of Midwestern sta-The station will provide a program- tions (part of WERE's regular 42-

#### Waldorf Label Out For Singles Trade

NEW YORK, Nov. 26.-Waldorf Music Hall, until now primarily in the album field, is out to make its mark in the singles arena. The firm has just issued three pop singles, has set a regular release

Talent now on the label includes Knuckles O'Toole and Loren Becker, with Wally Cox, the Ink

# BIG-TIME AT 19

# Presley Signs Big RCA, H&R Deals

Sun picture in a deal to buy the & Range's Elvis Presley folio, the publishing rights in Hi Lo Music, deal for which was negotiated seva subsidiary of the Sun label, eral months ago, will be published Copyrights in this catalog include December 10. tunes Presley cut for Sun-"Mystery Train," "I'm Left, You're marily as a c.&w. artist, Victor plans to push his platters in all

#### No 16 RPM's For Homes

NEW YORK, Nov. 26.-A firm denial was issued this week by Columbia Records that the diskery of 16% r.p.m. records for home use, Such a rumor had circulated in trade circles.

Jim Conkling, Columbia prexy, stated that his firm had no inten-

Hill & Range also entered the H.&R. from Wabash Music. Hill

three fields-pop, r.&b. and c.čcw. Another tune previously re-corded by Presley on Sun ("That's singles chief, Steve Sholes (who All Right") has been acquired by will record Presley), plans to cut the warbler with the same backing -electric guitar, bass fiddle, drums and Presley himself on rhythm gui- "sampler" method of promotion tar-featured on his previous Sun will receive its first test in the

on the Presley pact for the past 12-inch LP at 98 cents retail. Bullock, finally closed the deal in the jazz, pop and classical fields, shows in each city. Randle is sellwas contemplating the introduction Nashville last week during the an- Seeco's President Sidney Siegel has ing his idea to WERE for \$25,000, walked off with top honors as the ferent Latin rhythm or song type. services as a consultant on the enlarge its artist roster.

# Seeco Samples

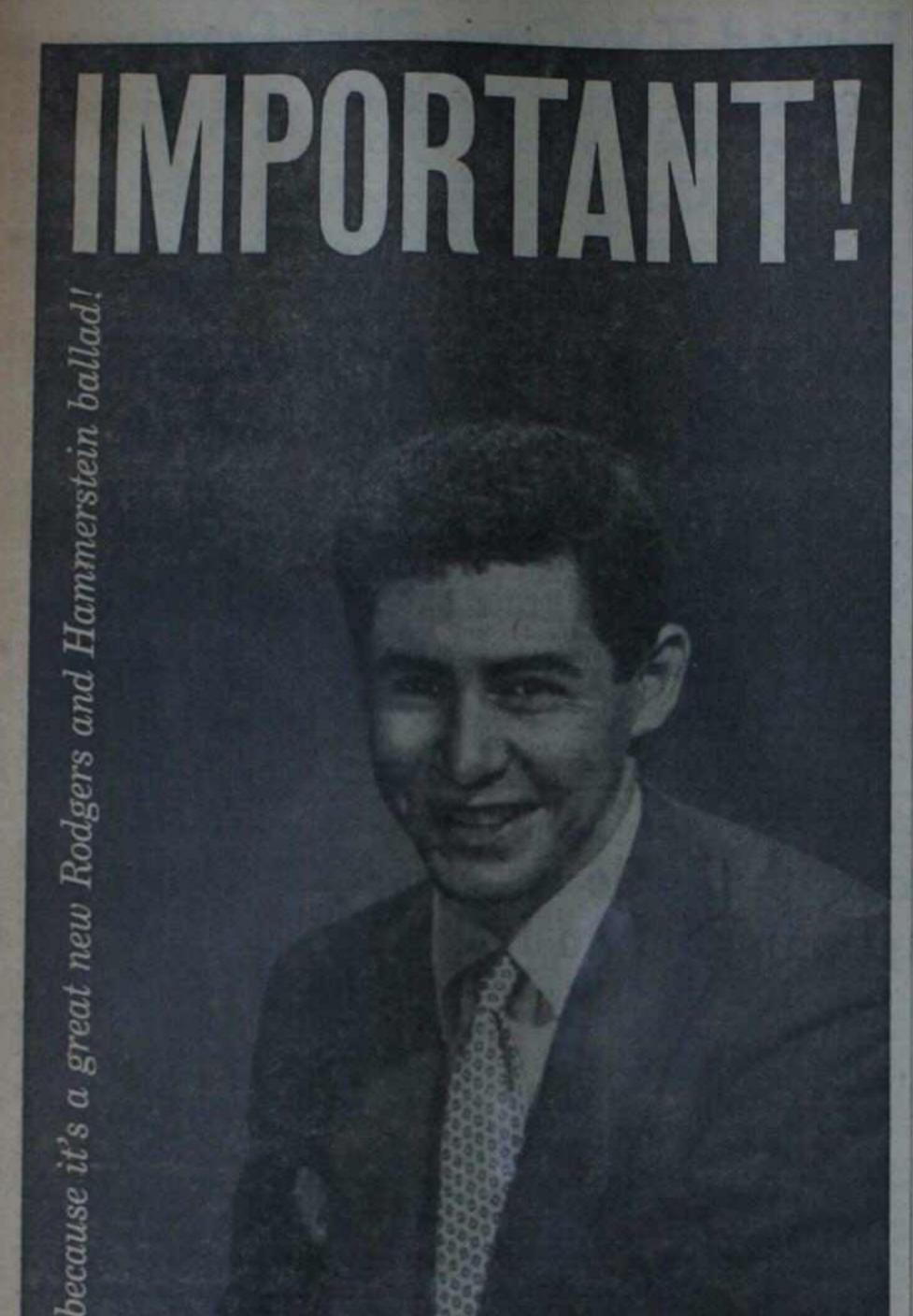
NEW YORK, Nov. 26.-The Latin-American field next week

most promising new c.&w. artist The issue, called "The Seeco service. in practically every poll that week. Sampler of Latin Rhythms," will Rand

being offered as optional equipment in Chrysler product cars. It "Jamboree Attractions," recordings Julius Watkins, Cene Quill and WERE will also syndicate two includes 53 LP titles (all 10-mch)

WERE will also syndicate two includes 53 LP titles (all 10-mch)

THE BILLBOARD



# EDDIE FISHER

SINGS

# Everybody's Got a Home But

(from the hit musical "Pipe Dream") 20/47-6337

"New Orthophonic" High Fidelity recording

the dealer's choice

RCA VICTOR



55-CENT POPS

# Palisades DJ To Sell Disks At Cut Rates

NEW YORK, Nov. 26.-Deejay Murray Kaufman, WMCA here, and the Palisades Amusement Park, Palisade, N. J., are making plans to open a cut-rate record s'ere concession a' the park next season with pop hit singles priced at about 55 cents.

Kaufmae has been staging weekly open-air shows (featuring top record stars) at the park for the past few summers. The record store concession is an outgrowth of this promotion. Thinking is that artists appearing gratis at the openair affairs will be able to realize an immediate return on their time investment if their records are on sale at the park during their ap-

Kaufman points out that the store will only stock the top 20 or 24 pop records and 20 leading album sellers, in addition to special stocks of new platters recorded by artists when they appear at the park functions.

Altho Kaufman hasn't received a go-ahead on his cut-rate plan from the major record manufacturers yet, he expects they will co-operate land put the damper on another since the park isn't located in a competitive disk area; and the shop (according to Kaufman) will the problem. be run on a non-profit basis. Kaufman says he hopes to buy disks at the dealer's price-around 54 cents-and sell them for 55 cents, with the difference going to cover over head costs for help and space rental.

around 108,000 members, and a prime asset of the membership is British publishers this week. that fans are admitted free to the "Change the line to read Maybe Palisades Amusement Park for his Fate Has Sent Her, instead of weekly summer show, which has 'Maybe God Has Sent Her,' " he ne connection with his 11-midnight WMCA show. Last summer, Kaufma diew 125,000 seople when Eddie Fisher and Sammy Davis Jr. appea.ed, and next summer he plans to operate on a twoshows-a-week basis. The record concession is scheduled to open in late March, with autographed platters featured as a special pron ot onal item.

# Columbia Skeds Winter Confabs

NEW YORK, Nov. 26.-Columbia Records will hold its annual record specially produced for the winter meetings here beginning firm by Columbia Transcriptions. December 19, with the company The disk first describes for the cuscalling in regional executives and tomer the intricacies of hi-fi in simfield promotion men for the con- ple language. The voice on the

lumbia President Jim Conkling and himself the range and ability of the national sales manager Hal Cook, unit. Cost of the record to dealers with plans for 1956 and a review is 50 cents. of the current year's business to be broached to the visiting staffers.

Discussions are also expected to be aired on the success to date of Columbia's Record Club.

#### Smalls Buys Old Nitery in Harlem; 50G for Revamp

NEW YORK, Nov. 26.-Tommy (Dr. Jive) Smalls, r.čcb. jockey on indie WWRL here, has purchased Small's Paradise, Harlem nitery landmark and showcase of many of the top names in Harlem music

Smalls is said to be spending a \$50,000 chunk to refurbish the layout. The 600-seater will reportedly open early next month on a straight r.&b. policy plus a line, with the first show spotlighting the Wild Bill Davis group.

The new owner is said to be counting on wholesale savings on the basis of the "same name" angle. menus, ashtrays, promotion devices and signs long since paid for by former owner Edwin Smalls.

#### TOM BROWN'S STILL BAWLING

NEW YORK, Nov. 26 .-Many rhythm and blues fans will remember "Weepin' and Cryin'" Tommy Brown, who years ago cried a blues hit on Dot Records. He's still bawling. Now known as Little Tommy Brown, he just cut a crying side for Groove Records, titled "Don't Leave Me." It's the cryingest record and brings to mind the fact that years ago there was a short trend in such disks-a trend that was later capitalized on by Johnnie Ray in such sides as "Cry," The Little White Cloud That Cried," etc.

How do they get Tommy Brown to cry on the date?

"We just tell him to cry." Says Bob Rolontz, Groove's a.ccr. exec. "He put his hand to his head, sits down and really weeps."

"He can't cry standing up," Rolontz observed.

BY JOVE

#### **Briton Bans** Deity in 'Tex. Lady'

HOLLYWOOD, Nov. 26.-Eng-American pop tune this week, the a transatlantic phone call solved

It seems that an old English law forbids the use of the word God in anything but a religious song, and its use in the song Texas Lady, from the Nat Holt film production of the same name, ran afoul of British censors. Writer Johnny Kaufman's fan club numbers Mann, who penned the lyrics to the tune, was advised of the snag by

With another international incident averted, Les Paul and Mary Ford were advised to re-record the line for both the main titles of the film as well as their Capitol recording of the song.

#### Motorola Issues 'Do-It-Self' Disk

CHICAGO, Nov. 26.-Motorola, Inc., has unveiled a novel "do-ityourself" customer demonstration gimmick as part of its promotion campaign on its current line of hi-fi phonos.

Basis of the idea is a new hi-fi record then invites the prospect to Meet will be helmed by Co- try the various controls and see for

> Introduced on Rin-Tin-Tin TV Show WHITE BUFFALO M-O-M-James Brown CADENCE-BIII Hoyes

Rock Around the Clock

MYERS MUSIC, INC. 122 M. 128k St.

#### DISTRAKH

# Columbia May Grab Beat on Local Diskings

NEW YORK, Nov. 26.-Columbia Records appears likely to win out in the current competitive drive to get David Oistrakh into a U. S. recording studio. A number of labels have been after the Russian violinist, here now on his first American tour.

pacts were actually set, insiders Judge Harry Westover in U. S. expect Columbia to come out with at least two major Oistrakh diskings. One will probably be a first tion by Herman Hover, owneretching of the Shostakovitch Violin operator of Ciro's, who alleged that Concerto, to be cut with the New the defendants had conspired to York Philharmonic. He is also ex- restrain and monopolize "the bookpected to record a violin concerto ing and presentation of name acts in the standard repertoire with the in Los Angeles, and that MCA had Philadelphia Orchestra under Eu- a monopoly of name acts thrugut gene Ormandy.

Leeds Music, meanwhile, is According to Fred A. Weller and known to be preparing to import a Jack Corinblit, who represent number of new Oistrakh tapes cut Hover in the \$1,600,000 litigation, in Russia. These will be licensed the decision expressly holds that to domestic diskeries, as have the booking business as carried on others brought in by the music by MCA is interstate trade and publisher.

#### Increased Flow of American Records Slated for Israel

flow of American phonograph rec- trust laws specifically to booking ords to Israel will soon be in- organizations such as MCA. If creased. This was indicated thru there was any previous doubt about an announcement here this week the matter, the issue appears setby execs of Records Distributing tled." Company of Johannesburg, South No trial date for the Hover vs. a central distributing firm in Israel, termined.

Until recently, American cultural media were not generally distributed in Israel because of the inability to exchange Israeli pounds for American dollars. The State Department later okayed subsidizing of American book publishers and record firms on shipments of their products to Israel when it became known that like materials of Russian origin were flooding the territory. For these items, the Soviet Government accepted payment in the local currency for the maintenance of its embassy in Tel Aviv.

According to the spokesmen for the South African firm, altho records from the United States are now being marketed in Israel, dealers there must order them direct from manufacturers owing to the lack of central distribution facilities in the country.

It is expected that the new distributor organization will be established within 90 days and will handle major American labels.





# Anti-Trust Law Extended to **Booking Offices**

Ct. Decision Vs. MCA, et al, Finds For Herman Hover

HOLLYWOOD, Nov. 26.-Music Corporation of America; MCA Artists, a.td., and Management Corporation of America, along with the Hilton and Statler hotel chains were held to be subject to the federal antitrust laws in a decision Altho it couldn't be learned if handed down this week (21) by District Court here.

Decision was rendered in connection with the recently filed acthe country."

commerce and within the ken of

Weller declared, "The closest to such a holding is the Supreme Court decision holding that the Shuberts in their production, booking and presentation of stage plays are under the antitrust laws. Judge Westover, by his ruling, has ex-NEW YORK, Nov. 26,-The tended the coverage of the anti-

Africa, of their plan to establish MCA case has as yet been de-

# Victor Huddles Also on Agenda

NEW YORK, Nov. 26. - The semi-annual meeting of all RCA consumer products personnel at Atlantic City starting December 11 will signal a series of additional meets exclusively for Victor Records personnel.

Officially, the conclave opens Sunday night (11) with a cocktail party and dinner for all RCA field men from all parts of the country. But field men of the Victor single records division, headed by Bill Bullock, will convene at the Indianapolis plant Thursday (8). They'll spend the following day going thru the factory, and late Friday they will embark in a special train car for Philadelphia, then to Atlantic City.

A special all-day session of the singles personnel will take place there on Sunday.

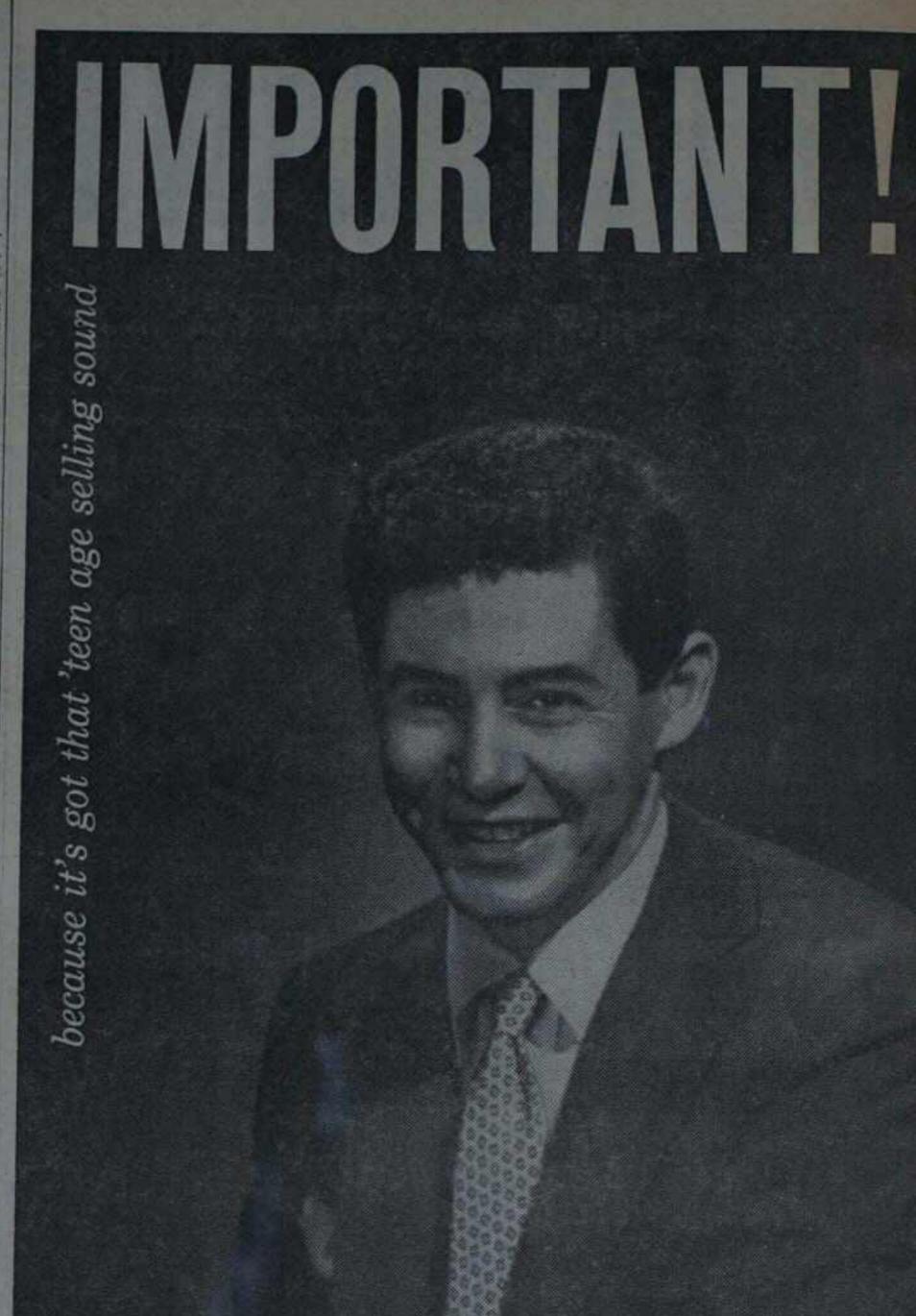
The package division personnel, directed by George Marek, will gather in New York Saturday (10) for an all-day session.

On Monday, each RCA division will be allotted a little more than an hour to display its wares to the entire convention. The Victor records time will be split equally between the singles and package crews.

#### Jensen Makes Speaker Kits

'CHICAGO, Nov. 26. - Jensen Manufacturing Company is now marketing a series of eight loudspeaker systems for "do-it-yourself" assembly. The firm has also published a 36-page manual with instructions for building 18 types of speaker enclosures.

The hi-fi speaker kits contain the same matched components used in factory assembled units. The series ranges in type from a de luxe threeway system to a special budget-



# EDDIE FISHER

SINGS

# Dungaree

"New Orthophonic" High Fidelity recording

the dealer's choice

RCAVICTOR



# Rack Jobbers Aid Diskers

With the exception of Decca, life span is too short. the majors (thru their distributors) Since many rack jobbers have are selling disks to jobbers at an branches in cities considered too the majors (thru their distributors) estimated 49 cents to 51 cents per small for the majors to set up 100 per cent return privilege, but Handleman's Columbus, O., the labels reportedly work out branch, for instance, orders around

Until recently, the rack jobber field was almost exclusively singles market, but since jobbers deem it vital to keep new titles on the racks, they've recently turned to package merchandise. Oddly to package merchandise. Oddly enough EP's (even the two-pockets) are far out-selling L.P's, with Camden's 79-cent EP line a particularly hot item.

Big sellers in the LP line in- ber field. clude Mercury's \$1.49 series and

Oblivion for

'Golden Arm,'

'Rose Tattoo'

Somewhat like the old chestnut

game, two upcoming title tunes

normally slotted in motion pictures

won't be heard in the films after

all, Songs are "The Man With the

Golden Arm" and "The Rose Tat-

for the film and subsequently

yanked. Song is published by

Frank Sinatra's Maraville Music.

Fred Raphael, partnered with

"Molly-O" this week, with a sound

track album from "Golden Arm"

ported to have never been

NEW YORK, Nov. 26. - The

newest retail medium for the sale

now marketing selected single rec-

Started only three weeks ago,

record sales in the store now amount to between 200 and 300 disks per day among the more than

2,000 students attending the

school. A committee of students selects the records to be made available in the store on the basis of tunes they hear most played on disk jockey shows and on the local

juke boxes. Four to five new record releases are added to the inventory on an average of once a

week. New disks are exposed to

the students via a p.a. system

which is operated in the school

the student organization purchase plan, youngsters in the school are

entitled to make purchases in the store at discount rates. Discounts

at any given time depend on current balances in the student fund

and on the prices on merchandise

offered school buyers by distribu-

tors. In the case of records, prices

to students in the store have run

as low as 65 cents per single disk.

records are available in the store.

altho orders are taken and filled

thru outside sources for LP's. Disks

for store sales are obtained from an unnamed New York one-stop.

At the present time, only single

With annual \$3 subscriptions in

scheduled for use in the picture.

N. Y. School Does

Lively Business

In Singles Sales

in the works.

Science.

cafeteria-

"Golden Arm" was originally set

Nov. 26.-

TITLE TUNES

HOLLYWOOD,

firm will give stores carrying racks Columbia's \$1.89 "Houseparty" the usual 25 per cent on gross series. Interestingly enough, rack sales volume, with floor space jobbers are shying away from rental figure at about \$7 per foot Christmas merchandise this year because they think its seasonal

platter, with jobbers buying about local distributors, manufacturers 1,200 45's for every 800 78's. Only the singles are sold to jobbers on a extra cales in those territories. some kind of return deal on pack-age merchandise as well.

Package Sales

1,400 on each new release initially, while its Detroit branch orders around 2,000 per new release. A record order was recently chalked up by Handleman's Columbus branch, which ordered over 5,000 initial orders than distributors in the same locale.

Mercury Study

In line with this, Mercury Handleman's Chicago branch is Records recently assigned its Eastespecially strong for EP's, and the ern division manager. Joe Martin, branch manager (Handleman's to make a study of the rack jobber branches buy individually) is cur- market in a move to re-evaluate rently looking for country and Mercury's operational procedures western EP material in particular, in the rapidly expanding rack job-

Rack jobbers, of course, only carry the top-selling items put out by each label, and in many cases they rely on the advice of distributors in their area as to which records are hottest. In spite of the 100 per cent return policy on singles, the jobbers frown on firms which recommend too many slowsellers, since costs involved in time and mailing expenses on the non-movers can still be consider-

Handleman has recently branched out to cover other markets than just supermarkets and drugstores. The company services 40 racks in Charleston, W. Va.; 315 in Chicago, 100 in Cleveland, 120 in Columbus, 225 in Detroit: 125 in Lausing, Mich.; 50 in Louisville, 100 in Toledo and 90 in Youngstown, O. Each branch services racks in surrounding cities as well.

New Racks

Among stores newly carrying Danny Kaye and Sylvia Fine in Dena Music, acquired the Elmer Handleman racks are J. C. Penney, Bernstein score and the song the University of Kentucky Campus Bookstore, the Youngstown Air Force base, the Pittsburgh Air Force base and 10 department The "Rose Tattoo" song is restores, including 13 Goldblatt orted to have never been stores in Chicago; Frank & Seder, Pittsburgh, and Stone & Thomas, Wheeling, W. Va. The last two are serviced by nearby branches, Drug chains include Walgreens, Marshall and Gray.

Other rack jobbers doing a thriving record business today include Toy Distributors, Boston (which services racks from Bangor, Me., to Connecticut), Mershaw in New Jersey and the recently of records here is the high school merged Los Angeles firm of Record store. A student-operated store is Rack Service and Star Trading Company. The Los Angeles firm ords at the Bronx High School of expects to do a total gross volume of from \$300,000 to \$400,000 this year and are shooting for a total gross of \$500,000 for 1956.

> It's Here To Stay (I TOOK A LITTLE RIDE ON)

SANTA COMES ON CHRISTMAS EVE

BONNIE #527-Bill Milburn

Published by MILBURN & MAUGHAN BMI \$134 So. Alameda Los Angeles, Calif.

SEVEN PROFESSIONAL WRITTEN

1. "May the Angels Lead Thee Into Para-

2. "On Rupped Calvary"

3. "I'm Right Back Where I Started - C-W

4. "On an Evining of Love, Sweetheart"

5. "I Want Cash on the Barreihood"

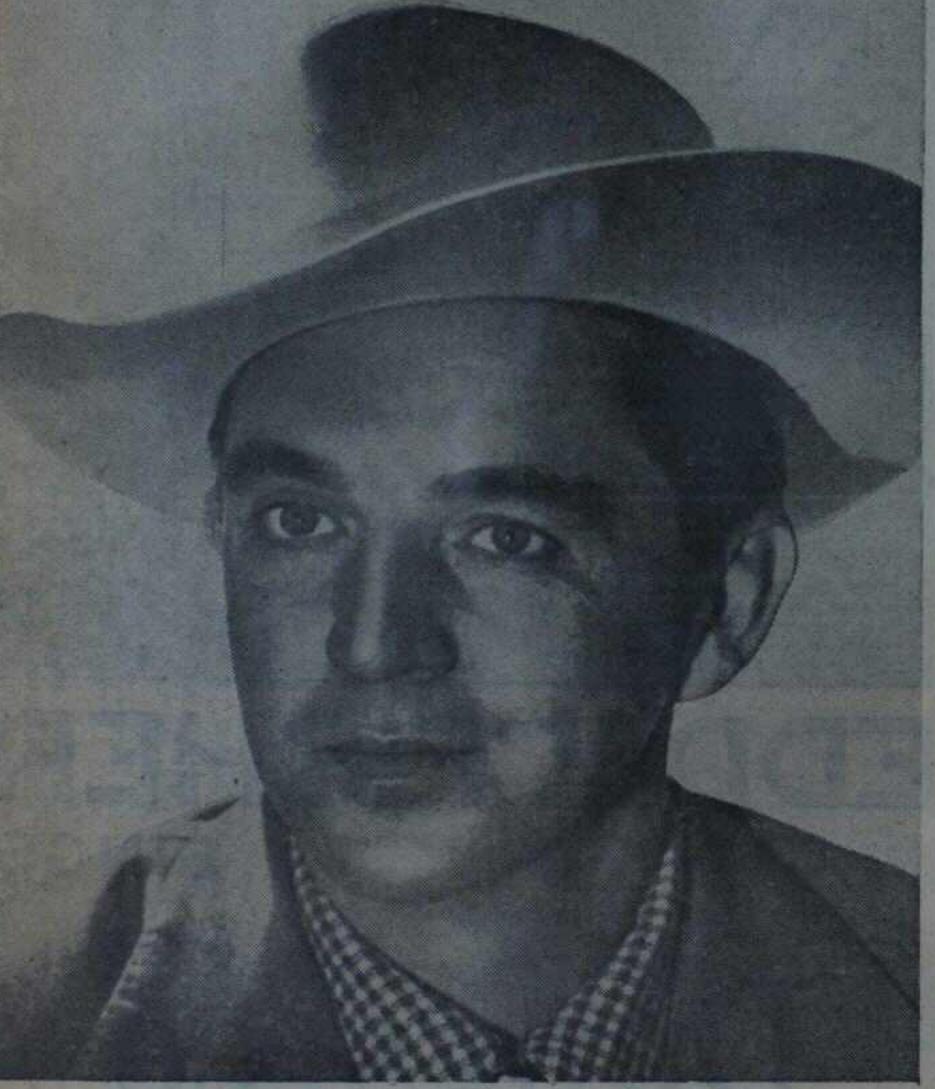
6. "Long Time No See My Baby"-2-8 7. "Mister Eisenhewer"

Copy Free to Singers, Record Com-panies and Orchestra Leaders.

HANK WARD Bremerton, Wash.

because it's new and great

Stuart Hamblen ballad!



Stuart Hamblen sings

YUU'LL ALWAYS BE

A HANDFUL OF SUNSE

20/47-6333

A "New Orthophonic" High Fidelity Recording

the dealer's choice





THE BILLBOARD

### MUSIC AS WRITTEN

RAINBOW SIGNS THREE BONNIE NURSES . . .

sive contracts with three Bellevue December 26. . . . Leonard Feather Hospital nurses last week between has produced a 12-inch LP featurblood counts. The three R.N.'s, ing thrush Maxine Sullivan for who reportedly sing, comprise the Period. It's the veteran thrush's first. Bonnie Sisters, and their pact with . . . Jazz trumpeter Conte Candoli, Rainbow is for two years. The last reported in the Pacific Jazz diskery topper, Eddie Heller, is stable, has mailed in his signed also manager of the trio, in con- contract to RCA Victor, according junction with Mat Ryan and Frank to Victor's Jazz topper, Jack Lewis.

CBS-COLUMBIA NAMES PRICE TO EXEC POST . . .

tional sales manager at Columbia series-the seventh volume in this Records, has been appointed man-ager of the CBS-Columbia factory cluded are etchings by Count Basie, branch distributing operation. The Woody Herman, Glen Gray and latter facility handles distributor Jimmy Lunceford. matters involving CBS television | Writer Edgar Leslie is out of the and radio receivers. Price quit the hospital and recuperating at his

KIT CARSON HOSTED BY CINCY CAP EXECS . . .

in Cincinnati Tuesday night (22) by local Capitol execs, deejays and cade to the Pizza Restaurant, where deejay Ron Dunn helms a remote over WCPO. Nearly 150 music people were present at the affair, where "Band of Gold" mums and toured local radio and TV stations and attended a cocktail party given in her honor at local Capitol headquarters before departing for New York.

New York

comedy act.

Hill & Range has signed an exclusive writer pact with The Griner Family-mother, daughter and son. The Griner Family are Victor

for two weeks. . . . Steve Clayton will guest on the Kathy Godfrey Tobias, of the renowned songwriting clan, has been signed as enter-. . . Eddie Scott, personal manager Brothers, has set the boys for a heavy tour of the Northwest . . . with Harry Blake in a new music-

Goodrich have been signed to an Accent Records pact.

Publisher-tunesmith Sidney Prosen has signed warbler Broc Peters to his Big Records label. . . Dick Lyons, former M-G-M recording staffer, was in from the Coast this week on a visit. . . . The Four Coins open at the Falcon, Detroit, next Monday (5) for a week. . Georgie Shaw will be at Chubby's. Camden, N. J., the week of December 12. . . . The Crew Cuts, just back from an eight-week tour of Great Britain, will play a twoweek engagement at the Statler,

...... Yes, the Xmas Hit of 1955

recorded by

STAN FREBERG . . Capitol

DICKY ZAHAD . . . Columbia

FONTANE SISTERS , Dot

JOE WARD .... King

ART MOONEY AND BARRY GORDON . MGM

EAVIRA KIII . . . RCA Victor HOMER AND JETHRO

> .... RCA Victor HILL AND RANGE SONGS

\*

Cleveland, beginning December 19. Sunny Gale has been booked into Rainbow Records signed exclu- Chubby's, Camden, for the week of

A new diskery organized with headquarters at Harrisburg, Ill., is Golish Records. Mitchell Golish is president. . . . Decca has issued a Forrest W. Price, former na- new addition to the "Curtain Call"

diskery post several months ago. home after an attack of pneumonia.

Hollywood

Dick Contino, Gale Storm and Kit Carson, Capitol Records' Eddie Cantor set for the Milton "Band of Gold" girl, was hosted Berle teleshow this week (29), with maestro Victor Young conducting. . . . Milton Rackmil, president of music people. The thrush was met Decca Records, became a grandat the airport and taken by motor- father for the second time when his daughter, Mrs. Martin Salkin, gave birth to a son in New York last week (22). Salkin is an exec with the plattery. . . . Dimitri Tiomkin named to pen the theme for autographed records were given the first annual Palm Springs away. Wednesday (23) the singer Pageant. . . Jeff Alexander has been assigned to write the score for M-G-M's "Ransom." . . . Personality Productions have inked Ernie Freeman, music director for Vita Records, to a management contract. . . . Joan Weldon joins the cast of the Orrin Tucker Show this week. . . . Yma Sumac set to slice four sides for Capitol following her run at the Pierre Hotel, New York. . . . Frankie Carle ork Peggy King will go into the inked for a four-week run at the Hollywood Mocambo December 27 Beverly Hilton here. . . . Dinah Washington, Dave Brubeck and Woody Herman will do series of CBS show Saturday (3). . . . Henry jazz concerts in San Diego and Los Angeles next week. . . . Songwriter Ben Oakland will be saluted by disk tainment director for the new Eden jockey Gil Henry on the latter's Roc Hotel in Miami Beach, KNX radio show this week. . . . Local music trade turned out en of Jess Willard and the Cochran masse for the annual KLAC Thanksgiving party at the Beverly Hills this week (21). . . . Chirp Meg. Eddie Rogers Selecto has joined Myles, recently pacted by Capitol, breaks in her new act at the Maison Jussaud in Bakersfield this week. Millicent Rodgers and Roye . . . Hal Dickinson, singing lead of the Modernaires, took the plunge as a single on Goral Records via "Merry Christmas, Baby," and "Tenderly." . . . Liberty Records' Julie London hosted a party for Bobbie Dieterle here last week. . . . Ned Washington and Victor Young set to pen the title tune for Bar-

# Wing Promotes New LP Line With Contest

bara Stanwyck's "Maverick Queen"

at Republic.

NEW YORK, Nov. 26.-In a move to promote its new LP line on the dealer level, Mercury's subsidiary label Wing is launching a lottery-type contest, with retailers in each of Wing's 24 distribution areas offered a chance to win \$200 worth of Wing merchandise.

Dealers have to order one each of Wing's first five LP's to get one chance on the lottery, and no ceiling has been set on the amount of chances allotted to each retailer. During the week of December 5 a key deejay in each of the 24 areas will pick the dealer winners. Winners will receive their choice of \$200 worth of merchandise (at retail price) from the Wing catalog

The five contest LP's include the following 12-inch packages: Freddie Slack's "Boogie Woogie on the 88," Buddy Morrow's "Salute to the Fabulous Dorseys," Intro-ducing Nat Adderley, "Paul Bley" and "The Jazz School."

howling success... the wildest novelty you ever

heard



OH! SUSANNA

PAT-A-CAKE, THREE BLIND MICE, JINGLE BELLS



the dealer's choice

RCAVICTOR



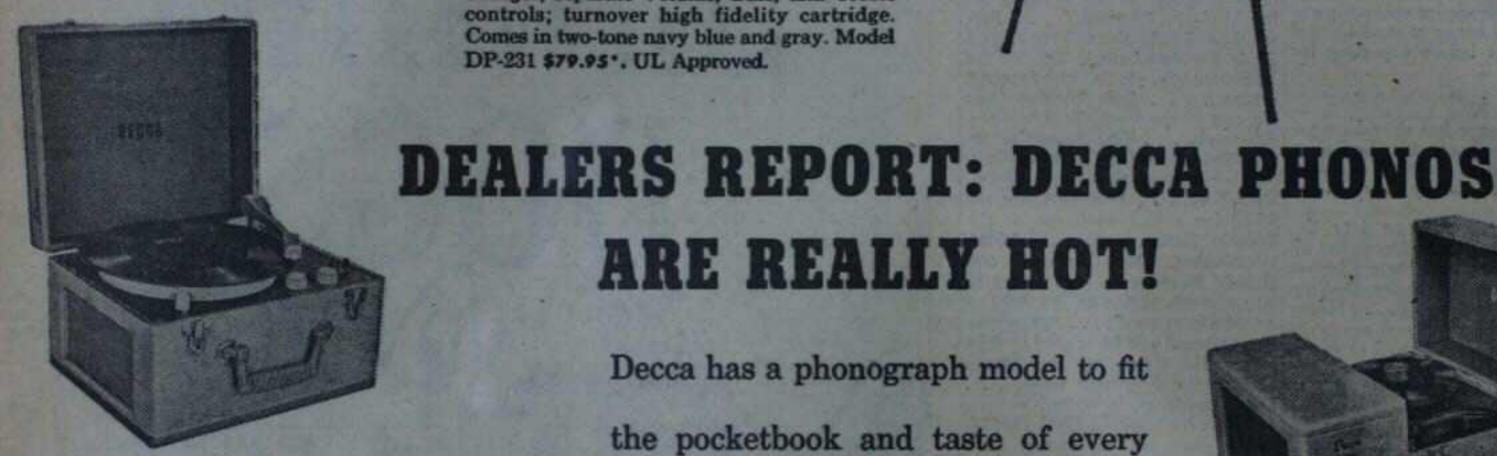




Portable High Fidelity Phonograph with two speakers features latest three-speed automatic changer; separate Volume, Bass, and Treble controls; turnover high fidelity cartridge. Comes in two-tone navy blue and gray. Model DP-231 \$79.95°. UL Approved.

Table, Floor, or Portable Three-Speed Automatic Phonograph with removable wrought iron legs that can be carried in case. Has automatic shut-off after last record, separate Tone and Volume

Controls, lightweight pick-up arm with turnover cartridge. Rich maroon with contrasting gray fits any room. Model DP-530 \$54.95° (legs extra). UL Ap-



Three-Speed Portable Manual Phono with front-mounted speaker. Turnover cartridge. Separate Tone and Volume controls. Handsome two-tone gray with smart gold beading. DP-580 \$29.95°, UL Approved.

Three-Speed Manual Phono with Radio, in eye-catching royal blue and gold or maroon and gray cabinet. Smart, durable and priced just right. Extra sensitive ferrite loop antenna with special external antenna connection for fringe area reception. Model DP-450 (DP-451/452 UL) \$29.95".

Winky Dink Three-Speed Phonograph is tops for children's market. Self-amplified, volume control, top mounted speaker pro-

tected by grill. Colorful Winky Dink designs on tone arm and speed control. Model DP-520 \$19.95 . UL Approved.



Decca has a phonograph model to fit the pocketbook and taste of every customer who walks into your store. What's more, the sale of a Decca phonograph is just the beginning...your phonograph customers will keep coming back for records. Display, demonstrate the complete Decca phonograph line; then watch 'em sell! Contact your Decca Distributor now for fast service on the fastest-moving phonograph line available! DECCA PHONOGRAPHS-

ARE REALLY HOT!

DESIGNED FOR LOOKS. SOUND AND SALES!

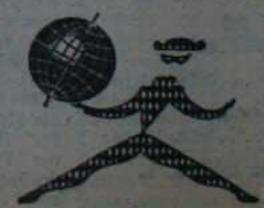
\*Suggested List Prices. Slightly higher south, southwest, and west.



Portable 45 RPM High Fidelity Phonograph with latest automatic changer and separate Volume, Bass and Treble controls. Powerful 8" speaker has extra heavy magnet. Beautiful light brown case with luxurious gold beading. Model DP-920 \$59.95°. UL Approved.



Modern Three-Speed Manual Portable with turnover cartridge. Slim, low-cut cabinet with rounded sides comes in two-tone brown or two-tone blue. Model DP-570 \$25.95\*. UL Approved.



DECCA a New World of Sound

#### HI-FI'S 3D STAGE

# Parts Manufacturers Start Assembling Sets

Actual and expected entrance into the field of marketing complete high fidelity packaged units by manufacturers formerly associated with the component parts business has hypoed Phase Three in the evolution of the hi-fi phono industry.

Phase One in the evolution blossomed just after the close of World War II, when hi-fi was largely confined to the "rig" concept. Hi-fi bugs were a species set aside by virtue of the long hours they were willing to spend building their own sets. Buying was confined to individual purchases of the very basic parts such as changers, amplifiers, speakers, etc. The enthusiast then would literally build his own set from the ground up, never hesitating to make changes to improve the quality of the sound.

As the volume of purchases by amateur lovers of the full sound increased, various radio and electronic firms entered the picture with the first completely assembled hi-fi phonograph units, which brought about Phase Two in the industry's development. LP Factor

Another triggering influence in the sequence was the arrival of the long-playing record as a significant and growing factor in the disk business. Application of hi-fi techniques in the production of higher quality records also helped expand the market for easily installed, quality home units.

In many cases the early assembled units took the form of combination hi-fi phono-FM radio sets, but as the trend grew, many manufacturers of radios and TV sets elected to take their slice of the pie with both combinations and individual table and console model phones with three and, in some cases, four-speed changer units.

The not necessarily suffering a

the ever-growing volume of complete unit sales have already inaugurated the third phase of the hi-fi saga. In an attempt to augment profits from the sale of components, several are now known to be marketing completely assembled units. Pilot Radio, Bogen and the Fisher Company have already introduced such units, and it's reported that the Gray Research & Development Company is now mulling a move into the field.

Still Growing

With the obviously increasing complexities of the merchandise, due to intricate circuiting necessary for reproducing binaural sound and the growing popularity of the tape method of sound reproduction, the ready-made set business can be expected to continue its growth, with component

#### EXAMINATIONS OF TRENDS IN DISK INDUSTRY

In recent weeks several developments affecting the phonegraph record business have pointed trends and situations of interest to dealers and their suppliers. It is the purpose of the articles on this page to examine these developments.

In this issue the topics cov-ered include playback equip-ment, tape and the independent LP manufacturer, the sturdy sales outlook for a really top hit single and the growing use of LP's in the country and western market.

Future editions of this special monthly section will take up other trends as they show themselves on the industry

parts manufacturers busy not only making their own units but funneling more and more of their components business into trade rather than retail channels.

#### WHERE CREDIT'S DUE

## Independent LP Firms Pioneer Tape Industry

As pre-recorded tape gains a consumer foothold, much of the credit for expanding the tape horizons will go to the independent LP manufacturer.

The latter's motive, however, is not necessarily to sponsor a newer medium for home music entertainment. Tape is providing him with a means of spreading his costs over a broader base and realizing more income on the original recording session investment.

Recent months have brought this development into sharper focus. One by one the indies are setting deals with tape producers, making available their tape catalogs, and in all musical categories.

It's only a matter of weeks since segments of the catalogs of West-

minster and Haydn Society have appeared for the first time on recorded tape reels. Smaller indies, such as the relatively inactive Philharmonia firm, have just concluded tape arrangements.

Vox on Verge

As this is written Vox Records is known to be on the verge of inking a tape pact. The infant recorded tape industry is out bidding for catalogs at an insistent rate, and others are certain to join the parade soon.

Most of the deals being negotiated call for a royalty payment to indie diskeries on all tapes sold. Minimum guarantees are also set, and it is difficult for the record firm to lose out. More would be in the swim now, except that they are fearful of missing out on a better deal just around the corner.

Observers note that the indie LP producer is more amenable to a tape licensing arrangement now that LP prices have been reduced. Competition on LP's from the major manufacturer has been accentuated under the lower price structure, and the indie is under greater pressure to seek out new sources of revenue for his product.

Also at this point in the development of the tape market the indie disk producer is apparently not concerned that a tape customer is also a consumer of records. There are strong indications that the markets are separate entities and that media competition is still at a minimum.

#### decrease in their sales, components parts manufacturers, eying

RESISTANCE LOWERED

# LP's Gradually Catch Hold in Country Market

The packaged record field in the country market is forging ahead. Traditionally slower than the pop field in latching on to new trends, it was but natural that the country and western buyers should resist LP's for a longer period than did the pop buyers,

But the response to recently released country LP's indicates the diskeries are over the hump. Sales of such notable packages as Decca's "Webb Pierce Sings" and the series of eight c.c.w. "Dance-O-Rama" packages; RCA Victor's albums on Hank Snow, Chet Atkins and Eddy Arnold, and such indie label entries as Abbott's Jim Reeves album indicate that the country market is ready for package material.

Much of the new material, it will be noticed, is in 12-inch packages, and more of the same will be forthcoming. Decca released its "Dance-O-Rama" on 10meh disks and followed this with the Pierce 12 inch package. It is known to be planning more 12inch albums. Sales have proved that even the the country market remained 78 r.p.m. based for so long, the move to LP is gathering such strength that 12-inch disks can be absorbed quite readily, providing the grooves contain artists and material of sufficient

#### Factors Involved

Various factors have accounted for the opsurge in the c.&cw. package market. Most mentioned is the fact that metropolitan areas, where package sales are highest

in all categories, are becoming more c.&w. conscious. Television has spurred this trend along, and it is felt that the network airing of such programs as WSM's "Grand Ole Opry," the Red Foley "Ozark Jubilee Show" and others have had a direct bearing on album sales in metropolitan mar-

(Continued on page 32)

#### NO WORRY HERE

# '16 Tons' Proves Sale Of Singles Still Strong

Altho the package business has expanded at a phenomenal rate during the past year, the single disk still shows the field's most potent sales force when a record really captures the buying fancy of the public.

The most recent example of the single's continuing sales strength is the overnight rise of Tennessee Ernie Ford's "16 Tons," which became the nation's No. 1 record last week after only three weeks on The Billboard charts. The diskpossibly the fastest rising platter ever to hit the charts-jumped into the top slots on the pop charts last week, and this week moved into the No. 2 segs on the country and western listings.

The song, which has already passed the 1,000,000 disk sales mark, according to Capitol, also

made the top spot on the Honor Roll of Hits, moving into the No. I slot after only three weeks on the chart. A similar overnight elart rise occurred a couple of months ago when Mitch Miller's "Yellow Rose of Texas" climbed into the No. I spot after only five weeks on the charts.

One of the greatest services performed for dealers by the single click is that it brings peopleheretofore non-record buyersinto stores, thus giving retailers a chance to convert them into steady customers for both singles and packages. TV and the movies are both doing their parts to keep the single-sales parade on the march.

"Davy Crockett," which benefitted several labels, was probably (Continued on page

THE BILLBOARD'S MONTHLY

# INDUSTRY

This special section inaugurates a new Billboard service to the music-record industry, to be presented regularly on a monthly basis. Its purpose is to shed light on problems of the industry, bring to the fore facts which chart its progress, and provide information to all in the industry so that they may better plan their business operations.

Special emphasis will be placed on packaged records, phonograph equipment and accessories. A regular feature of the section will be an expanded set of packaged records charts in all musical categories. In addition to over-all popular and classical album best-selling lists, there will be charts tracing the retail sale of special repertoire categories. Greater exposure, too, will be given new playback and accessory equipment.

To elicit facts and pertinent opinion from the trade occasional use will be made of the "Pulse of the Industry" technique. Representative groups will be polled from time to time, with the panel makeup dependent on the issue under examination.

The current issue turns the spotlight on the packaged record business, the relative sale of LP's, EP's (and singles, too) this year as against last. It also devotes considerable attention to dealer reaction and experience with mail-order record clubs, specifically that introduced by Columbia Records last August.

To seek out the information desired, questionnaires were mailed to 2,715 dealers. Their names were selected from manufacturer and distributor lists of select LP accounts. They are located in all parts of the country and great effort was taken to insure strong returns from both large and smaller market areas. Over 400 completed questionnaires were received, 355 in time to be included in the analysis on the following pages.

#### EDITORIAL

## Interdependence Day

The element of stability-an awareness of solidity and strength-

is a highly prized asset in any industry.

For this reason we may all note with gratification the healthy condition of the packaged record field, for traditionally the package field has supplied the disk business a measure of stability. In years gone by, before the advent of the long-play disk, the album field amounted to an estimated 12 per cent of the over-all dollar volume. Today the percentage is tremendously higher. Information gathered in The Billboard's survey (see this issue) points up the growing dollar volume attributed to LP sales.

Whereas in years past only the classical field enjoyed this stability, today it is a growing factor in virtually all categories of the record business-pop, country and western, jazz and kiddie-as well

This is significant to every level of the business. It enables a manufacturer to build up catalog strength across the board rather than in an isolated field. The benefits and advantages accruing from this situation must simmer down thru the distributor and dealer

From the standpoint of artist, songwriter and music publisher, the advantages of a large and relatively stable package business are obvious. Just as in the case of the manufacturer, it means catalog value, long-term sales. It means, in brief, a bulwark or cushion against the lean periods which inevitably come to any label and artist in the business.

Guard Advantage Well

It is wise to recognize a good thing when we have it-the better to pamper it with all the attention and care it deserves.

It is also wise to understand it and to recognize the elements that have made the package as good as it is. Chief among these elements we might list the rough and tumble, competitive spirit of the pop singles business. For it is in the singles field that so many of the artists are spawned who eventually became staples in the package market. There are myriad illustrations.

So while we are thankful for one, let us not neglect the other. Both are complementary, and large-scale neglect of singles in favor of packaged records could damage the business as a whole,

Another factor contributes to the prosperous ensemble: This is the part played by phonograph manufacturers in making the package field more merchandisable to the consumer. Here, too, interdependence aided two allied industries. High fidelity, as a promotional theme and as a factual product, boosted the packaged record industry at the consumer level. And, vice versa, the merchandisability of packaged records contributed to the upsurge of the phono industry.

Here again, one cannot live profitably without the other. The horizons, then, are broad-both in the various aspects of the record business and in the phono business. Failure to take the broad look to plan in a broad way, failure to consider all aspects of the industry rather than the immediate narrow objective must be detrimental. Interdependence is the key.

# RCA, Col., Capitol Are Tops In That Order as LP Sellers

Stores Report Victor Cops 60% in All Markets; Columbia, 26; Cap, 12

According to an overwhelming majority of the nation's dealers, their biggest selling LP package line is RCA Victor. This held true for 60 per cent of the reporting stores in all types of markets, and was even higher (62 per cent) in the 30 top-rated or heavily populated centers.

Columbia ran second with 26 per cent of the total votes, but still outpointed the third runner Capitol, by a considerable margin. The latter was best seller with 12 per cent of the retailers. Two per cent of the dealers divided their choice among several other labels.

Capitol, however, showed more strength (with 13 per cent) in outlying markets than in the large trade centers, where it rated tops

#### MAYBE CLUB HELPED, SAYS RECORD ROOM

The Columbia Record Club may have increased LP business for a California dealer. Andy Johnston, of the Record Room, San Francisco, whose views are typical of some store owners replying to the poll, writes, "I am reluctant to make a snap judgment, but an increase in our business for September and October of this year coincided with the announcement of the Columbia Record Club.

We have found an awakened interest in records since
the announcement, andstrangely enough-one of the
Columbia bonus albums, "The
Pajama Game," has actually
shown an increase in sales
since the advent of the club.
It's too early to assess the impact of the club, but we find
that our club members haveif anything-bought more LP's
from us. It is certain that
they have not bought less.

Whether they will eventually buy less remains to be seen, but so far we are co-operating with the club as much as we can, because, disregarding any feeling we might have had, we cannot fight it successfully. Anyone who wants to join will certainly join somewhere else, and we will not only lose the small commission but quite possibly lose a customer.

#### TV SURPRISE

#### Bo Diddley Ain't Heard Of '16 Tons'

NEW YORK, Nov. 26. – The big-time TV debut of Bo Diddley, top ranking r.&b. artist, on the Ed Sullivan CBS-TV'er Sunday (20) may have been a success from the audience's vantage point, but the show's brass, including Sullivan and Marlo Lewis, were said to be more surprised than pleased with the outcome.

Sullivan, it's reported, elected to have the artist sing the current hit tune "16 Tons" on the show. Since Bo Diddley didn't know the tune, the show's crew spent two hours playing the Tennessee Ernie disk for him and later prepared prompter cards on the lyrics for on the air use.

But the audience never heard "16 Tons." What came out was a modified version of the guy's own time, "Bo Diddley," in spite of coaching and cue cards. When asked in furning tones, "What happened?" the singer twitted, "Man, maybe that was "16 Tons" on those eards, but all I saw was "Bo Diddley."

with only 11 per cent.

The heavy pull of Victor's huge catalog enabled the company also to tally the biggest increase among LP lines handled by all dealers, with 29 per cent. This could be attributed largely to the company's monumental price cut early in 1955. Columbia came second, with major increases reported by 26 per cent of the stores and, in fact, in smaller markets Columbia's increase with 27 per cent of the trade was equal to Victor's.

#### Cap Gain

Capitol gained considerable strength in the smaller markets, however, and surpassed all companies in those areas in its percentage of gain with 28 per cent of the stores. Its gain was considerably less (15 per cent) in major markets.

Altho the attention to increases on other labels drops off considerably after the first three, Angels' gain, as reported by 8 per cent in major markets, marks the emergence of this "class" line as a definite factor in the business.

Columbia, the gaining on many fronts by virtue of a number of hot package items, may also be feeling the recriminations of dealers irate about the company's mail-order club. At any rate, Columbia showed the biggest general decrease among dealers. Twenty-eight per cent of all dealers reported this drop. This feel-

in larger markets (34 per cent reported) where club opposition has been most vehement.

Actually Columbia's decline among smaller market dealers (25 per cent) was not as bad as that of Decca, who slipped with 29 per cent of the smaller market group. Considering that it did not have a controversial issue mitigating against it, such as the Columbia Club, Decca's poor showing here is notable, and it reflects, as does Mercury's drop, the company's basic orientation toward pop or single record merchandise.

#### Classical Sales

Altho the biggest selling category of LP's would figure to be the pop instrumental class, including all the volumes of mood music, etc., it is interesting to note that, with a majority of the stores doing the biggest dollar volume, this category is actually outdistanced by classical disk sales. Even among stores in the smaller markets, the comparison of the two classes indicates only a small advantage for the pop disks.

It also is apparent that jazz has become a major package factor, no longer restricted to major market specialty shops. Its importance, in fact, is more marked in the lower volume stores and in the smaller market areas.

Only slightly higher in all-market weight are the movie-show

#### QUALIFIED APPROVAL

# Some Shops Lean Toward Col. Plan

Altho few dealers are willing to put an unqualified stamp of approval on record clubs in general, The Billboard's latest survey shows that many retailers are in favor (some partially, a few wholeheartedly) of the Columbia record club operation.

Some dealers consider the Columbia plan an invaluable aid to the small dealer with a limited stock and think it has stimulated their LP business, while others look upon the Columbia operation as a "necessary evil," in that it offers a means of combating the discount houses and independent record clubs.

However, a considerable number of dealers are of the "it's okay if" school, their most important qualification being that the club be set up so that all memberships are credited to a dealer and none handled directly thru the manufacturer.

A number of dealers also point out that the impact of the record club idea on their business one way or the other is comparatively unimportant compared to the blow they received at the beginning of the year when the majors slashed LP prices.

Dealers are divided on the similarity of record clubs to book clubs. For instance, F. F. Furfey, the Orchestra Pit, Brookline, Mass., writes, "The average or even the majority of record customers still like to shop and compare, something that is minimized in the book clubs (e.g., only Shakespeare wrote "Hamlet").

On the other hand, Robert D.

Blair, the Vermont Book Shop, Middlebury, Vt. (a book store with a record department), comments, "I know the book business, and I know what the book clubs have done in taking away business from small stores. I feel that record clubs offer the same threat, I favor the Columbia club because it might be a solution. It might keep the big name artists out of the merchandise offered by the independent clubs, and Columbia will make the effort to advertise records available only thru the dealers. Should the other majors offer similar club dealscutting the dealer in on the profits-it is my hope that this would stifle the independent clubs. That is just a hope, but it's the only one I can see.

#### Discount Threat

F. B. Downing, Jenkins Music Company, Kansas City, Mo., is one of those dealers who thinks the discount houses are a vastly greater threat to the retailer than any record club.

Downing also considers it "highly improbable that all record companies or any great percentage of them would ever go to a (record) club operation." In line with this, he observes, "Regardless of how successful a direct club plan might be, a club member could not and would not be satisfied with only the artists who record for Columbia. I think the Columbia Record club plan is an earnest effort to cut a dealer and manufacturer in on some

(Continued on page 32

PULSE OF THE INDUSTRY

### RECORD VOLUME-

# LP's show significant gains in 1955

Compare current sales of LP's with a year ago.

	Markets	Mackets	Over-All
Ahead	79%	- 79%	79%
Same		14%	14%
Down	8%	7%	7%
/Ba	STREET, SAN TO	Address !	

# EP's show mixed gains in 1955

Compare current sales of EP's with a year ago.

	Large Markets	Smaller Markets	Grer-All
Ahead	.47%	51%	50%
Same	.30%	31%	31%
Down	.23%	18%	19%

(Percentage of stores)

# Singles show strongest gains in smaller markets

How do current sales of singles (both speeds) compare with a year ago?

	Marketa	Markets	Over-All
Ahead	37%	44%	42%
Same	42%	35%	37%
Down	. 21%	21%	21%
(Pot	centage of	Married)	

# Pop Instrumentals sell best (dollar volume)

List musical categories in order of LP dollar volume.

	Pop Instrumental . 1,000 Classical	Markets 1,000 990 760 750	0vm-All 1,000 940 760 740
(Note: Weighted	to give largest category 1,00	00 points)	

# New record buyers account for greatest rise

If LP sales are ahead of last year, give opinion of reason accounting for rise.

	Large Markets	Smaller Markets	Over-All
New Buyers	71%	66%	67%
More Sold to			
Old Customer	rs11%	7%	8%
Other	18%	27%	25%
	Secondary of	WAR-IN THE	

# RCA Victor leads as biggest LP line

Which label represents your biggest volume in LP sales?

	Large Markets	Smaller Marketa	Over-AR
RCA Victor	.62%	59%	60%
Columbia	.26%	25%	26%
Capitol	.11%	13%	12%
Other	. 1%	_ 3%	2%

(Percentage of stores)

# RCA Victor, Columbia & Capitol share 'Biggest Increase' honors

Regardless of answer to previous question, which label has shown greatest increase in LP sales this year?

	Markets '	Smaller Mackets	Over-All
RCA Victor			29%
Columbia	. 25%	27%	26%
Capitol		28%	25%
Angel		4%	5%
London		5%	4%
Decca	. 4%	3%	3%
Mercury	. 4%	2%	3%
All Others		4%	5%

(Percentage of stores)

#### CLUB OR LUDGEL?

# Dealers' Reasons For Disapprovals

Questionnaires received from dealers who oppose the Columbia mail-order club registered a wide range of dissenting opinion and emotion. Many comments indicated that a good deal of thinking, pro and con, had been devoted to the vital subject. Several, in fact, offered constructive ideas relative to minimizing the sources of irritation and designed for the most part, to get Club subscribers into the stores.

Among all degrees of dissenters, however, it was noted that dealers are concerned also with other projects at other diskeries which threaten the traditional record outlets. Several were quite vehement about "special privileges" to rack jobbers. Others were concerned about RCA Victor's Personal Music Service, which they felt would open up too many "fringe" dealers who never handled records before.

One California dealer expressed the opinion that the racks, PMS and the Columbia Club would serve the purpose of draining the cream off the top, the latter "by offering standard and top-grade merchandise at bargain prices."

Another California dealer declared that he had never been concerned about "the pre-Columbia record clubs," and did not consider them a threat to the dealer because "they appealed primarily to bargain hunters, who are poor customers anyway." He even went so far as to venture that such clubs might even have stimulated record buying in stores "as their members acquire a taste

sales?

for more and better recordings, which cannot be supplied by the clubs." Columbia's Club, however, "is definitely taking business from the record dealer by offering standard and top-grade merchandise at bargain prices."

The same dealer said "already we are plagued by the customer wishing to hear records Columbia is offering for free or selections they are thinking of ordering thru the Club. It is a raw deal, and all the advertising Columbia puts out about having the interest of the dealer at heart in this move is so much soft soap, and I don't believe it for a minute."

J. H. Igo, of the Bidinger Musie Houston, Kenosha, Wis., reflected the calm, philosophical viewpoint in his succinct comments: "We are opposed to record clubs in any form, but, like death and taxes, they are here and we will support any which allow the dealer a cut. We are by no means sure that the Columbia Club will be of benefit to the record business, but what are we going to do?" Igo brought up another angle here: "We do try to minimize our purchases from companies doing business with the Book-of-the-Month Club; i.e., Westminster, Vox, Angel."

Thomas W. Tenney, Music on Records, Berkeley, Calif., posed a new question about whether "Columbia gives the customer enough inducement to continue membership after the first gift." He believes that "the best thing the manufacturer can do is to put (Continued on page 26)

Murkets

Over-AB

28%

27%

17%

7%

7%

6%

# Results of Clubs Jell Slowly; 61% Still Opposed to Project

36% More Makes Reservations; 62% Notes No Sag in Store Sales

Columbia Records entry into the mail-order club field last August stirred the most industry fuss in some years, and the pot is still boiling. This situation is highlighted in the statistical analysis of replies to me of the larger dealer surveys ever conducted by The Billboard (see below).

While many regments of the industry seized on the issue as a harbinger of dire things to come, there is little evidence yet to show that the dealer structure has been set tottering by the Columbia move. The The Billboard survey was purposely held off for several months after the inauguration of the club in a sober attempt to weigh its consequences, it is obvious from reports of dealers in all parts of the country that it is still too early to appraise fully the effects of the club on retail sales.

In the area of opinion, however, the reaction, even after a cooling off period, is clear. Sixtyone per cent of all dealers are opposed to mail-order clubs in any form. Another 36 per cent are opposed, unless the dealer is an integral participant in the club operation.

#### Participation NSG

Comments appearing on the questionnaires make it clear that for many among the latter 36 per cent, the 20 per cent participation blueprinted by Columbia is not deemed sufficient.

With LP volume at the dealer level booming, a majority of all

dealers polled (62 per cent) reported that the various mail-order record clubs have not affected their store sales. But the healthy minority of 36 per cent who did indicate that the clubs have hurt business is substantial.

It is significant to note that the number of dealers who refuse to co-operate with the Columbia club is smaller than the number who state that clubs have hurt their business. In fact, the attiture generally (73 per cent) is a "take it or leave it" pose. This indifference is more marked in smaller markets than in larger cities. The 73 per cent, of course, refers to dealers who are, nevertheless, accepting club subscriptions.

#### Nix Subscriptions

An average of 16 per cent of all dealers declare they are turning away subscriptions, even if offered gratuitously, with these die-hard opponents to the Columbia plan more in evidence in larger markets. Only 10 per cent assert they are co-operating aggressively with the diskery club operation.

It is no wonder that the aggressive co-operators are snagging most memberships. In larger cities they have signed an average of 126 club members and 75 in smaller areas, for an over-all average of 90. Indifferent dealers, on the other, hand, have inked an average of only 18 members.

Newspaper ads place even with direct-mail as techniques for securing memberships on the part of co-operating dealers. A substantial number of retailers have also found radio and television effective media.

#### Few Conversions

Few dealers answering the survey indicated they had much success in converting members, who originally signed with Columbia direct, to their own lists. The 11 per cent who were able to do so converted an average of six members per store.

The 'uture of the mail-order club plan, as a joint venture of established manufacturer and dealer, then, still remains to prove itself. It may take many more months before the full effect of the clubs on retail sales can accurately be measured.

Much of this future will, no doubt, depend on the reaction of other major diskeries. As yet, none has indicated that it will launch a move similar to that of Columbia.

#### BONUSES OUGHT TO BE STORES'

Instead of creating the impression that only the manufacturer has the consumer's interest at heart, many dealers expressed the feeling that all bonuses and other benefits should be transacted right at the dealer level.

Mrs. W. L. King, the Record Bar, Tacoma, Wash., advanced opinions typical of others received, in her reply to the "pulse" questionnaire.

"I believe if anything is to be given away it should be left entirely up to the dealers themselves to make this decision and not to the manufacturers," she wrote. "Each dealer knows his own personal problems and what he thinks will induce people to buy more. My inducement is a club card system which we punch for each standardpriced record (or its equivalent) purchased in our store. For so many punches we give a standard-priced record free, or its equivalent in credit on an EP or LP. This has worked fine for us. But we can't compete with the manufacturers' offer of a free LP for every two or three purchased.'

# MAIL ORDER CLUBS

Columbia & Decca LP

volume down in many stores

Columbia ..... 34%

London ..... 4%

RCA Victor ..... 9%

Capitol ..... 5%

All Others ...... 10%

Most stores report clubs

Which label has shown the greatest decrease in LP

Co-operating stores sign

five times as many members

If you accept club members, how many have you signed

Co-Operating	Markets	Markets	Over-All
Dealers	128	75	90
Dealers	23	17	18

PULSE OF

THE INDUSTRY

# Newspaper ads and direct mail most effective

What methods have dealers (aggressively co-operating with the Columbia club) found best in rounding up members.

Newspaper Ads24%
Direct Mail (from store)
Padle and my
Radio and/or TV
Telephone Solicitation 3%
House to House Comment
House-to-House Canvassing 1%
All Other Methods
(Percentage of stores)

# Average of six members converted per store

Have you had any success in converting members who enrolled directly with Columbia into members thru your store?

Large Smaller

	Large	Smaller	
No	Marketa S9%	Marketa 88%	89%
Yes	11%	12%	11%
If Yes, Then	ercentage of a	tores)	
How Many?.	2	7	

# Majority of dealers opposed to record clubs in any form

Opposed in	Large Markets	Smaller Markets	Over-All
Any Form Opposed, If Dealer	64%	60%	61%
Not a Participant. Favor Club in	36%	36%	36%
Any Form	age of store	4%	3%

# have not affected volume Have mail-order record clubs had any effect on your sales so far? Large Smaller Markets Over-All Average of six n

No Effect ......61% 62% 62%
Have Hurt
Business .....37% 35% 36%
Increased Business .2% 3% 2%
(Percentage of stores)

(Percentage of stores)

# Take it or leave it' is attitude of most retailers

How are you co-operating with the Columbia plan?

Indifferent, The A	Markets Ocenta	Smaller Markets	Over-All
ing Members	67%	76%	73%
Not Co-Operating. Co-Operating	22%	14%	16%
Aggressively	11%	10%	11%
(Perce	ntage of stor-	100	

# 'Delovely' To Go in 'Anything Goes'

HOLLYWOOD, Nov. 26.—Despite adverse criticism and minor objections raised last week, Paramount Pictures will use the eight and one-half minute production number "It's Delovely" in its upcoming remake of Cole Porter's "Anything Goes."

Objections were raised on the ground that use of the song would sell automobiles since the tune is currently being used by DeSoto as a jingle in its advertising. Porter recently sold the tune for commercial use to the DeSoto people, with the tune prominently figuring into the auto firm's TV and radio saturation campaign.

Toy Fjastad, head of Paramount music department, declared the song would remain in the film which stars Bing Crosby, Donald O'Connor, Jeanmaire and Mitzi Gaynor.

### The Billboard Buying and Programming Guide

#### BEST SELLING PACKAGED RECORDS

### • Classical Albums (Over-all)

Albums are ranked in order of their national sales strength at the retail level, as determined by a survey of classical dealers in all key markets.

L. RAVEL: DAPHNIS ET CHLOE-Boston Symphony (Munch)
2. BERLICZ: SYMPHONIE FANTATIQUE-Boston Symphony (Munch) RCA Victor LM 1900
3. VERDI: AIDA-Milanov, Rome Opera Orchestra (Perlea)
4. MOZART: DON GIOVANNI-Siepi, Vienna Philharmonic (Krips)
5. OFFENBACH: GAITE PARISIENNE; MYERBEER: LES PATINEURS- Boston Pops Orchestra (Fiedler)RCA Victor LM 1817
6. TCHAIKOVSKY: SWAN LAKE, ACTS 2 AND 3-NBC Symphony (Sto-kowski)
7. BEETHOVEN: VIOLIN CONCERTO-Milstein, Pittsburgh Symphony (Steinberg)
8. COLORATURA-LYRIC-Maria Callas
9. GOLDEN JUBILEE CONCERT-Josef HofmannColumbia ML 4929
10. RIMSKY-KORSAKOFF: SCHEHERAZADE-Philadelphia Orchestra (Ormandy)
11. TCHAIKOVSKY: SYMPHONY NO. 6 ("Pathetique")—Boston Symphony (Munch)
12. BEETHOVEN: SYMPHONIES NOS. 5 AND 8-NBC Symphony (Toscanini)
13. BRAHMS: VIOLIN CONCERTO-Milstein, Pittsburgh Symphony (Steinberg)
14. TCHAIKOVSKY: ROMEO AND JULIET FANTASY OVERTURE; MARCHE SLAV-Philadelphia Orchestra (Ormandy)Columbia ML 4997
15. IBERT: ESCALES; RAVEL: BOLERO; LA VALSE: PAVANE; DE-

### Popular Albums (Over-all)

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

1. LOVE ME OR LEAVE ME-Doris Day	Columbia CL 710
2. JACKIE GLEASON PLAYS ROMANTIC JAZZ	Capitol W 568
3. IN THE WEE SMALL POURS-Frank Sinatra	
4. LONESOME ECHO-Jackie Gleason	
5. OKLAHOMA!-Sound Track	Capitol SAO 595
6. MISS SHOW BUSINESS-Judy Garland	
7. JUST FOR LOVERS-Sammy Davis Jr	Decca DL 8170
8. SONG HITS FROM THEATERLAND-Mantovar	
9. MEET ANDRE KOSTELANETZ	
10. POP SHOPPER	RCA Victor SPL 12-13
11. STARRING SAMMY DAVIS JR	Decca DL 8118
12. SO SMOOTH-Perry Como	RCA Victor LPM 1085
13. 1 LOVE PARIS-Michel LeGrand	Columbia CL 555
14. PETE KELLY'S BLUES-Jack Webb	RCA Victor LPM 1126
15. THE STUDENT PRINCE-Mario Lanza	RCA Victor LM 1837

#### Symphonies

- 1. BERLIOZ: SYMPHONIE FANTASTIQUE - Boston Symphony (Munch).... RCA Victor LM 1900
- 3. BEETHOVEN: SYMPHO-NIES NOS. 5 AND 8-NBC Symphony (Toscanini)... RCA Victor LM 1757
- 4. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini)... RCA Victor LM 1778
- BEETHOVEN: SYMPHO-NY NO. 3 ("Eroica")—Chicago Symphony (Reiner). .....RCA Victor LM 1899

- 8. BRAHMS: SYMPHONY
  NO. 1 NBC Symphony
  (Toscanini) .....RCA Victor LM 1702
- 9. BEETHOVEN: SYMPHONIES NOS. 1 AND 9-NBC Symphony (Toscanini)...
  .....RCA Victor LM 6009

#### · Jazz

- & Jay Jay Johnson.... Bethlehem BCP 13
- 3. BENNY GOODMAN IN HI-FI.....Capitol W 565
- 4. THIS IS CHRIS-Chris Connor Bethlehem BCP 20
- 5. SATCH PLAYS FATS-Louis Armstrong .....
  - ......Columbia CL 708
- 6. DUET-Stan Kenton & June Christy Capitol T 656
- 7. HARRY JAMES IN HI-FI
  ......Capitol W 654
- 8. STEVE ALLEN'S ALL-STAR JAZZ CONCERT, VOL. 1 ... Decca DL 8151
- 9. BRUBECK TIME-Dave Brubeck Columbia CL 622

#### Opera

- 1. VERDI: AIDA-Milanov. .....RCA Victor LM 6122
- 3. RICHARD STRAUSS: AR-IADNE AUF NAXOS -Schwarzkopf . . . Angel 3532
- 4. PUCCINI: MADAME BUTTERFLY-De Log Angeles. RCA Victor LM 6121

- 9. BIZET: CARMEN-Stevens ....RCA Victor LM 6102
- 10. PUCCINE MADAME
  BUTTERFLY-Callas...
  Angel 3523

#### • Children's

- 1. SIAMESE CAT SONG; LADY AND THE TRAMP -Peggy Lee. Decca K 149
- 2. LADY AND THE TRAMP .....Capitol DBX 3056
- 3. PETER PAN (Walt Disney) .....RCA Victor Y 4001

- 6. LITTLE WHITE DUCK-Burl Ives. . . Columbia J 85

- 9. SONGS FROM DISNEY-LAND-Cliff Edwards . . . . . . . . Decca K 151, 152
- 10. OPEN UP YOUR HEART-Cowboy Church Sunday School . . . . Decea K 146
- 11. NUTTIN' FOR CHRIST-MAS-Ricky Zahnd..... Columbia J 263

# Show and Movie

- 2. OKLAHOMA!-Gordon McRae . . Capitol SAO 595
- 4. KISMET-Alfred Drake. .....Columbia ML 4850
- 6. PETE KELLY'S BLUES-Peggy Lee & Ella Fitzgerald. Decca DL 8166
- 7. THE KING AND I-Gertrude Lawrence .... Decca DL 9008
- 8. GUYS AND DOLLS-Original Broadway Cast. .........Decca DL 9023
- 9. DAMN YANKEES-Gwen Verdon .....RCA Victor LOC 1021

LXA

# Best Buys for Big "X"mas Sales

POPULAR	ALBUMS-	12" I ONC	DIAV
- OT OWING	TIME OTHER	LE LUNE	B 4 L: 0 E

TYA-1000 " ONLY HAVE THE CON HAVE		
LXA-1000 "I ONLY HAVE EYES FOR YOU"  Spencer-Hagen Orchestra  I Only Have Eyes for You-Where Am	LXA-1027 "GYPSY MOODS" Russ Case Orchestra	LVA-1000 "YOUNG BING CROSBY" Paul Whiteman and Gus Arnheim
Remember Me—The Shadow Waltz-	Zigeunerweisen — Two Guitars — Hora Staccato—When a Gypsy Makes His Vio-	Orchestras I'm Coming, Virginia—Ol'. Man River—
Makes the Heart Grow Fonder	Kati — Play Fiddle Play — Romany Life	That's Grandma—Thanks to You—I'm Gonna Get You—Wrap Your Troubles in
LXA-1001 "RHAPSODY IN RHYTHM"  Geri Galian Orchestra	LXA-1028 "BISTRO BALLADS"	Dreams—The Little Things in Life
Slaughter on Tenth Avenue—Tara Lara- Minuet Rhumba—Malaguena—C'est S	The second of th	LVA-1001 "FRED ASTAIRE"  With Leo Reisman Orchestra
Bon-Mescolanza-Slave Maidens Rhum ba-Danza Lucumi-Ebbtide and other	Come In Out of the Rain-Sweet William	I Love Louisa—New Sun in the Sky— White Heat—Sweet Music—Hoops—I Love
LXA-1002 "ORCHIDS IN THE MOONLIGHT"	and others	Louisa (reprise)—Night and Day—I've Got You on My Mind
Orchids in the Moonlight—Hallelujah!—	LXA-1029 "MUSICAL HIGHLIGHTS FROM DAMN YANKEES"  /LOVE SCENES FROM THE CINEMA"	and others
Without a Song-Carioca-Time on My Hands-I Know That You Know-Tea for Two-I Want to Be Happy		Call Me Darling—Sweet and Lovely—Just
XA-1003 "RECIPES FOR ROMANCE"	In You—Heart—Goodbye, Old Girl—What-	Friends-Where the Blue of the Night- You Try Somebody Else-You're My
Spencer-Hagen Orchestra Pink Lady-Silver Fizz-Cuba Libra-Cafe	Doesn't Know—Not as a Stranger	Everything—All of Me
Pousse-Mint Julep-Old Fashioned-Vel- vet Hammer-Side Car-Tom and Jerry-	and others	LVA-1003 "COMPOSERS AT PLAY"  Cole Porter-Harold Arlen
Absinthe Frappe-Grasshopper-Zombie. (A-1004 "HANDYLAND U.S.A."	Freddie Mitchell Orch.  Moon Dog Boogie-Home, Sweet Home-	Leo Reisman & Orch.  Let's Fall In Love—As Long as I Live—III
George Handy	Daddy-Roll 'Em Boogie-National Em-	Wind — This Is Only the Beginning — Happy as the Day Is Long — Stormy
Recail—A Tight Hat—Noshin'—Sprong— Rainbow — Pegasus — Lean To—Blinuet— Case Ace — Crazy Lady — Zonkin' — Foot-	and others	LVA-1004 "ON STAGE" Volume I
notes.	LXA-1031 "SONGS OF REVERENCE"  The Lighthouse Singers	Ethel Merman and Gertrude Niesen  I Gotta Right to Sing the Blues-How
A-1005 "CALVIN JACKSON AT THE PLAZA"  Calvin Jackson & Quartet	The Lord's Prayer—Bless This House—Ave Maria—Arise, Rejoice, and Praise the	I'll Follow You (Ethel Merman). Harlem
Sleep-Under a Blanket of Blue-Fire Four -Motem Swing-Down by the River-	Lord-One Melodious Song-Rock of Ages -Whispering Hope	on My Mind-Jealousy and others
Sunday-By the River St. Marie-Gone With the Wind-Heat Wave	LXA-1032 "BY GEORGE! (HANDY, OF COURSE)"	LVA-1005 "THE GAY CABALLERO" Frank Crumit
A-1007 "YESTERDAYS" Memorable Memories of	George Handy Orchestra  Maretet—A Wooden Sail in a Wooden	A Gay Cabellero—I Learned About Women From Her—Little Brown Jug—
Yesterdays—Smoke Gets in Your Eves—	Wind-Foolish Little Boy-Heavy Hands- Of Gossamer Sheen-Tender Touch-Pen-	Frankie and Johnny-My Grandfather's Clock-Down by the Railroad Track
-Why Do I Love You?-The Sona Is You	sive—Stream of Consciousness	LVA-1006 "TORCH SONGS"
1-1013 "HANSEL AND GRETEL"	LXA-1033 "ROBERT Q. LEWIS AND HIS GANG"	Helen Morgan and Fannie Brice Body and Soul-Why Was I Born?-Mean
The Original Sound Track from the MI- CHAEL MYERBURG PROD. Orch. conduct-	Robert Q. Lewis-Chordettes-Betty Clooney-Lois Hunt-Earl Wrightson	to Me-Frankie and Johnnie-Something to Remember You By-Can't Help Lovin'
ed by Franz Allers. Music by Engelbert Humperdinck. Featuring: ANNA RUSSELL.	One Night of Love—900 Pages and 66 Books—Buck Dance—Mention My Name	Dat Man (Helen Morgan)
-1014 "SAMMY KAYE AND HIS ORCHESTRA"	in Sheboygan—Only Forever	LVA-1007 "GENE AUSTIN SINGS ALL-TIME FAVORITES"
Roomful of Roses—Careless Hands—Down	LXA-1034 "SPOTLIGHT ON BEN LIGHT"	l've Got a Feeling I'm Falling—My Mel- ancholy Baby—St. James Infirmary— When Your Lover Has Gone—If I Could
Be In Love With You-I Want a Girl-	Ben Light and His Lightning Fingers  Alexander's Ragtime Band—Carolina in	Be With You-St. Louis Blues
Cuddle Up a Little Closer	the Morning — September Song — Back Home Again in Indiana—I Don't Want to Walk Without You — Alabamy Bound	LVA-1008 "THE HAPPINESS BOYS"
-1022 "PUPPETS ON PARADE"  Larry Ferrari	LXA-1037 "CHRISTMAS CAROLS"	Billy Jones and Ernie Hare  I Can't Sleep in the Movies Any More—
Parade of the Wooden Soldiers-Doll Dance-The Skating Gremlyns-The Toy	The Lighthouse Singers	Mr. Hoover, Mr. Smith—She Knows Her Onions—Where Did You Get That Name?
of the Paper Dolls	Silent Night, Holy Night-O' Come All Ye Faithful-Hark! The Herald Angels Sing The First New!	-She Has a Little Dimple on Her Chin
1024 "PATTERNS IN PURPLE"	Sing - The First Noel - Ave Maria - O' Little Town of Bethlehem-O' Holy Night	LVA-1009 "ETHEL WATERS"  Frankie and Johnny-Jeepers Creepers-
Bobby Stevenson Trio There's a Small Hotel—Coffee Time—Look	LXA-1038 "MAKE MINE MALTBY"	Change Your Mind—What Goes Up Must
Over the Rainbow — Jitterbug Waltz —	Richard Maltby & His Orchestra  Midnight Mood—Strictly Instrumental—	Come Down-Y'Had It Comin' to You
When Did You Leave Heaven?	High Tide Boogle—Four or Five Times— Grand Slam—St. Louis Blues Mambo— The Book of Love—Six Flats Unfurnished	10" LONG PLAY ALBUMS
1025 "AT THE JAZZ BAND BALL"  Dukes of Dixieland	and others	The state of the s
At the Jazz Band Ball—Beale St. Blues— Muskrat Ramble—Blue Prelude—That's a	The Donkey Serenade - Loch Lamond	LXA-3032 "TALES FROM THE GREAT BOOK-MOSES"  Joseph Cotten
Plenty-Original Dixieland One Step- Panama-Wolverine Blues-Fidgety Feet	Danny Boy—L'Amour Toujours L'Amour— Annie Laurie—Believe Me If All Those Endearing Young Charms	LXA-3051 "TALES FROM THE GREAT BOOK—ABRAHAM AND SOLOMON"
1026 "GORDON JENKINS ALMANAC"	and others	LXA-3055 "TALES FROM THE GREAT BOOK—SAMSON &
January Jumps—February Fever—March Marches On—April Sings a Lovely Song —May Wine—June Wedding—Two Weeks	LXA-1040 "AN AFTERNOON AT BIRDLAND" With Kai Winding & J. J. Johnson	JOSHUA"
in July-August Heat	Funnybone - Cornerstone - Lullaby of Birdland-Bone of Contention-Birdland Festival-Vista.	LXA-3056 "TALES FROM THE GREAT BOOK-JOSEPH"
	Control of the Contro	Brign Aherne

Use This Page for Ordering Through Your Nearest "X" Distributor



a Product of Radio Corporation of America

# Record Sales Year For LP Records

New Buyers, Lower Prices, Big Display Ads, Many Other Factors Influence Rise

Continued from page 1

time in the past.

and a desire on the part of manu- Chrysler product cars. face of price inducements offered unprecedented output with litby competitors.

#### Display Ads

Another interesting area of consumer in greater numbers. speculation certainly is the prob- Manufacturers whose success opinion holds that at the very the trade. least they have many more people in the habit of thinking about records, playing them and buy- these columns reported how ing new ones.

by special audio shows and the tion that in many cases these inentry of new and established elec- vestments will not pay off for tronic names into the equipment many months, perhaps years. No pel. It's almost a trade axiom any other businessman, the rectoday that if a manufacturer pro- ord manufacturer thus is taking duces television, he's also making a highly optimistic view of future record players. And that's true prospects. from Admiral to Zenith and all letters in between.

Auto Phonos

directed at consumers, and served to dramatize the enterpreaching records, than at any tainment value of disks to the still uninitiated public. This, of Some of this has been the re- course, would be the current sult of heightened competition availability of players on all

facturers to establish their own So the dealer sales of LP's (and lines in the face of new gimmicks other records) continue to mount. introduced by other labels. It And no one would accuse the would be interesting to discover manufacturers of being loathe to (if it were possible) just how ride the boom. They are turning much consumer advertising was out new products at an ever instimulated by manufacturers seek- creasing rate. And dealers everying to plug their product in the where seem to be absorbing this tle trouble. More importantly, they are passing it on to the

able effect, retail-wise, of the depends on how closely they tremendous number of display ad sense the temper of the times, pages used by the various record and then move to take advantage mail-order clubs to pull members. of it, have closely traced the While there are two schools of boom in packaged record goods. thought relative to their effect Their attitude in this regard is on dealer sales, a large body of significant to other elements of

#### Long Pay-Off

Only a week ago a story in manufacturers were plowing back Continued consumer interest in heavy chunks of profits into more high fidelity, abetted constantly albums. This is with full realizafield, is also spreading the gos- more addicted to altruism than

If his calculations are right, and all indications point that way, the dealer in 1956 can expect Such a seemingly off-beat de- even greater volume gains. All velopment as a record player for facets of the industry should be automobiles has in its own way able to participate in the feast.

distributor; as Columbia will eventually do if their club meets with wide public acceptance."

The same brush was applied to all of the companies by a dealer literally "from Missouri," who stated, "I think the record companies are going to eliminate the dealers." This party asked us to withhold his name, as did the Washington dealer who exploded, They stink, Bad for business. The Book - of - the - Month Club killed the book stores. Record clubs on a large scale will kill the record

Barry Ware, of the Ware House of Music, Seattle, believes that "Columbia should discontinue the club completely or dealers should minimize Columbia merchandise."

An Ohio dealer accuses Columbia of "trying for years to obtain my customer mailing list. They give it to no one!"

one Pittsburgh merchant. He brush. claimed that "good customers come in to exchange unwanted club records in the store. Can hardly refuse. . . . It is my opinion that Columbia is getting a large percentage of members by direct mail. They should make public such information."

Apparently, a number of dealers also are opposed to 98-cent "sampler records, which many other dealers and the issuing companies have advanced as "lifesaving traffic builders." In apparent contradictions, several opposed the club idea as "cheapening" the business, and then went on to endorse fervently the samplers." Some felt that the bonus and sampler inducements indicate to the public that there must be a tremendous markup in records, and that they should shop only for bargains.

It should be noted that many of the dealers who were vehement against Columbia for cutting store traffic via the Club, wholeheartedly embraced samplers as traffic builders. Columbia, of course, issued the first such sampler; i.e., "I Like Jazz," and several more subsequently.

One Philadelphia dealer resents the fact that Columbia "gave no warning that they were going into the club business, and stores all over the country purchased fall merchandise in advance." He stated that "I, for one, will not buy anymore Columbia LP's except on deposit for orders."

The sentiment for boycotting Columbia, however, appeared to be dying out. Only a few of the opposing dealers were aroused enough to endorse this action.

J. Ferguson, of Rite-Way Furniture, East Chicago, Ind., summed up a number of responses with the statement that "record clubs inhibit impulse buying and suggestive selling which was what prided myself on." Another same opinion, also pointed out

it was time to pack up and get out of the business.

On the constructive side, club opponent Robert D. Summers, of McGowan's, St. Paul, believed that "Columbia could have used a different approach to the club, such as having dealers give out the bonus record the customer gets for signing. That would have given dealers about 99 per cent of the people who signed up directly with the factory." This was echoed in a number of question-

Summers also expressed some concern about Victor's PMS. "It seems to me, that if not watched, every grocery store, hardware store or gas station in the country our eyes on.

#### **NEW PRODUCTS**



use contests, record clubs, etc. A Record Accessory Bar, currently in This mailing list is one of my use with a special merchandising probiggest assets and I intend to gram of Walco Products, Inc. Bar serves as a complete record accessory The old club problem, wherein department for dealers. Designed for subscribers neglect to send in counter display, it carries Stati-Clean. their eards and receive selections anti-static spray; DisCover plastic recthey did not intend buying, is be- ord sleeves, the Walco balanced coming a particular headache to sound kit and the DisCleen record



New hi-fi turntable and viscousdamped tone arm combination, just introduced by Gray Research and Development Company. The unit is completely shock-mounted, operates at all three standard speeds and accommo- The Crestwood Concerto (Model 360) dates 12-inch records or 16-inch Magnetic Tape Recorder, now being ranscriptions. The tone arm takes all marketed by Daystrom Electric Corpopopular types of pick-ups. The unit ration. The unit comes in mahogany comes with red, yellow, green or gray or blond and employs push-button pedestal and is available either with controls. Basically a table model, acfour-pole induction motor or, at cessory legs screwed in the bottom slightly higher rates, with the hys- transform it into an armchair conteresis type synchronous motor.



Bohn Music System, Inc., has introduced this new hi-fi radio-phono system which consists of a custom quality transcription turntable, pre-amplifier and equalizer and 30-watt amplifier. dealer in Ohio who offered the all housed in a step-type end table that the diverting of store traffic speaker system. Over-all, the line in- floor display unit. The unit employs a "decreases phonograph and ac- cludes two phono systems and two combination of wrought iron, wood and



One of the new AMI hi-fi radio phono units recently introduced. The new 1956 model Miraphon Man-Speaking system employs exponential ual Record Player (XM-110A), now horns. Units include precision built-in being delivered by Audiogersh Corradio and three-speed record changer, poration. The turntable moves in a different things. The record club worlds apart," he wrote.

could have a catalog for customof Columbia is not keeping customers out of my store, but CoCenter, Chicago, reflected the
sell for approximately \$1,400 music to other rooms. Cabinets are accommodates user's choice of cart-Provision is made for attachment of a special double row of ball bearings, as worth of Victor's top albums for available in blond or dark mahogany ridge. Table itself is white rubber a small \$68 investment. This is finish, employing solid brass hard- matted. Adjustment for cartridge something we should all keep ware. The firm is a major juke box weight is accomplished by a thumb manufacturer.



V-M Tape-O-Matic Recorder and Player unit, one of the firm's popular priced line now convertible for binaural tape playing. A special "Stereo-Matic" Binaural Conversion Kit. just introduced, retails for about \$16.95. Average installation cost for the adapter unit is said to be about \$10.



solette. There is ample storage space for mikes, cords and four seven-inch reels of tape, Retail price is \$299.50.



(pictured above) and a matching Pentron's illuminated tape recorder radio-phono units. All include connec- gold expanded metal. The set-up ac-Only one dealer suggested that tions for tape recorders and television. commodates five tape recorder units or four recorders and an accessory display. Unit is primarily designed for distributor use.



screw under the tone arm.

#### CLUB OR CUDGEL?

# Dealers' Reasons For Disapprovals

somely packaged." But, "record order to get the bonus records. clubs are a fact, and I accept . . . One of the new fall releases their existence, altho I don't really was received by one of our cuslike them.

he "fell for the Club, but . . . stock, altho it was on back order not all the way," he signed up for two months." 15 people. "Then after the first records were sent, people came bers are getting preference over in to me and griped . . . Their dealers in shipments of hot LP record came in scratched! Their merchandise, was expressed by record came in bent. I told them, several retailers. don't come to me, I have nothing to do with it. I referred them to radically with Columbia on the the local Columbia Records sales-man. So I figure it is going to merchandising." "It is rather anbe a 'pass the buck' deal. . . . guishing to see such a hitherto Oh, well, I think it will fall thru respected company as Columbia to everyone's happiness."

the manufacturer in "direct com- attempt to force their retailers to petition" with the retailer was swallow as 'Modern Merchandiscal dissenters.

Mrs. Betty Schilling, of Schill- "The Columbia conception of ing Music, Fresno, Calif., wrote, "Modern Merchandising" and my record club when it was started, chandising of a worthwhile prod-

out superlative merchandise hand- are now being purchased direct in tomers direct from the factory One store in Wichita claimed before we had received it for

That feeling, that club mem-

A Pennsylvania retailer differs indulge in such rough-shod tactics The theory that the Club puts as this Record Club, which they general among the more analyti- ing and for your (the dealer's) own good,"

"We were not opposed to the conception of aggressive mer-But theory and practice are two uct at a competitive price are

lumbia has become a competitor concern of many dealers when he for our customers' business. Items wrote, "I believe the only reason I would previously have sold my the record club is operated is to customers on the Columbia label eliminate both the dealer and the

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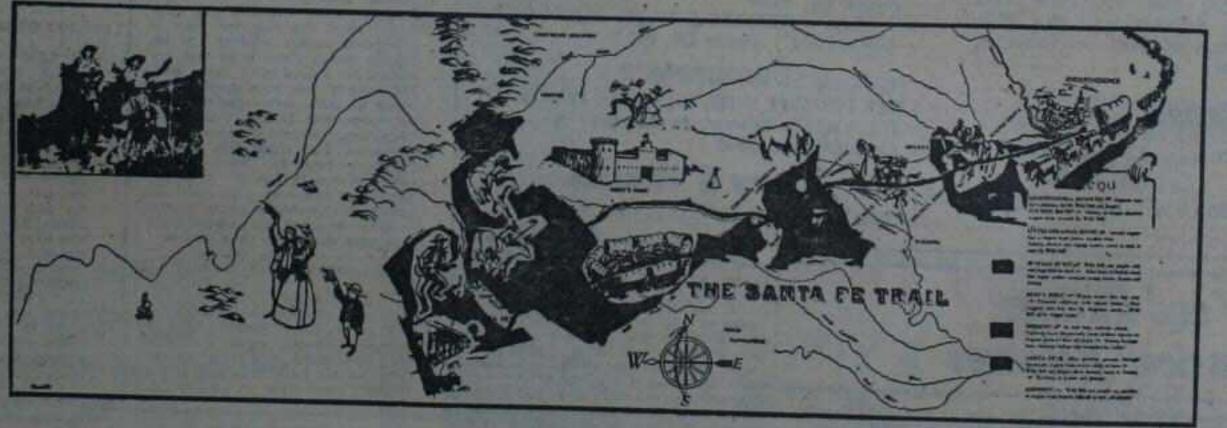
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## · Review Spotlight on . . .

ALBUMS

#### Classical

TREASURY OF FAVORITE SYM-PHONIES (6-12")-Camden CFL 104

Here's another excellent Camden bargain set, with six LP's packaged at \$10.98. It's an ideal Christmas gift item for beginning collectors and should move briskly across the counter this season and for a long time to come. The package spotlights eight popular symphonies by Beethoven, Brahms, Dvorak, Franck, Mendelssohn, Mozart, Schubert and Tchaikovsky. Excellent performances are contributed (under the usual Camden non de plumes) by Serge Koussevitsky and the Boston Symphony; Leopold Stokowski and the Philadelphia; Pierre Monteux and the San Francisco, (actually billed on the label as such); Stokowski and the Hollywood Bowl Orchestra.

#### Popular

FROM THE SOUND TRACK OF "KIS-MET" (1-12")-Howard Keel, Ann Blyth, Dolores Gray, Vic Damone. M-G-M E

This looks like a natural for big sales. The original Broadway legit piece left its mark with such hits as "Stranger in Paradise" and Baubles, Bangles and Beads." Now these and nine others get the full treatment from Howard Keel, Ann Blyth, Dolores Gray and Vic Damone in this brand new sound track package. The cover is a colorful piece indeed and timed as it is to hit the peak of the gifting season, the

the diskery.

THE CALVIN JACKSON QUARTET (1-12") -Columbia CL 756

It's likely that this will become another in Columbia's string of pop-selling jazz sets. Es-sentially, this is Juilliard Jazz, but it has a crisply modern flavor and swings mightily in its own way. Jackson plays a lot of fast, clever piano, and vibist Peter Appleyard runs apace thruout. This bright-eyed outfit-exudes showmanship and stays well within reach of the average listener. Should impress customers on a first listen. Look for action here.

GERRY MULLIGAN QUARTET (1-12")-Pacific Jazz PJ 1207

A prize collection of recordings from the Quartet's 1952-'53 phase, when Chet Baker was still blowing with Mulligan. The combo made history with their fresh sound and engaging style, blazing a trail that many since have attempted to follow. The delicately balanced sonorities of baritone sax and trumpet in seemingly effortless contrapuntal play was a new aural kick for which modern jazz audiences still have sharp appetites. Mulligan's own compositions and arrangements provide the group with the most congenial framework in which to display their talents and personalities. A must for all modern collectors, unless they have previously gotten some of these as released on EP.

# album can make it a most happy holiday for

THE ROSE TATTOO ......78

Sieve Allen (1-12")
Coral CRL 57019

This is another well-calculated device

to cash in on Alien's seeming everincreasing popularity. As a wit and
planist the star of "Tonight" has
carved out his own indelible niche.
And in this album he shows a sensitive, the untrained way with a
nong. With his usual good taste, Alles
draws from the file of the files.

draws from the file of the finer stand-ards for this collection and working with members of his NBC-TV show

band, he projects on some very listenable material. Songs include "You're
Mine You," "Sugar," "There'll Never
He Another You," "Street of
Dreams," "Spring Will Be a Little
Late This Year" and others of that
lik. This package should enjoy a
healthy life over-the-counter wherever

the Allen legend of success has

Reviews and Ratings

of New Popular Albums

Alex North Ork (1-12") Sound track. Columbia CL 727 The forthcoming Anna Magnani-Burt Lancaster movie "The Rose Tattoo" promises to be one of the hig pictures of the year, and this group of 11 original themes from the film's sound track should cash in on the promotion sales-wise. The LP is strictly a moud package, and as such offers some interesting new material for declays. However, most of the themes are too solemnly paced and melancholy to have much pop appeal as separate items. Excellent arrangements and interpretation by composer Alex North. A seductive photo of the two stars highlights the cover, and enliances the LP's sales prospects.

Paul Whiteman and his ork (1-12")

The market is loaded with Gershwin packages, but Paul Whiteman has a particularly close association with the late composer's works in the mind of the public. Consequently his new LP version of his long-time theme "Rhapsody in Blue," "I Got Rhythm" and "Cuban Overture" should find a ready sales market. Planist Earl Wild. is flashily impressive on "Rhapsody," while planist Buddy Word contributes some tasteful solo work on "I've Got Rhythm." Whiteman's orchestrations are lushly dramatic.

TALES FROM THE GREAT BOOK ....75

Label "X" LXA-3032, 3051, 3055, 3056 Altho each one of these disks is arp-arately packaged, the four do com-prise a set. Each one contains seected episodes, taken from the Old Testament, in narrative form with occational brief dramatized sections. For each reading there is orchestral accompaniment. According to the album numbers listed, the contents include: 1) Reading of Moses by Joseph Cotten, 2) Abraham and Solomon by Ronald Reagan, 3) Sumson and Joshua by Robert Preston, and 4) Joseph by Brian Aherne. The readings are done deamatically and force. ings are done dramatically and forcefully, and in each case, the disk is packaged in a colorful, sales-wise manner. Good appeal for adults and

ROBERT Q. LEWIS AND HIS GANG ...74

(I-12")
Label "X" LXA 1033
Musically, there is nothing very spectacular about this disk, but there is morning and in-

nonetheless a very winning and infectious quality about it all that can account for a good many copies sold. The material has been carefully selected to show various members of the troupe, who, in this case, are the Chordettes, Betty Clooney, Earl Wrightson, Lois Hunt, Don Liberto, the Circle Five, Ray Bloch and, of course, Robert Q. himself. If the art department had been a bit more selective in choosing a photo of the gang for the cover, the package might have been made even more salable.

FRED ASTAIRE ......74

Label "X" LVA 1001

This collection represents the Broadway, or pre-Ginger Ropers period of Astaire, Collectors of the real show stuff will cherish this, altho it's exident that the later Brumwick period (recently represented on an Epic re-

"new" disk by the outstanding Russian violinist will move well. Here are two beautifully read Mozart sonatas by Oistrakh, plus the popular Rondo, arranged by Fritz Kreisler, as played by son lgor, a remarkable fiddler in his own right. On a companion Colosseum disk (CRIP 193), David Oistrakh is heard in Bach's Sonata No. 5 for Violin and Piano, white Igor performs the unaccompanied Sonata, No. 1 by Bach, and the Vitali "Chaconne." Sound on both disks is of relatively low order, the acceptable.

GLUCK: BALLET SUITE NO. 1; GRE-TRY: BALLET SUITE (1-12")-New Symphony Orchestra of Londob; Rob-ert Irving, Cond. London LL 1234 ....70

Gluck and Gretry were 18th century contemporaries, who, is vying for the favor of the French court, produced some lovely ballet music. The "Dance of the Blessed Spirits" from Gluck's "Orteo" is an outstanding example. This, along with other characteristic dance movements from other Gluck operas was fashioned by Felix Mottl into a suite that for decades has been a favorite of concert audiences. The arrangement by Constant Lambert of the Gretry ballet music is more recent, but is becoming a concert This is the Oistrakh year, and any ductor of the Sadler's Wells Company.

tissue disk) offered the more universally acceptable tunes and stylings.
For the connoissestra, there's a "Band Wagon" madley, from the original stageshow, in which sister Adele Joins the hoofer for two songs. The side features the Leo Reisman ork with Astaire vocals. The only commonly-heard tune here is "Night and Day," in the original recording thereof.

BISTRO BALLADS .....78 Audrey Morris (1-12"

Audrey Morris (1-12")
Label "X" LXA 1028

Audrey Morris sings and plays the plane in the intimate, soft and sliky style of Jeri Sothern, albeit not yet as polished. The thrush does a nice job on 10 romantic ballads, registering particularly well on the Rodgers and Hart oldie "Nobody's Heart," and the relatively obscure Gershwin ditty "Blah, Blah, Blah," Rhythm backing is tasteful and the package over-all adds up to an enjoyable package of adds up to an enjoyable package of mood vocals for jockeys and home

#### LIZZIE MILES: TORCHY LULLABIES 69 (1-12")

When she was seven years old back in New Orleans, Lizzie Miles was singing with the Kid Cry-King Oliver band. That's when she learned her own wonderful blues style. Now, a few years and many, many songs later, she's come up with an LP of selected blues material the character and personality of which may miss the young hepcats of today entirely. But for the older folks there'll be a nostalgic kick or two as they listen to "I Ain't Got Nobody," "Dinah," "Lonsomest Gal in Town," "Alexander's Ragtime Band" and "How Could I Feel Blue." There are 14 tunes in all and each gets a warm and delicate reading.

#### Christmas

CHRISTMAS WITH MARAIS AND MIRANDA ......74 (1-12")

Decca DL 9030 The great charm of this package lies in its simplicity and taste. Marais and Miranda are known in the folk circles for the simple beauty and authenticity of their ballad offerings. Here those same attributes come into play in a wonderful collection of Christmas songs from around the world. French, German, Flemish, Dutch, Swiss, Austrian and African yuletide songs are included, with historical background and lyrics in detail for each tune, on the back of the cover. Marais' usual guitar accom-

paniment is handsomely agumented

with wind instruments and a quartet of ancient stringed instruments.

CHRISTMAS MUSIC FROM AROUND THE WORLD ...... Einar Hansen, Glass Instrument (1-12")

MGM E 3277 Hansen's "glass harmonics" is built from several dozen glasses partly filled with water. He plays them with an amazing legato effect by rubbing fingers on the edges. Plenty of Christ-mas tunes here from many countries, and the sound is intriguing, but it may get monotonous in this large dose. Has some curio value, and a fair amount can be moved in the

Victor LPM 1146

In the '30's it was "One o'Clock Jump," in the '40's "How High the Moon," and in the '50's the Jazzman's anthem is George Shearing's "Lullaby of Birdland." The tune is published by the proprietor of the Jazz club, a fact which helped it build momentum. Twelve versions of the "Lullaby" in succession might seem sleep-inducive, but each of the 12 strangers and groups who contribute the versions here have come up with a distinctive approach, and since each is fairly short there's no monotony. Quite the contrary. The most distinctive jobs are the Bachian fugal scoring of Tony Scott, and the airy, French-school work of the Shorty Rogers-Andre Previn group, Others are by Al Cohn, Barbara Carroll, Pele Jolly, Charlie Barner, etc.

(1-12") Columbia CL 754 This is the old Basic crew with originals of old recordings dating back as far as 1940. Nothing is more recent than 1946. Here are some of the really immortal Basic classics featur-ing equally immortal sideman like Buck Clayton, Dickie Wells, Lester Young, Illinois Jacquet, Walter Page, Jo Jones and of course Jimmy Rushing on the vocals. Rep includes "One o'Clock Jump," "Avenue C," "Goin' to Chicago Riues," "Rusty Dusty Blues" and "The King" When fans get a look at the line-up, they'll buy

Savoy MG 12017 Some of the freshest, most imagina-tive jazz sounds around have been eithed into this fine LP package. Kenny Clarke lives up to the billing of a classy drummer who understands that high decibel of necessarily make great drumming. His Paul Chambers, bass; Jeromo Rich-ardson, tenor and flux; Jolian Adder-

(Continued on page 56)

## Spotlight Recap

A wrap-up of all album spotlight picks from Billboard issues of the past four weeks.

#### Classical

GOLDEN JUBILEE CONCERT A (1-12")-Josef Hofmann, Piano. Columbia 5 ML 4929

GROFE: GRAND CANYON SUITE; COP-LAND: EL SALON MEXICO (1-12")-Boston Pops Orchestra; Arthur Fiedler, Cond. RCA Victor LM 1928

HOROWITZ PLAYS CLEMENTI SONATAS (1-12")-Vladimir Horowitz, Piano. RCA Victor LM 1902

MOZART: DON GIOVANNI (Complete) (4-12")-Cesare Siepi, Suzanne Danco, etc.; Vienna Philharmonic; Vienna State Opera Chorus; Josef Krips, Cond. London XLLA 34

PUCCINI: MADAME BUTTERFLY (Comlete) (3-12")-Maria Callas; La Scala Orchestra and Chorus; Herbert von Karajan, Cond. Angel 3523.

JOHANN STRAUSS: DIE FLEDERMAUS (2-12")-Elizabeth Schwarzkopf, etc.; Philharmonia Orchestra; Herbert von Karajan, Cond. Angel 3539

#### Popular

MISS SHOWBUSINESS (1-12")-Judy Garland. Capitol W 676

SINCERELY YOURS (1-12")-Liberace. Columbin CL 800

JAZZ AT THE PHILHARMONIC, VOL. 17-(3-12")-Lionel Hampton, Oscar Peterson, Dizzy Gillespie, Louis Bellson, Roy Eldridge, Ben Webster, Flip Phillips, Buddy DeFranco, Buddy Rich, Bill Harris, Ray Brown, Herb Ellis, Clef MG Vol. 17

Jazz

JACK MONTROSE WITH BOB GORDON. Jack Montrose Quintet. Atlantic 1223

\$64,000 JAZZ (1-12")-Benny Goodman, Louis Armstrong, Eddie Condon, Harry James, Buck Clayton, Duke Ellington, Dave Brubeck, Pete Rugolo, Sarah Vaughan, J. J. Johnson and Kai Winding, Erroll Garner, Woody Herman. Columbia CL 777

#### Christmas

ECHOES OF CHRISTMAS: GEORGE FEYER, Piano and Harpsichord with rhythm accompaniment. (1-12")-Vox VX 25.010

MERRY CHRISTMAS (1-12")-Bing Crosby. Decca DL 8128

A MERRY CHRISTMAS WITH THE FOUR ACES (1-12")-Decca DL 9191

Documentary

I CAN HEAR IT NOW: WINSTON CHURCH-ILL (1-12")-Edward R. Murrow, Narrator. Columbia ML 5066

#### Country & Western

WEBB PIERCE (1-12")-Decca DL 8129

#### Reviews and Ratings New Classical Releases

BRAHMS: COMPLETE STRING QUAR-TETS (2-12")-Budapest String Quartet 

Of the three Brahms quartets, only the first, in C Minor, has been available in a Budapest reading. Thus, this release will quickly assume major status in the calculations-buying and listening-of any chamber music enthusiast. The package continues the tradition, set by Columbia, of presenting the Hudapest in sets of complete works, a welcome practice indeed. The many qualities of this wonderful ememble are kindly treated in these fine recordings, and for added bonus, a Haydn Quartet (Op. 33, No. 2 "The loke's is included. A solid entry for the connoisseur market.

SIRELIUS: SYMPHONY NO. 5: NIGHT

communicating the ideas and tonal values with this outstanding reading of the Fifth to popular favorite, along with the Second and Seventh). The tone poem "Night Ride" gets its first recording here and is a fascinating addition to the Sibelius

catalog. For Sibelius fans, both of these well-recorded items are a "must."

A BRAILOWSKY RECITAL (1-12")-Alexander Brailowsky, Piano. RCA and-true concert material of the early Romantic period: Schumann's Sonata in F-Sharp Minor, Op. 11; Schubert's Impromptus, Nos. 3 and 4, Op. 90; Men-delesohn's Andante and Rondo Capric-cioso, Op. 14; and Weber's Invitation to the Dance. The lengthy Schumann Sonata requires emotional and technical scope, and Brailowsky has considerable resources from which to draw, the an irritating number of wrong notes occur nonethniess. In the shorter pieces, Brai-lowsky has force and brilliance, which sometimes is achieved at the expense of warmin and of a consistently fine singing tone, however. The nature of the program-and Brailowsky's popularity-will

MILLOCKER: THE BEGGAR STU-DENT (2-12")—Wilms Lipp, Orchestes of the Vienna State Opera: Auton Paulik, Cond. Vanguard VRS 474-5. The "Bettelstudent" has been an immensely popular operatia since its first performance in 1882, but, curiously, has never been recorded in its entirety until now. Vanguard could not have done

make this LP a fair seller in any event.

better than to seek out regulars of the Vienna Volksoper to give a brilliant, effervescent performance in a manner that is traditional in that bouse. This is music in the vein of "Fledermaus," and anyone who has thrilled to the melodies of Strauss, will just as readily take this to his heart. Anton Paulik is practically unrivalled as a conductor of Vicnnese operetta, and turns in a magnificent reading here. A complete English transla-

LOTTE LENYA SINGS BERLIN THE-ATER SONGS BY KURT WEILL

Hitler era, Lotte Lenya was a glamorous adornment of that city's theatrical life. The songs of her husband, Kurt Weill, however, mainly reflected the brutality, squalor and desperate gainty of the period. It is, pethaps because Lenya was primarily an actress, not a singer, that more than any other singer she is able to express the intense feeling of these songs. A new generation is now acclaiming her in "The Threepenny Opera" in New York; for them she offers three songs from that work of her husband's, as well as outstanding numbers from "Ma-hagonny," "Happy End," "Berlin Requiem" and "Der Silbersee." Complete German-English texts are provided, as well as six pages of pictures and commentary illustrating Lenya's career.

IOZARI: VIOLIN SONATA IN G (K. 379); VIOLIN SONATA IN B FLAT (K. 450); RONDO (1-12")— David Olstrakh, Violing Igor Olstrakh

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2 Pat Boone

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Billy Vaughn

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DOT 15409

1955

The Hilltoppers

ONLY YOU

DOT 15423

6 Snooky Lanson

IT'S ALMOST TOMORROW STOP

DOT 15424

Pat Boone

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DOT 15377

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TAKE THE TIME

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The FONTANE SISTERS

NUTTIN' FOR CHRISTMAS

SILVER BELLS

DOT 15434



JOHNNY MADDOX

HANDS OFF

HOPSCOTCH BOOGIE

DOT 15432

BILLY VAUGHN

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MILLION
TOMORROWS

CALICO CATHY

DOT 15430

BRAND NEW!

JIM LOWE

JOHN JACOB JINGLEHEIMER . SMITH

ST. JAMES AVENUE

DOT 15429

THE ESQUIRE

AT THE BALALAIKA DANCE WITH A ROCK

**DOT 15433** 

RAY McKINLEY

OF SOMEONE
CELERY STALKS

AT MIDNIGHT

**DOT 15431** 

JIMMY NEWMAN

MAC

WISEMAN

**JIMMY** 

WORK

8

GOD WAS SO GOOD
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IN LOVE AGAIN 1270

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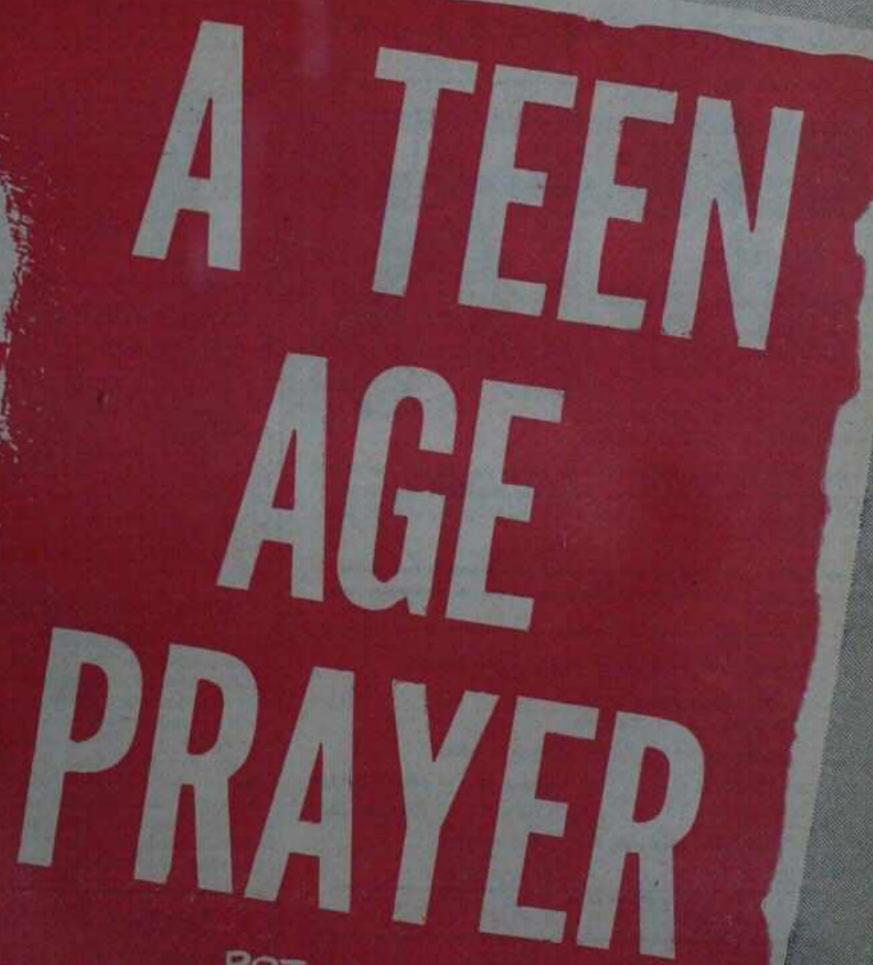
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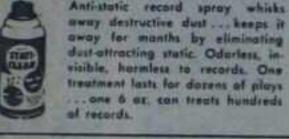
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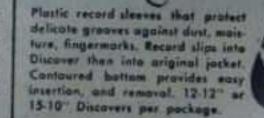
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ed. Adds years to record life, pre-

tects needle from eccenive wear.



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# Today's TOP TUNES

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KEEP YOUR EYE ON THIS ONE! Deed #1010 SUUM A DAT "OLE DEVIL MOON"

Rita Raines 64 W. Randolph, Chicago Records

GIVE TO DAMON RUNYON CANCER FUND

#### QUALIFIED APPROVAL

# Some Shops Lean Toward Col. Plan

Continued from page 22

plus business and stimulate the public's desire for more records." Downing adds, "I was very

much disappointed that in September we had 3,760 customers at our record counter, and signed only 36 up for the club plan. If this is going to run us out of business, we will surely die slowly. All this talk about Columbia starting a record club in order to secure a mailing list from dealers is a lot of bunk. Why would Columbia spend \$3,000,000 to get only a small fraction of addresses when Lever Brothers recently purchased the correct mailing address of practieally every home in the U. S. for \$100,000 (e.g., in connection with a \$100,000 contest which polled box holders and residents all over the country for their addresses)?"

#### Small Dealers

With reference to the argument that the club will increase a dealer's LP business, Bob Rippey, Triangle Music Store, Waukesha, Wis., says, "I think, and have right from the start, that the Columbia Record club is an aid to the smaller dealer who is either financially or spatially limited from stocking more than one major classical line completely.

In a similar vein, Fred H. Werner, Kimbrel Music, Greenley, Colo., writes, "I sincerely believe that Columbia is trying its best to increase the LP business, not only for itself but for the dealer as well. Prior to the Columbia plan, many of our customers were ordering LP's from the cut-rate dealers in New York City. Since the plan, we believe the situation is improving."

#### Wary Okay

A somewhat wary endorsement of the Columbia plan is submitted by Leon Ferguson, Ferguson's Record Shop, Memphis, who writes, "It seems to me that the Columbia Record club ought to benefit record retailers-if Cohumbia will play fair. I'm willing to give the club a fair trial and

#### Lower Resistance

· Continued from page 21

kets. Ditto the syndication of such TV film product as the Eddy Arnold show.

Another factor accounting for the upsurge lies in the merchandisability and attractiveness of the LP medium, and just as it has caught the pop consumer's fancy, so is it achieving a hold in other

At the annual disk jockey convention in Nashville, held November 10-12 in conjunction with the 30th anniversary of "Grand Ole Opry," country deejays in private conversation voiced their growing interest and pre-occupation with the album field. Just as is the case in the pop field-both in singles and in packages-the deejay and the record manufacturer will have to work together very closely in order that sales of country albums can reach the maximum potential.

#### Singles Potent

the outstanding example this year of a TV-made-single-smash, while "Rock Around the Clock" was the most dramatic case of a moviemade hit.

ticularly interesting, in that the Bill Haley record had been around for more than a year when M-G-M decided to use it as the background theme for its "Blackboard Jungle" film. The result, of course, was that the platter made No. 1 the second time around.

to trust Columbia to a certain point, but if it attempts to go too far in its direct selling, then it is up to us dealers to call a halt and let Columbia decide whether they want to go along with its dealers or without them. The thing that hurt me the worst was that LP price cut last Christmas. It meant that I worked half a year or more for nothing,'

The competitive menace of independent record clubs is discussed by Robert Spence, Spence Music Shop, Whitensville, Mass., who opines, "I believe Columbia's Record club will help me. Many of my LP customers were already enrolled in various other LP clubs, I was amazed to discover. I converted several over to Columbia, but couldn't sway them all. Also, outlets such as Sam Goody's were getting a lot of my business. My LP business is no where near what it should be, so if I can get enough club members, my commission cheeks might tide me over."

#### "All Right If"

The "it's all right if" school of thought was heavily represented in the survey. Mumford Music, Detroit, for instance, writes, "Columbia's approach to the club question is the best, so far. However, I still think the dealer should be allowed to give the customer the bonus records, even the the mechanics of handling this have not been completely worked out in my own



Hoffman Electronics has introduced this new four-speed player to match its line of TV receivers. It handles 16% audio book records as well as standard speeds. Sapphire needles, automatic shut-off, ceramic cartridge and featherweight tone arm are features of the unit, which carries a list price of \$52.25.



The Philadelphia Badge Company is now marketing its new Analoid Anti-Static Record Brush, shown above. The three-and-a-half-inch brush is packaged in a plastic bag and carries a list price of 50 cents. Dealer or manufacturer imprint is free with orders for 250 or more brushes.

mind. In some way the customer should be brought into the dealer's store at regular intervals thru the club. I feel that selling directly to supermarkets-especially packaged goods-is a far greater evil than the record clubs.

More of the same line of thinking is spotlighted by Tom Perry. Jerry Ritter Records, Port Huron, Mich., who comments, "If a customer in our area signs up by mail direct. I feel we should get the commission. They come in and play our records to see if they want to buy them thru the club, even tho we can save them postage and handling."

Also in sympathy with this attitude is Harold I. Fox. Fox Music House, Charleston, S. C., who writes, "While we do not believe that record clubs are good for dealers, we have told Columbia that we might reconsider this opinion, provided that we are assured in writing that in the event that more than 20 per cent of the club members join directly instead of thru dealers, arrangements be made to distribute 20 per cent commissions earned by such surplus club members to participating dealers by putting all such commissions in one fund and dividing it up among the dealers in proportion to the actual number of active club members already enlisted by the dealers."

#### Reviews and Ratings of Pre-Recorded Tape

#### Classical

GERSHWIN: RHAPSODY IN BLUE: PIANO CONCERTO IN F (7"-Dual Truck) - Sondra Bianca, Piano: Pro-Musica Symphony, Hamburg; Hans-Jurgin Walther, Cond. Phonotapes-

made available on thisk by M-G-M Records, with even heightened fidelity apparent over the excellent LP sound. Tremendously popular repertoire, and good, sturdy performances by the American planist and German orchestra should insure favorable retail action wherever recorded tapes are sold.

BACH: CONCERTO FOR THREE HARPSICHORDS: VIVALDI - BACH: CONCERTO FOR FOUR BARPSI-CHORDS: HAYDN: CONCERTO FOR TRUMPET IN E FLAT; CONCERTO 

transfer from earlier LP offerings. Two complete Haydn Society 12-inchers are represented here. For collectors moving into tape, therefore, this set may be presented as an authentic bargain. Performances are good and the sound excellent. A strong classical package for the budding industry.

The latter example was par- TCHAIROWSKY: SYMPHONY NO. 6 (PATHETIQUE) (7"-Duni Track) -

Oberammergau Festival Orchestra; Kurt Schertfeger, Cond. Berkshire B-2107 .. 72 A musicianty reading of the perennial favorite should have a market on tape, and this entry figures to sell more than a few copies. Unknown on disks, the orchestra and conductor perform capably,

stressing the dramatic elements of the

symphony. Dynamic range is impressive,

the the sound has more presence in its

lower reaches than at the top Packaging by the new company is attractive.

THE SONG OF HIAWATHA (7"-Dual

longfellow poem, read interestingly and resonantly by Fleetwood, an all-night classical disk jockey in the New York area. No false dramatica here, but a clear exposition of the marrative that will captivate listeners, both young and old In the field of taped literature this set is likely to prove a mighty strong seller,

#### Popular

PIANO PANORAMA (5"-Dual Track)-Harbara Carroll. Livingston-Atlantic AT 5-1 Here's a reel that serves more than one

unction well. The tape version of an earlier Atlantic 10-inch LP will, of course, be eminently pleasing to fans of the imaginative planist. But it could also appeal to a broader audience merely interested in pleasing background music with cool overtones. The sound captured on this tape is of the highest order. Heard in the set are a group of standards, among them "My Finniy Valentine," "You Can't Take That Away From Me," etc. Joe Shulman on bass, and Herb Wasserman on drums provide quiet support for the \$8'er.

FUN WITH MAE BARNES 15"-Dual Track -Livingston-Atlantic AT 5-3 ... 73 Appropriate title promises, and the reel delivers, an enjoyable half-hour of lusty vocal stylings by the thrush. Good for tate-hour listening, or spicing up a social gathering, the reel should move well in its class. Mae Barnes, in this pickup from an Atlantic disk, chants to items in her individual manner, including such choice selections as "Lariest Gal in Town," "Sweet Georgia Brown," and

"Old Man Mose."

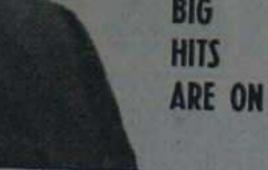
# A POWERFUL SIDE WITH A SOCK VOCAL BY

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# The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

# HONOR ROLL OF HI

THE NATION'S TOP TUNES For survey week ending November 23

TRADE MARK REG.

Week		eek	Chart	This Week	
1.	Sixteen Tons  By Merle Travis—Published by American Music (BMI)  BEST SELLING RECORD: T. Ernie, Cap 3262,  RECORDS AVAILABLE: J. Desmond, Coral 61529; R. Sovine, Dec 29739.	1	4	6.	Only You  By Buck Ram-Published by Wildwood (BMI)  BEST SELLING RECORDS: Platters, Mercury 7  RECORDS AVAILABLE: L. Armstrong, Dec 29
2.	Autumn Leaves By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP)	2	15	7.	He
	BEST SELLING RECORD: R. Williams, Kapp 116, RECORDS AVAILABLE: S. Allen & G. Gulea, Coral 61485; R. Charles Singers M.G.M. 12068; M. Ferguson, Mercury 70686; G. Galian, X. 0161; J. Gleason, Cap 3223; V. Young, Dec 29653, ELECTRICAL TRANSCRIPTION: Lou Brownie, Standard.				By Richard Mullan & Jack Richards—Published   BEST SELLING RECORDS: A. Hibbler, Decca RECORDS AVAILABLE; K. Armen, M-G-M 120
3.	Love Is a Many-Splendored Thing  By Sammy Fain & Paul Webster-Published by Miller (ASCAP)  BEST SELLING RECORD: Four Aces, Dec 29625,  RECORDS AVAILABLE: J Bradley, Mercuty 70716; D. Cornell, Coral 61467; Don Dick & Jimmy, Grown 158; W Herman, Cap 3202; J Holiday, Dec 29709; J. Loco		15	8.	I Hear You Knockin'  By David Burtholomew—Published by Commodor  BEST SELLING RECORDS: G Storm, Dot 1541
	Col 40591; D. Rose, M-G-M 30883. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			9.	Suddenly There's a Vall
4.	Moments to Remember  By Stillman & R. Allen-Published by Beaver (ASCAP)  BEST SELLING RECORD: Four Lads, Cot 40539.  RECORDS AVAILABLE: L. Armstrong, Dec 29694  ELECTRICAL TRANSCRIPTION: Ruis Carlyle, Standard.	4	13		BEST SELLING RECORDS: G. Grant, Eds 1000 RECORDS AVAILABLE: P. Andrews, Cap 3228; Cadence 1270; M. Lynn, Vic 47-6257; Mills Brot ELECTRICAL TRANSCRIPTION: Rosa Carlyle,
5.	Shifting, Whispering Sands  By M. Gilbert & V. Gilbert-Published by Gallatin (BMD)  BEST SELLING RECORDS: R. Draper, Mercury 70696; B. Vaughn, Dot 15409,  RECORD AVAILABLE: Johnson Family, Vic.	5	12	10.	Love and Marriage  By Sammy Cahn and James Van Heusen-Publish  BEST SELLING RECORD: F. Sinatra, Cap 3260,  RECORDS AVAILABLE: H. Grayco, N 0168; L.  Cot 40591; D. Shore, Vic 20-6266.

ry 70651; Fantane

This Week		Last Week	Wocks on Chart
6.	Only You  By Buck Ram-Published by Wildwood (BMD)  BEST SELLING RECORDS: Platters, Mercury 70633; Hillioppers, Dot 15423, RECORDS AVAILABLE: L. Armstrong, Dec 29694; L. Dec, Wing 90013, ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.	8	10
7.	He  By Richard Mullim & Jack Richards—Published by Avas (BMI)  BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 61: RECORDS AVAILABLE: K. Armen, M-G-M 1208; G. B. Shea, Victor 28-6292.		11
8.	I Hear You Knockin'  By David Burtholomew—Published by Commodore (BMD)  BEST SELLING RECORDS: G Storm, Dot 15412, S. Lewis, Imperial 5356.	10	9
9.	Suddenly There's a Valley  By C. Meyer & B. Jones-Published by Warman-Hill & Range (BMI)  BEST SELLING RECORDS: G. Grant, Eds. 10003; J. Stafford, Coral 40559.  RECORDS AVAILABLE: P. Andrews, Cap 3128; K. Armen, MGM 12076; J. La R. Cadence 1270; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29686.  ELECTRICAL TRANSCRIPTION: Rosa Carlyle, Standard.	9	12
10.	Love and Marriage  By Sammy Cahn and James Van Heusen-Published by Barton (ASCAP)  BEST SELLING RECORD: F. Sinatra, Cap 3260.  RECORDS AVAILABLE: H. Grayco, X 0168; Laurie Sisters, Mercury 70705; J. L. Cot 40591; D. Shore, Vic 20-6266.	11	7
Te	Croce Di Oro (Cross of Gold)	16	6

	BEST SELLING RECORDS: R. Draper, Mercury 70696; B. Vaughn, Dot 15409, RECORD AVAILABLE: Johnson Family, Vic.		
		Se	col
11.	Yellow Rose of Texas  By D. George—Published by Planetary (ASCAP)  RECORDS AVAILABLE: J. Desmond, Coral 61476; I. Fields Trio, Tico 273; S. Freberg Cap 3249; G. Galian, X 8161; Homer & Jethro, Vic 20-6342; M. Katz, Cap 3239; M.  Miller, Col 40540; T. B. Strength, Cap 3217; E. Tobb, Dec. 29633.  ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.		18
12.	Bible Tells Me So  By Dale Evans—Published by Paramount-Roy Rogers (ASCAP)  RECORDS AVAILABLE: K. Armen, M-G-M 12045; Coronets, Groove 0116; D. Cornell, Coral 61467; M. Jackson, Col 40554; N. Noble, Wing 9003; Weatherford Qt., Vic 20-6218; R. Young, Dec 29615, ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard.		18
13.	At My Front Door  By J. Moore & E. Abner-Published by Tollie (BMI)  RECORDS AVAILABLE: P. Boone, Dot 15422; El Dorados, Vee Jay 147; Modernaires, Coral 61513.	12	8
14.	It's Almost Tomorrow  By Buss Adkinson-Published by Northern Music (ASCAP)  RECORDS AVAILABLE: D. Carroll, Mercury 70717; Dreamweavers, Dec 29683; S. Lanson, Dot 15424; J. Siafford, Col; L. Welk, Coral 61524.	15	4
15.	No Arms Can Ever Hold You  By Art Crafer & Jimmy Webb-Published by Gil (BMI)  RECORDS AVAILABLE: P. Boone, Dot; J. Clay, Coral; Gaylords, Mercury; G. Shaw,  Decca: J. Young, London.  ELECTRICAL TRANSCRIPTION: Ralph Marterie, Standard.	22	6
		T	hire
21.	Seventeen	6	18

	RECORDS AVAILABLE: P. Page, Mercury: J. Regan, London. ELECTRICAL TRANSCRIPTION: George Cook, Standard.		
17.	My Bonnie Lassie	14	11
	By Bennett, Tepper, McClurg-Published by Blossom (ASCAP)  RECORD AVAILABLE: Ames Brothers, Vic 20-6208.		
18.	Daddy-0	18	4
	By Gore, Abner & Innis-Published by Mar-Kay (BMI) RECORDS AVAILABLE: B. Lou, King 4835; Fontage Sisters, Dot 15428.		
19.	You Are My Love	18	9
	By Nabbie-Published by Jubilee (ASCAP)		
	RECORDS AVAILABLE: Four Tunes, Jubilee 5218; J. James, M.G.M 12066.  ELECTRICAL TRANSCRIPTION: Rulph Marterie, Standard.		
20.	My Boy Flat Top	29	5
	By Bennett and Young-Published by Lois (BMI)		
	RECORDS AVAILABLE: B. Bennett, King 1494; D. Collins, Coral 61510; Gayles,	King	

21.	Seventeen
	By Young-Gorman & Bennett-Published by Lois (BMI)
	RECORDS AVAILABLE: B. Bennett, King 1470; R. Draper, Merci Sisters, Dot 15386; E. M. Morse, Cap 3199.
	ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.
21.	Woman in Love
	By Frank Loesser-Published by Frank Music (ASCAP)
	RECORDS AVAILABLE: Four Aces, Dec 29725; F. Laine, Col 4

Mercury 70727;

	RECORDS AVAILABLE: B.	Bennett, King J494; D. Coll	ins, Coral 61510; Gayles	King
Ten				
26.	Pepper Hot B:	aby		26
	By Alicia Evelyn-Published		Markania VIII	

	RECORDS AVAILABLE: Four Aces, Dec 29725; F. Laine, Col 40583; G. Mac Cap 3284.	Rac,				
23.	Forgive My Heart	23	6			
	By Chester Conn & Sammy Galtop-Published by Bregman, Vocco & Conn (ASCAP) RECORD AVAILABLE: Nat (King) Cole, Capitol.					

26.	Black Denim Trousers	2
	By Jerry Leibet & Mike Stoller-Published by Quinter-Hill & Range (BMI)  RECORDS AVAILABLE: Cheers, Cap 3219; J. Brooks, Dec 29684; Diamonds, 61502; V. Monroe, Vic 20-6260.	Cocal
1000		

23.	Forgive My Heart	23	6	
	By Chester Conn & Sammy Galtop-Published by Bregman, Vocco & Conn (ASCAP) RECORD AVAILABLE: Nat (King) Cole, Capitol.			
23.	Cry Me a River	27	2	

28.	Someone You Love	23	7
	By Steven Mitchell-Published by Bradshaw (BMI)		
	RECORD Z.VAILABLE: Nat (King) Cole, Cap 3234.		

RECORD AVAILABLE: Nat O	Cing) Cole, Capitol.	
23. Cry Me a River		

29.	Band of	Gold -
	By Bob Musel &	Jack Taylor-Published by Ludlow Music (BMI)
	RECORDS AVA	HLABLE: K. Carson, Cap 3283; D. Cherry, Col 40597; Hi-Fi Four,

ELECTRICAL TRANSCRIPTION: Raiph Marterie, Standard

23.	Cest	La	Vie		1
	By Wols	ion & 1	White-Published	d by Planetary Music (ASCAP)	

RECORDS AVAILABLE: De John Sinters, Epic 9131; S. Gale, Vic 20-6286; S. Vanghan,

RECORDS AVAILABLE: J. London, Liberty 55006; K. White, Mercury 70722.

30. All at Once You Love Her By Rodgers & Hammerstein-Published by-Chappell (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6294.

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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances

as determined by The Billboard's weekly nationwide surveys.

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USE OF LIFE TO P

e-x-c-i-t-e-m-e-n-t

in every groove

# JOHNNIE RAY

In His Best Record Since "CRY"

WHOSE SORRY NOW

A HEART COMES IN HANDY

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COLUMBIA RECORDS

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# The Billboard Music Popularity Charts

#### POPULAR RECORDS

### · Best Sellers in Stores

For survey week ending November 23

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The billboard's werely 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 Week leading side on top. Week Chart 1. SIXTEEN TONS (BMI)-Tennessee Ernie..... You Don't Have to Be a Baby to Cry (ASCAP)-Cap 3262

2. AUTUMN LEAVES (ASCAP)-(ASCAP)-R. Williams ..... 2 16 Take Care (BMI)-Kapp 116 3. LOVE IS A MANY-SPLENDORED

THING (ASCAP)-Four Aces ..... 3 14 Shine On, Harvest Moon (ASCAP)-Dec 29625 4. MOMENTS TO REMEMBER-(ASCAP) Four Lads..... 14 Dream On, My Love, Dream On (ASCAP)-Cal 40539

5. ONLY YOU (BMI)-Platters..... Bark, Battle and Ball (BMI)-Mercury 70633

6. I HEAR YOU KNOCKIN' (BMI)-G. Storm ..... 5 Neser Leave Me (ASCAP)-Dot 15412 7. HE (BMI)-A. Hibbler ..... Breeze (ASCAP)-Dec 29660

8. LOVE AND MARRIAGE (ASCAP)-(ASCAP)-F. Sinatra..... 11 Imputient Years (ASCAP)-Cap 3260

9. SHIFTING, WHISPERING SANDS Time (ASCAP)-Mercury 70696 10. AT MY FRONT DOOR (BM!)-

P. Boone..... 8 NO ARMS CAN EVER HOLL YOU (BMI)-Dot 15422 11. YELLOW ROSE OF TEXAS (ASCAP)-M. Miller.... Blackberry Winter (BMI)-Col 40540

12. HE (BMI)-McGuire Sisters..... 16 If You Believe (ASCAP)-Coral 61501 13. SHIFTING, WHISPERING SANDS (PARTS I & II)-(BMI)B. Vaughn ... 12

14. IT'S ALMOST TOMORROW (ASCAP)-Dream Weavers...... 14 You Got Me Wandering (ASCAP)-Dec 29683 15. SOMEONE YOU LOVE (BMI)-

FORGIVE MY HEART (ASCAP)-Cap 3234 16. SUDDENLY THERE'S A VALLEY

(BMI)-G. Grant...... 19 Love Is (BMI)-Era 1003 17. ONLY YOU (BMI)-Hilltoppers..... 16 Until the Real Thing Comes Alone (ASCAP)-Dot 15423

18. BURN THAT CANDLE (BMI)-B. Haley ..... 23 ROCK-A-BEATIN' BOOGIE (ASCAP)-Dec 29713

19. YOU ARE MY LOVE (ASCAP)-J. James. . . . . . . . . . . . . . . . . 18 I Lay Me Down to Sleep (HMI)-M-G-M 12066 20. MY BONNIE LASSIE (ASCAP)-Ames Brothers...... 15 50 Will I (BMI)-Vic 20-6208

20, CROCE DI ORO (Cross of Gold) (ASCAP)-P. Page....-Search My Heart (BMI)-Mercury 70713 22. SUDDENLY THERE'S A VALLEY

(BMI)-J. Stafford ..... 21 Night Watch (BMI)-Col 40559 23. MEMORIES ARE MADE OF THIS-(BMI)-D. Martin..... - 1 Change of Heart (BMI)-Cap 3295

24. BIBLE TELLS ME SO (ASCAP)-D. Cornell ..... 20 Love is a Many-Splendored Thing (ASCAP)-Cotal 61467

24. BLACK DENIM TROUSERS (BMI)-Cheers ..... 21 -11 Some Night in Alaska (BMI)-Cap 3219

THIS WEEKS BEST BUYS

GEE WHITTAKERS! (Lowell, BMI)-Pat Boone -Dot 15435

Boone has captured the imagination of the teen-age audience once more with this congenial material. First-week sales in Philadelphia, Buffalo, Milwaukee, Baltimore, Cleveland, Richmond and Nashville have been exceptionally good and are rising rapidly. Flip is "Take the Time" (Tee Pee, ASCAP). A previous Billboard "Spotlight" pick.

A WOMAN IN LOVE (Frank, ASCAP)-Frankie Laine-Columbia 40583

With this tune getting stronger all the time, both the Four Aces (previously picked as a "Best Buy") and the Frankie Laine versions are shaping up as disks with strong chart potential. While the former still is leading Laine, the latter has also begun to swing considerable volume in Providence, Baltimore, Pittsburgh, Atlanta, Milwaukee, Chicago, Durham and Cleveland, among others. Flip is "Walking the Night Away."

According to sales reports in key markets, the following recent releases are recommended for extra profits:

WANTING YOU (Harms, ASCAP)-Roger Williams-Kapp 127

This disk is a strong follow-up to "Autumn Leaves." Initial sales reaction in New York, Philadelphia, Buffalo, Cleveland, Chicago, St. Louis, Baltimore and Milwaukee has been excellent; juke box operators in all these territories are buying particularly heavily. Flip is "Night Wind."

MY BELIEVING HEART (Valando, ASCAP) YOU NEVER FALL IN LOVE AGAIN (Hub-Leeds, ASCAP)-Joni James-M-G-M 12126

An unusually fast take-off has been reported in a majority of territories where this disk was delivered last week. While the side has not been determined yet, interest at this point is keen on both. Providence, Baltimore, St. Louis, Buffalo, Philadelphia, Durham and New York are among the territories that indicated good to strong sales. A previous Billboard "Spotlight" pick.

# Most Played in Juke Boxes

For survey week ending November 23 RECORDS are ranked in order of the greatest number of plays in juke boses throom the country, as determined by The Billhoard'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 Weeks

on the chart, In such a case, both sides are Week listed in bold type, the leading side on top. 1. SIXTEEN TONS (BMI)-Tennessee Emie..... 7 3 You Don't Have to Be a Baby to Cry

(A5CAP)-Cap 3262 2. AUTUMN LEAVES (ASCAP)-R. Williams ..... Take Care (BMI)-Kapp 116 3. SHIFTING, WHISPERING SANDS

(BMI)-R. Draper..... 3 Time (ASCAP)-Mercury 70696 4. LOVE IS A MANY-SPLENDORED THING (ASCAP)-Four Aces..... 1 11

Shine On, Harvest Moon (ASCAP)-Dec 29825 5. I HEAR YOU KNOCKIN' (BMI)-G. Storm .... 6 Never Leave Me (ASCAP)-Dot 15412 6. MOMENTS TO REMEMBER

(ASCAP)-Four Lads..... 4 Dream On, My Love, Dream On (ASCAP)-7. YELLOW ROSE OF TEXAS (ASCAP)-M. Miller..... 5 Blackberry Winter (BMI)-Col 40540

7. AT MY FRONT DOOR (BMI)-NO ARMS CAN EVER HOLD YOU (BMI)-Dot 15422 9. ONLY YOU (BMI)-Platters..... Bark, Battle and Ball (BMI)-Mercury 70623

10. ONLY YOU (BMI)-Hilltoppers..... 16 Until the Real Thing Comes Along (ASCAP)-11. HE (BMI)-McGuire Sisters..... 10

If You Believe (ASCAP)-Coral 51501 12. SHIFTING, WHISPERING SANDS (PARTS I & II)-B. Vaughn...... 12 (BMI)-Dot 15409

13. YELLOW ROSE OF TEXAS You're in Love With Someone (ASCAP)-14. DADDY-O (BMI)-B. Lou.....-

Dancin' in My Socks (BMI)-King 4835 15. PEPPER HOT BABY (BMI)-J. P. Morgan ..... 19 IF YOU DON'T WANT MY LOVE

(ASCAP)-Vic 20-6282 16. BIBLE TELLS ME SO (ASCAP) Love Is a Many-Splendored Thing (ASCAP)-

16. MY BOY FLAT TOP (BMI)-D Collins. -In Love (Bott)-Coral 61510 16. MY BONNIE LASSIE (ASCAP)-

Ames Brothers.....

50 Will I (BMI)-Vic 20-6208 19. SUDDENLY THERE'S A VALLEY Love Is (BMI)-Era 1003

20. HE (BMI)-A. Hibbler ..... 16

Brenze (ASCAP)-Dec 29680

Most Played by Jockeys

For survey week ending November 23 SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country, Results are based on The Billhourd's weekly Weeks survey among the nation's disk jockeys. Week The reverse side of each record is also listed.

1. SIXTEEN TONS-Tennessee Emie.... 1 You Don't Have to Be a Baby to Cry (ASCAP)-Cap 3262

3. LOVE IS A MANY-SPLENDORED

2. MOMENTS TO REMEMBER-Four Lads..... 3 12 Dream On. My Love, Dream On (ASCAP)-

THING-Four Aces..... 2 15 . Shine On, Harvest Moon (ASCAP)-Dec 29625 4. AUTUMN LEAVES-R. Williams .... 4 13 Take Care (BMI)-Kapp 116

5. I HEAR YOU KNOCKIN'-C. Storm. . 8 Never Leave Me (ASCAP)-Dot 15412 6. LOVE AND MARRIAGE-F. Sinatra. . 5

Impatient Years (ASCAP)-Cap 3260 7. ONLY YOU-Platters..... 6 Bark, Battle and Ball (BMI)-Mercury 70633

8. HE-A. Hibbler..... 7 Breeze (ASCAP)-Dec 29660 9. ONLY YOU-Hilltoppers..... 14 Until the Real Thing Comes Along (ASCAP)-

10. AT MY FRONT DOOR-P. Boone.... 10 No Arms Can Ever Hold You (BMI)-Dot 15422

11. YOU ARE MY LOVE-J. James ..... 12 I Lay Me Down to Sleep (BMI)-M-G-M 12066

12. C'EST LA VIE-S. Vaughan .... -Never (ASCAP)-Mercury 20127

13. CRY ME A RIVER-J. London ..... -S'Wonderful (ASCAP)-Liberty 55006 14. SHIFTING, WHISPERING SANDS

(PARTS I & II)-B. Vaughn ..... 9 11 Dot 15409 (BMI)-15. ALL AT ONCE YOU LOVE HER-

P. Como..... 20 2 Rost Tattoo (ASCAP)-Vic 20-6294 16. YELLOW ROSE OF TEXAS-

M. Miller..... 11 18 Blackberry Winter (BMI)-Col 40548 17. SIXTEEN TONS-J. Desmond..... - 1

Ballo Italiano (BMI)-Coral 61529 18. HE-McGuire Sisters..... 16 3 If You Believe (BMI)-Coral 61501

19. SUDDENLY THERE'S A VALLEY-J. Stafford ..... 15 5 Night Watch (BMI)-Col 40559

20. IT'S ALMOST TOMORROW-S. Lanson ..... Stop (ASCAP)-Dot 15424

# Another Smash By



WHO SKYROCKETED TO FAME
WITH THEIR GREAT HIT
OF "ONLY YOU"

## "THE GREAT PRETENDER"

A TRULY GREAT RECORD

COUPLED WITH

# "I'M JUST A DANCING PARTNER"

MERCURY 70753



CONTRACTOR STATE

DELIVERS THE HITS



YOU NEVER FALL IN LOVE AGAIN HGM 12126 78 RPM X 12126 45 RPM

ORCHESTRA CONDUCTED DAVID TERRY

LAY ME DOWN MGM 12066 78 EPM K 12065 45 RPM

**ART MOONEY** 

and His Orchestra

nuttin' for Christmas

Vocal by 6-year-old TV star

MGM 12092 78 rpm • K 12092 45 rpm

MGM 12122 78 RPM K 12122 45 RPM

BIG 7-DAY NBC TV PLUG ON MODERN ROMANCES

BREAKING-BIG!

are you My satisfied

MGM 12114 TB rpm. K 12114 45 rpm.

ROBBIN HOOD and

NO SCHOOL munelle

BETTY MADIGAN

THERE SHOULD BE RULES and

STRANGERS

MGM 12094 78 RPM E 12094 45 RPM

JAMES BROWN

IT'S LONESOME OUT TONIGHT MGM 12080 78 RPM K 12080 45 RPM The Billboard Music Popularity Charts POPULAR RECORDS

## • Territorial Best Sellers

For survey week ending November 23 Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. Moments to Remember, Four Lads, Col. 2. Antumn Leaves, R. Williams, Kap. 3. Sixteen Tons, T. Ernie, Cap. 4. Love Is a Many-Spiendored Thing

Pour Aces, Dec.

5. Only You, Platters, Mer. Sameone You Love Nat (King) Cole, Cap.

#### **Baltimore**

1. Sixteen Tons, T. Ernie, Cap. / 2. He, A. Hibbier, Dec.

J. At My Front Door, P. Boone, Dot 4. I Hear You Knockin', G. Storm, Dot 5. It's Almost Tomorrow

Dream Weavers, Dec. 6. Only You, Platters, Mer.

7. Antomo Leaves, R. Williams, Kap. R. Moments to Remember, Four Lads, Col.

9. Band of Gold, K. Carson, Cap. 10. Paddy-O, Fontane Sisters, Dot

#### Boston

1. Sixteen Tons, T. Ernie, Cap. 2. Autumn Leaves, R. Williams, Kap.

3. It's Almost Tomorrow.

Dream Weavers, Dec. 4. He. A. Hibbler, Dec.

5. Love and Marriage, F. Sinatra, Cap. 6. Only You, Platters, Mer.

J. I Hear You Knockin', G. Storm, Dot L. Love Is a Many-Splendored Thing Four Aces, Dec. \*, Shifting, Whispering Sands

R. Draper, Mer.

10. Woman in Love, F. Laine, Col.

#### Buffalo

1. Sixteen Tons, T. Ernie, Cap.
2. Moments to Remember, Four Lads, Col.
3. Autumn Leaves, R. Williams, Kap.
4. Only You, Platters, Mer.
5. Shifting, Whispering Sands

R. Draper, Met. 6. He, McGuire Sisters, Cor.

7. Love Is a Many-Splendored Thing Four Aces, Dec.

8. Bible Tells Me So, D. Cornell, Cor. 9. Shifting, Whispering Sands

B. Vaughra Dot 10. My Boy Fint-Top, D. Collins, Cor.

#### Chicago

bixteen tous, I. Ernie, Cap. 2. I Hear You Knockin', G. Storm, Dot

3. Autumn Leaves, R. Williams, Kap.

4. Love Is a Many-Splendored Thing Four Aces, Dec.

5. Shifting, Whispering Sands

R. Druper, Mer. 6. Love and Marriage, F. Sinstra, Cap.

7. He, McGuire Sinters, Cor. 8. My Bonnie Lassie, Ames Brothers, Vic.

9. He, A. Hibbler, Dec.

10. Moments to Remember, Four Lads, Col.

#### Cincinnati

I. Sixteen Tons, T. Ernie, Cap. 2. Aufmmn Leaves, R. Williams, Kap.

3. Only You, Platters, Mer. 4. Moments to Remember, Four Lads, Col.

5. Shifting, Whispering Sands

R. Draper, Met.

6. Band of Gold, K. Carson, Cap.

7. He. A. Hibbler, Dec.

L. Love Is a Many-Spiendored Thing

Four Aces, Dec.

9, I Hear You Knockin', G. Storm, Dot

10. You Are My Love, J. James, M.G-M

#### Cleveland

1. Sixteen Tons, T. Ernic, Cap. L It's Almost Tomorrow

Dream Weaven, Dec.

3. Autumn Leaves, R. Williams, Kap.

4. Croce Di Oro (Cross of Gold) P. Page, Mer.

5. Memories Are Made of This D. Marrin, Cap.

6. Angels In the Sky, Crew Cuts, Mer. 7. C'est La Vie. S. Vaughan, Mer.

8. It's Obdacious, B. Johnson, Mer.

7. He. A. Hibbler, Dec.

10. Love and Marriage, F. Sinatra, Cap.

#### Dallas-Fort Worth 1. Autumn Leaves, R. Williams, Kap.

2. Sixteen Tons. T. Ernic, Cap.

3. Love Is a Many-Splendored Thing

Four Aces, Dec. 4. I Hear You Kneckin', G. Storm, Dot

5. He, A. Hibbler, Dec. 6. Moments to Remember, Four Lads, Col. 7. Only You, Platters, Mer.

Denver

1. Sixteen Tom, T. Ernie, Cap. 2. Automa Leaves, R. Williams, Kap.

3. Shifting, Whispering Sands R. Draper, Mer. 4. Oaly You, Platters, Mer.

5. I Hear You Knockin', G. Storm, Dot 6, He, A. Hibbler, Dec.

Detroit

L. Sisteen Tons, T. Ernie, Cap. 2. You Tickle Mc. Ruby, Royal Jokers, Atc. J. When You Dance, Tuthans, Her. 4. I Hear You Knockin', G. Storm, Dot.

5. Hand of Gold, D. Cherry, Col.

6. All Around the World Little Willie John Kng

7. At My Front Door, P. Boone, Dot 8. Memories Are Made of This D. Martin, Cap.

. Only You, Platters, Mer.

19. Daddy-O. B. Lou, Kon.

Kansas City

1. Sixteen Tons, 7. Ernie, Cap 2. Only You, Hilltoppers, Dot 3. Autumn Leaves, R. Williams, Kare.

4. Hr. A. Hibbler, Dec. 5. 1 Hear You Knockin', G. Storm, Dot 6. Rock-A-Beatla' Boogle, B. Haley, Dec.

S. Duddy-O, H. Lou. Kng. 9. At My Front Door, P. Boone, Dot 10. You Are My Love, J. James, M.G-M

Los Angeles

1. Sixteen Tons, T. Ernic, Cap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.

3. Autumn Leaves, R. Williams, Kap.
4. Forgive My Heart, N. (King) Cole, Cap.
5. Memories Are Made of This
D. Martin, Cap.
6. Moments to Remember, Four Lads, Col.
7. Shifting, Whispering Sands

B. Vaughn, Dot

S. Someone You Love
N. (Kinz) Cole, Cap.

J. Ha, A. Hibbier, Dec.
Love and Marriage, F. Sinates, Cap.

#### Milwaukee

I. Stateen Tons, T. Ernie, Cap. 2. I Hear You Knockin', G. Storm, Dot.

3. Only You, Platters, Mer.

4. Love and Marriage, F. Sinatra, Cap.

5. You Are My Lore, J. James, M.G.M.
6. At My Front Door, P. Boone, Dot
7. Only You, Hillmoppers, Dot
8. My Ronnie Lassie, Ames Brothers, Vie,
9. Assukiriki, L. Paul & M. Ford, Cap,
10. Someone On Your Mind, C. Builler, Cor.

Mpis.-St. Paul

1. Slaten Tons, T. Ernie, Cap. 2. Only You, Platters, Mer.

3. Moments to Remember, Four Lads. Col.

4. I Hear You Knockin', G. Storm, Dot. 5. Autumn Leaves, R. Williams, Kap. 6. 3e, McGuirz Sisters, Cor.

7. Suddenly There's a Valley
J. Stafford, Col.
B. My Boy-Flat Top, D. Collins, Cor.
9. Love Is a Many-Splendored Thing

Four Aces, Dec.

10. You Are My Luce, J. James, M.G.M.

New Orleans

1. Stateen Tons, T. Ernie, Cap. 2. Only You, Platters, Mer. 3. It's Almost Tomorrow Dream Weavers, Dec.

4. Memories Are Made of This D. Martin, Cap.
5. Love Is a Many-Splendored Thing

Pour Aces, Dec. 6. Autumn Leaves, R. Williams, Kap.

7. Moments to Remember, Four Lads, Col. 8. I Hear You Knockin', G. Storm, Dot

9. No Arms Can Ever Hold You G. Shaw, Dec. 10. You Are My Love, J. James, M.-G-M.

New York 1. Autumn Leaves, R. Williams, Kap.

2. Love Is a Many-Splendored Thing Four Aces, Dec.

3. Slateen Tons, T. Ernie, Cap.

4. Vellow Rose of Texas, M. Miller, Col. 5. Moments to Remember, Four Lads. Col. 6. C'est La Vie, S. Vaughan, Mer.

7. Love and Marriage, F. Sinatra, Cap. 8. He, A. Hibbier, Dec. 9. Only You, Platters, Met.

19. There Should Be Rules 8. Madigan, M-G-M

Philadelphia I. Sixteen Tons, T. Ernic, Cap.

2. Love Is a Many-Splendored Thing Four Aces, Dec.

3. Automa Leaves, R. Williams, Kap. 4. I Hear You Knockin', G. Storm, Dot

5. Love and Marringe, F. Simstra, Cap. 6. Moments to Remember, Four Lads, Col.

7. He. A. Hibbler, Dec.
8. Shifting, Whispering Sands
R. Draper, Mer.
9. No Arms Can Ever Hold You

G. Shaw, Dec. 10. Seventeen, Fontane Sisters, Dot

Pittsburgh

1. Sixteen Tons, T. Ernie, Cap.

2. Memories Are Made of This D. Martin, Cap.

3. Autumn Leaves, R. Williams, Kap. 4. Love and Marriage, F. Sinatra, Cag.

5. It's Almost Tomorrow Dreum Wravers, Dec.

5. Times Two I Love You

Three Chuckles, X 7. When You Dance, Turbans, Her.

8. Duddy-O. Fontane Sisters, Dot 9. No Arms Can Ever Hold You

Gaylords, Mer. 10. He, McGuire Sisters, Cor.

St. Louis

1. Sistere Tons, T. Ernic, Cap. 2. Love and Marriage, F. Sinaira, Cap.

3. 1 Hear You Knockin', G. Storm, Dot 4. He, A. Hibbler, Dec.

5. He, McGuire Sinters, Cor.

6. Only You, Hilltoppers, Dot 7. Forgive My Heart, N. (King) Cole, Cap.

San Francisco

8. Autumn Leaves, R. Williams, Kap. 9. Moments to Remember, Four Lads. Col. 10. Croce Di Oro (Cross of Gold) P. Page, Mcr.

1. Moments to Remember, Four Lade Col.
2. Autumn Leaves, R. Williams, Kap.
3. Shifting, Whispering Sands
R. Droper, Mer.
4. Sixteen Tons, T. Eenie, Cap.

5. Love Is a Many-Splendored Thing Four Aces, Dec.

6. Yellow Rose of Texas, M. Miller, Col. 7. Suddenly There's a Valley, G. Grant, Era

8. He, A. Hibbler, Dec.

9. Only You, Platters, Mer. 16. At My Front Door, El Dorados, VJ.

Seattle L. Sixteen Tons, T. Ernie, Cap.

2. Duddy-O. Funtane Sisters, Dut 3. Born That Candle, Coes, Cap.

4, I Henr You Knockin', G. Storm, Dot-5. Automa Leaves, R. Williams, Kap. 6. He, A. Hibbler, Dec. 7. My Boy-Flat Top, D. Collins, Cor. 8. It's Almost Tomorrow, S. Lanson, Dot

Toronto

I. Love Is a Many-Splendored Thing

Four Aces, Dec.

2. Autumn Leaves, R. Williams, Kap.

3. Moments to Remember, Four Line Col.

4. Stateen Tone, T. Ernie, Cap. 5. Mr Bonnie Lustie, Amer. Struttura, Vat.

6. Hr. A. Hinter, Da.

# Christmas \*\*\* Christmas \*\* The state of th



GORDON MACRAE

(HERE'S TO) A
WONDERFUL CHRISTMAS

b/w A Woman in Love
No. 3284



LES PAUL MARY FORD

> RUDOLPH THE RED-NOSED REINDEER SANTA CLAUS IS COMIN' TO TOWN



STAN FREBERG

NUTTIN' FOR CHRISTMAS
THE NIGHT BEFORE
CHRISTMAS
No. 3286

## CHRISTMAS FAVORITES ON SINGLE RECORDS



CHRISTMAS BELLS
RICHARD KEYS BIGGS
No. 9013



CHRISTMAS CHEER!
LES PAUL AND MARY FORD
No. 543



CHRISTMAS IN THE AIR!
VOICES OF WALTER SCHUMANN
No. 9016



THE CHRISTMAS SONG
NAT "KING" COLE
No. 9026



MERRY CHRISTMAS TO YOU!



YINGLE BELLS YOGI YORGESSON No. 481



CHRISTMAS CAROLS ST. LUKE'S CHORISTERS No. 9000



THE ORGAN PLAYS
AT CHRISTMAS
BUDDY COLE
No. 9002



CHRISTMAS ON THE RANGE JIMMY WAKELY No. 9004



JO STAFFORD
GORDON MacRAE
No. 0021



BOYS TOWN CHOIR SINGING CHRISTMAS MUSIC No. 8006

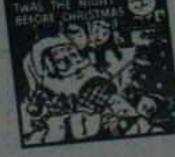


MY BIRTHDAY COMES ON CHRISTMAS DALLAS FRAZIER JOE "FINGERS" CARR

## Children's Single Record Christmas Albums



JERRY MARLOWE Fresty The Seemman Tubby The Tuba Song No. 3079



THE MELLOMEN
'Twas The Hight
Before Christmas
No. 3121



SMILEY BURNETTE Rudolph The Red-Hosed Reindeer Swiss Boy No. 3160



MEL BLANC Yah, Das Ist Ein Christmas Tree I Tan't Wait Til Quithmuth Day No, 3191



MOLLY BEE I Saw Mommy Kissing Santa Claus Where Did My Snowman Go? No. 3192



Complete constraint property

(Don't Accept Any Substitutes)

CASH BOX TOP REVIEW
BILLBOARD BIG POP SELLER b/w HUMDINGER

The Billboard Music Popularity Charts

#### PULAR RECORDS

For survey week ending November 23

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					
	Song		Artist	Label	Last Week
This  Veek  1. SIXTEEN TONS  2. AUTUMN LEAVI  3. LOVE IS A MAN  4. MOMENTS TO  5. I HEAR YOU K  6. ONLY YOU  7. AT MY FRONT  8. HE  9. LOVE AND MA  9. ONLY YOU  11. SHIFTING, WHI  12. HE  13. SHIFTING, WHI  14. SUDDENLY THI  15. YOU ARE MY  16. SUDDENLY THI  17. MY BONNIE L  18. CROCE DI ORO  19. DADDY-O  20. IT'S ALMOST THI  21. FORGIVE MY  22. MY BOY FLAT  23. CRY ME A RI  24. IT'S ALMOST THI  25. YELLOW ROSE  26. NO ARMS CAN  26. WOMAN IN LO  28. BURN THAT C  29. BLACK DENIM  30. ALL AT ONCE  31. PEPPER-HOT B  31. IT'S ALMOST  33. SUDDENLY THI  33. SUDDENLY THI  34. IT'S ALMOST  35. SUDDENLY THI  36. ALL AT ONCE  37. BLACK DENIM  38. ALL AT ONCE  39. BLACK DENIM  30. ALL AT ONCE  31. PEPPER-HOT B  31. IT'S ALMOST  33. SUDDENLY THI  33. SUDDENLY THI  34. SUDDENLY THI  35. SUDDENLY THI  36. SUDDENLY THI  37. SUDDENLY THI  38. SUDDENLY THI  39. SUDDENLY THI  30. SUDDENLY THI  31. SUDDENLY THI  32. SUDDENLY THI  33. SUDDENLY THI  34. SUDDENLY THI  35. SUDDENLY THI  36. SUDDENLY THI  37. SUDDENLY THI  38. SUDDENLY THI  39. SUDDENLY THI  30. SUDDENLY THI  31. SUDDENLY THI  31. SUDDENLY THI  32. SUDDENLY THI  34. SUDDENLY THI  35. SUDDENLY THI  36. SUDDENLY THI  37. SUDDENLY THI  38. SUDDENLY THI  39. SUDDENLY THI  30. SUDDENLY THI  31. SUDDENLY THI  31. SUDDENLY THI  32. SUDDENLY THI  34. SUDDENLY THI  35. SUDDENLY THI  36. SUDDENLY THI  37. SUDDENLY THI  38. SUDDENLY THI  39. SUDDENLY THI  30. SUDDENLY THI  31. SUDDENLY THI  31. SUDDENLY THI  32. SUDDENLY THI  34. SUDDENLY THI  35. SUDDENLY THI  36. SUDDENLY THI  37. SUDDENLY THI  38. SUDDENLY THI  39. SUDDENLY THI  30. SUDDENLY THI  31. SUDDENLY THI  32. SUDDENLY THI  33. SUDDENLY THI  34. SUDDENLY THI  35. SUDDENLY THI  36. SUDDENLY THI  37. SUDDENLY THI  38. SUDDENLY THI  39. SUDDENLY THI  39. SUDDENLY THI  30. SUDDENLY THI  30. SUDDENLY THI  31. SUDDENLY THI  31. SUDDENLY THI  31. SUDDENLY THI  32. SUDDENLY T	ES. Y-SPLENDORED TO REMEMBER. NOCKIN'.  DOOR.  RRIAGE SPERING SANDS ERE'S A VALLEY. LOVE ERE'S A VALLEY. LOVE ERE'S A VALLEY. COMORROW. HEART. TOP VER TOMORROW. OF TEXAS. EVER HOLD YOU OVE ANDLE TROUSERS. YOU LOVE HER. ABY TOMORROW. HEART. TOP VER TOMORROW. OF TEXAS. EVER HOLD YOU OVE ANDLE TROUSERS. YOU LOVE HER. ABY TOMORROW. HERE'S A VALLEY	RING Four Four G. Plat A. P. T. A. Mcc. R. G. J. J. A. Mcc. R. G. J. J. J. P. For R. Ch. P. J.	Ernie Williams  Aces  Lads Storm  Jers Joone Hibbler Jorgers Vaughn Guire Sisters Draper Grant James Stafford Es Brothers Page Haley Jorgen Compo P. Morgan Stafford La Rosa La Rosa Cornell	Capitol Kapp Decca Columbia Dot Decca Capitol Dot Coral Mercury Era M-G-M Columbia Coral Mercury Era M-G-M Columbia Coral Mercury Dot Decca Capitol Coral Mercury Dot Decca Capitol Coral Liberty Dot Coral	Week  1 2 4 5 6 8 9 14 15 18 16 22 18 16 22 30 44 43 39 44 43 39 42 38 42 39 42 39 42 39 42 39 42 39 42 39 44 43 39 44 43 39 44 43 39 44 43 39 44 43 39 44 43 39 44 43 39 42 44 43 39 44 43 39 42 44 43 44 45 47 47
33. BIBLE TELLS 35. NO ARMS CAN 36. DADDY-0 37. SEVENTEEN 38. C'EST LA VIE 38. SOMEONE IN 40. AUTUMN LEA 41. MEMORIES OF 42. ROCK A BEAT 42. DOG-FACED SO 44. MEMORIES AR 45. BAND OF GO 46. AIN'T THAT 47. TINA MARIE. 48. LOVE AND M 48. IF YOU DON'T 50. WOMAN IN I 51. AT MY FRON 52. MY BOY FLAT 53. AMUKIRIKI	LOVE VES VOU IN BOOGIE DLDIER E MADE OF THIS LOVE A SHAME A SHAME TOP	G. B. F. S. N. S. F. C. D. D. P. P. P. D. J. F. E. B. L. L. L. C.	Shaw	Decca  King  Dot  Mercur  Capitol  Coral  Epi  Decca  Capito  Colum  Dot  Victor  Victor  Victor  Victor  Colum  Vec J  King	36 28 28 7 .51 
55. LOVE IS A M 55. LOVE IS A M 56. LONGEST WA 59. WAKE THE TO 60. CROCE DI OR 61. SEVENTEEN 62. AUTUMN LEA 62. MAGIC FING 64. JAPANESE F 65. SIXTEEN TON 65. WHEN YOU I 67. BAND OF GR 67. IT'S ALMOST 70. SUDDENLY T 71. OF THIS I'M 72. DAY BY DA 73. AUTUMN LE 74. HAWK-EYE 75. GOODBYE TO 76. PEPPER-HOT 77. WITHOUT A 78. BONNIE BLU 79. ROSE TATTO 80. WAKE THE TO 81. ROCK AROUN 82. YELLOW ROS 83. TIMES TWO 84. LOVE IS A M 85. C'EST LA VII 86. SHOOT IT A 87. MAYBELLENI 89. ADORABLE 90. SONG OF IT 91. NO ARMS CA 91. NO ARMS CA 92. BIBLE TELL 93. SAME OLE 94. PET ME PAJ 94. SWEET KEN 94. SWEET KEN 95. AUTUMN LE 96. SONG OR IT 91. NO ARMS CA 97. AUTUMN LE 98. LOVE IS A M 99. ADORABLE 99. SONG OR IT 91. NO ARMS CA 99. SONG OR IT 91. NO ARMS CA 99. SONG OR IT 91. NO ARMS CA 99. AUTUMN LE 99. AUTUMN	D BE RULES  (VES  (ANY-SPLENDORE)  (LK  (WN AND TELL THE  (O) (CROSS OF GO)  (VES  ERS  AREWELL SONG  (S)  (ANCE  (D)  (ANCE  (ANC	THING DO THING DO THING DO THING DO THING DO THING	Rose P. Morgan. Baster Regan Bennett L. Miller Pisher C. Jones. Desmond Urbans Carson Montoe Montoe Montoe Carson Carson Mills Brothers Cur Freshmer Cleason	Coral  Mig.N Victor Capito Londo King Colum Victor Mrq Coral Heral Capito Merce Decca Capito Colum Merce Colum Col	26 30 30 30 30 30 30 30 30 30 30
	E PORTO CATE		TERM AND	FLORING	

## 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.

M-G-M RECORDS HE CHEATEST HAM! ( ) IN INTERIAINMENT TEL SEVENTH AVE. NEW PORT JO N. T.

MGM 12114 " K 12114

Published by Cordial Music

## You've Asked To See Them— Well...HERE THEY ARE



# the Cowboy Church Sunday School Choir

singing again 2 Great Stuart Hamblen Songs

"A
HANDFUL OF
SUNSHINE"

Featuring

LITTLE MISS ENRY

29757.



"THOSE
BAD, BAD
KIDS"

Featuring

LITTLE MISS TOMBOY JANIE

9-29757



Now's the time when all of us who are employed in the Amusement Industry open our hearts and purses to help healand prevent-tuberculosis for ourselves, our families, and our friends. There's no cost to patients at Will Rogers, and no finer care anywhere. Give at least One Hour's pay to the 6th Annual Christmas Salute.

## WILL ROGERS MEMORIAL HOSPITAL & RESEARCH LABORATORIES

Saranac Lake, N. Y.

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N. Y.

Sponsored and Operated by the MOTION PICTURE INDUSTRY for the Entire Entertainment

AT LEAST ONE HOURS

6TH ANNUAL

Will Rogers Hospital gratefully acknowledges the contribution of advertising production by Warner Brothers Pictures, and of space by this Publisher.



no. I position: "MOST PROMISING NEW GROUP"
THE BILLBOARD 1955 DISK JOCKEY POLL

And CASH BOX VOTED THE HI-LO'S THE PROMISING UP-AND-COMING MALE GROUP IN THE NATIONAL CASH BOX DISK JOCKEY POLL

STARLITE RECORDS Current Album: THE HI-LO'S, I PRESUME (ST 6005)

SOON TO BE RELEASED: THE HI-LO'S/under glass 12' Long Play (ST 7005)

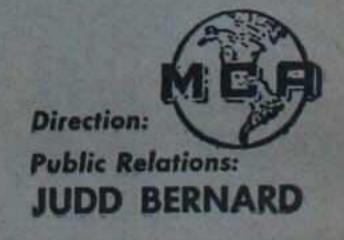
NEW SINGLE RELEASE (ST 1375)

Surrey With a Fringe On Top & Too Young To Sing The Blues

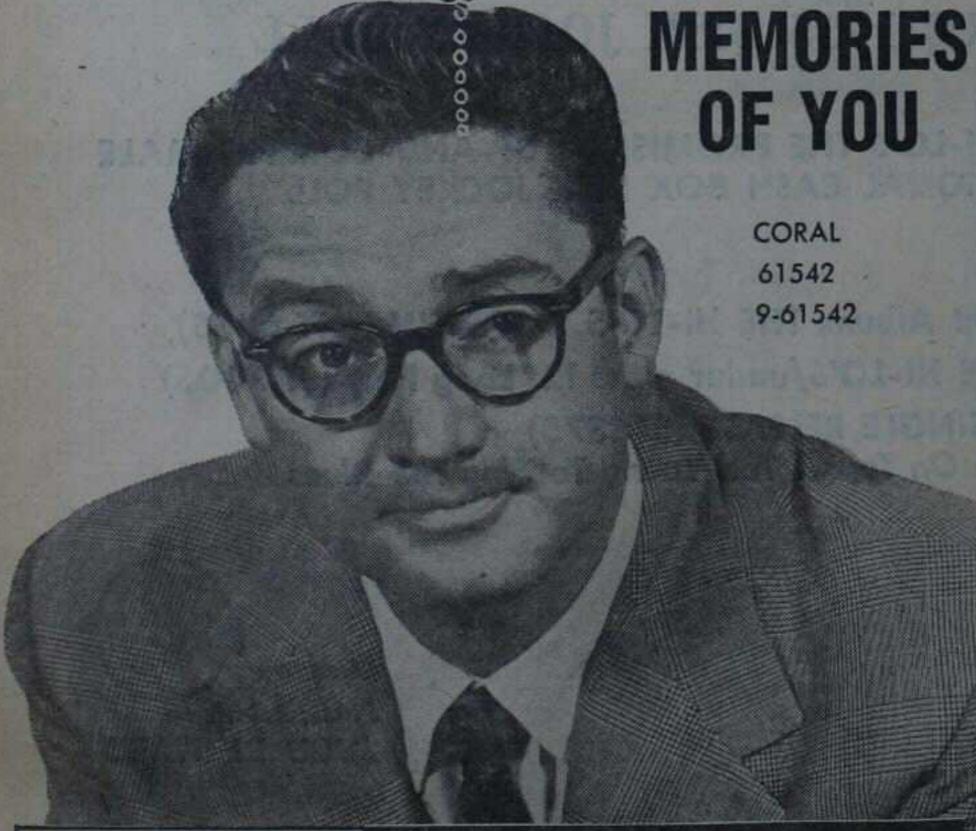
Personal Management:

LOEB & FREED

BEVERLY HILLS-NEW YORK







the big hits are on ...

CORAL RECORDS America's Fastest Growing Record Company ( A summing of metry agreeds on )

## VOX JOX

BACK SCRATCHING: Denver TV Station KBTV is setting a unique "courtesy to other media" precedent with a new show dedicated to local Denver radio deejavs. The program, a special guest seg on Va' Sherman's daily afternoon film series, will spotlight a different deejay each day, and KBTV eventually hopes to give every indie radio station in the area a chance to have at least one of their spinners appear on the show. An extra incentive is that the jockey will be allowed to plug his own radio show, plus any new artists or records he wants to give a boost as well. First deejay guest scheduled is Bobby Beers (ex-Lawrence Welk vocalist), of KOSI, followed by Ralph Donahue, KLAK, and Joe Flynn, KFSC.

There are more than 14 indie radio stations in the immediate vicinity and 20 more within a 60-mile radius, so KBTV is looking forward to building a good afternoon audience from people who heretofore just listened to the radio. In line with this, KBTV

#### YESTERYEAR'S TOPS-

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

DECEMBER 1, 1945:

- 1. It's Been a Long, Long Time
- 2. I'll Buy That Dream
- 3. Till the End of Time
- 4. Waitin' for the Train to Come
- Chickery Chick
- 6. It Might as Well Be Spring
- 7. I Can't Begin to Tell You
- 8. Did You Ever Get That Feeling in the Moonlight?
- 9. Along the Navajo Trail
- 10. It's Only a Paper Moon
- 11. On the Atcheson, Topeka and Santa Fe
- 12. I'll Be Waikin' With My Honey (Soon, Soon, Soon)
- 13. Some Sunday Morning
- 14. If I Loved You
- Symphony

#### DECEMBER 2, 1950:

- 1. Harbor Lights
- 2. Nevertheless
- 3. All My Love
- . The Thing
- 5. Bushel and a Peck, A
- 6. Tennessee Waltz
- 7. Thinking of You 8. Goodnight, Irene
- 9. An Orange-Colored Sky
- 10. Rudolph, the Red-Nosed Rein-

President John C. Mullins notes "The guest jockeys will talk about their forthcoming appearances on our TV show, which not only will advertise our station but will give the radio audiences a chance to see what their favorite disk jockeys look like."

GIMMIX: Don Bruchey, WWIN Baltimore, has an unusual rotating theme operation, which changes with the weather on his morning show. He uses Les Brown's Coral album "Weather Vane," and each day's weather forecast determines which side out of the album will be used as a theme on his show "Clouds," "Ill Wind," "Rain, "Lost in a Fog," etc.) . . . Jack Gale, WTMA, Charleston, S. C., conducted a marathon show from a local appliance store's window earlier this month, staying in the window from 6 a.m. of a Thursday to I a.m. Sunday. He tagged the stunt "Gale's lost weekend." . . . Another window remote is handled by Jack Friel, WBTA, Batavia, N. Y., who recently launched a weekly show from the window of a local music store. It addition to spinning disks, Friel plays instruments (on sale in the store) and interviews local talent. He also passes out free sheet music and records to the first 100 persons to come in the store during his broadcasts.

CHANGE OF THEME: AIice and Len McEwen, "Mr. and Mrs. Music," are back together on TILN, Denver, with McEwen recovered from his recent illness. . . . George Lyle, WJMJ, Philadelphia, has teamed up with Doug Henson on a wake-up show tagged "Merry-Go-Round." Bill Cook has joined WOV, New York. . . . Sammy David, KALB, Alexandria, La., has acquired a six-hour pop show (in addition to his regular Monday thru Friday series) on Sundays, which will feature The Billboard's "Top 100." . . . Forrest Morgan Jr., formerly with WKER, Manchester, N. H., is the new program manager at WCCM, Lawrence, Mass. He also emsees a new early afternoon feature, "The Song Peddler."

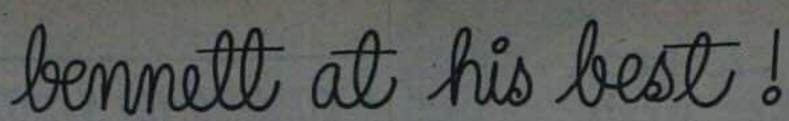
Moon Mullins, KEX, Portland. Ore., has started a new 6 to 9:30 nightly schedule and will introduce his daughter Dariel on the 6:30 to 7 p.m. seg. The 12-year-old will use her nickname "Misty" on the show, which will be titled "Music With Misty." Her proud pop opines she's the "youngest pop deejay in the country." Misty will poll her school mates and read the trades to pick her platters. . . . Roy Dixon was named station manager at KTRM, Beaumont, Tex. ... Freddy Marshall, formerly with WNAV, Annapolis, Md., has joined WNTM, Vero Beach, Fla.

Larry Kane has moved from KLBS, Houston, to KNUZ, same city. His new "Club Time will be heard nightly from 9 to midnight. . . . Clark Standard was spotlighted as a guest on the Mutual Broadeasting System's "Wheel of Chance" network series November 12. . . . Bob Bradley is the new music librarian at WLOL, Minneapolis. . . . Del Clark, ex-deejay at WJMR, New Orleans, has taken over the midnight to dawn show over WRIT, Milwaukee. . . . Vern Modeland, formerly with KJFJ, Webster City, In., moved to WHO-TV, Des Moines, November 15. . . . James Roper, WCKT, Greer, S. C., has inaugurated a new program, "Record Review," which spotlights new releases exclusively. The show's main gimmick calls for Roper to pass along listener comments on the new platters to artists who recorded the wax.

include Bob Gwyn, who handles 'Night Beat," and Ken Knox. . . . Jerry Griffin, ex-spinner at WDOS, Onconta, N. Y., is now spinnin' em at WNBF (both radio and TV), Binghamton, N. Y. . . . Don Austin has left WHOW, Clinton, Ill., to become a staffer at WSIV, Pekin, Ill. Tommy Dunn, same station, has been upped to studio supervisor. . . . After two years at KERO, Bakersfield, Calif., Jack (N'adhouse) Fisher has returned to KAFY, same city. . . . Steve Gilmartin, formerly with WEIM. Fitchburg, Mass., has joined WGHT, Hartford, Conn. . . . Frank McDonald is now doing WEIM's "Night Train" show from 8:30 to 11 p.m. across the board, with Les Elgart's "Night Train" platter as his theme. . . . Tom Morrison, ex-KWIK, Pocatello, Idaho, has moved over to KSEI, same city.

New staffers at KLII, Dallas,

Bill Miller, formerly at KLKC, Parsons, Kan., has taken over the night shift at KGGF, Coffeyville, Kan., while Jack Bateman, KFSB, Joplin, Mo., is scheduled to rejoin KLKC, and Bill Cramer has been promoted to deejaycommercial manager of the station. . . . Florien Wineriter has replaced Wayne Cody as the morning deejay on KALL, Salt Like City. . . . New Statte Dick Nedlin has taken over the 6:30 to S a.m. show on WKNY, Kingston, N. Y. Elliot Nevins, same station, has taken over the reins on "Requestfully Yours" from 2 to 5 p.m. and 9 to 10 p.m. daily.



BECAUSE OF YOU BLUE VELVET COLD, COLD HEART RAGS TO RICHES CINNAMON SINNER STRANGER IN PARADISE

And Now Another Smash!

# ony Bennett

Singing

# GUIVIENEAI SPRING

(as sung by Tony in the forthcoming Republic Picture "Come Next Spring")

and

# AFRAID OF THEDARK

Columbia 40598

COLUMBIA RECORDS



THE CASH BOX "BEST BET"

MUSIC-RADIO



The NORMAN LUBOFF Choir

Singing

Words by Jeremy Stephen Music by Alex Wilder Columbia #40604



Singing

CHANGE HEAR

> Words and Music by John Rox Capitol #3295

BROADCAST MUSIC, INC.

589 Fifth Avenue, New York 17, N. Y. JULIE STEARNS, (Gen. Prof. Mgr.)

HANNIE CATENS

GEORGE FURNESS MAC KOOPER

Hallywood EDDIE JANIS The Billboard Music Popularity Charts

## COMING UP STRONG

Listed below are records which have shown solid trade response during the past week, altho actual sales were not yet heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as patential chart entries in the very near future.

1. Daddy-O Adorable ...... The Fontane Sisters (BMI); (ASCAP) Dot 15428 2. A Woman in Love..... The Four Aces (ASCAP) Decca 29725 3. Band of Gold ...... Don Cherry (BMI) Columbia 40597 4. C'est La Vie ..... Sarah Vaughan (ASCAP) Mercury 70727 5. A Woman in Love ..... Frankie Laine (ASCAP) Columbia 40583 6. Memories of You..... The Four Coins (ASCAP) Epic 9129 7. All at Once You Love Her ..... Perry Como (ASCAP) RCA Victor 6294 8. Twenty-Four Hours a Day

Goodbye to Rome ...... Georgia Gibbs (BMI); (ASCAP) Mercury 70743

9. Band of Gold ......Kit Carson (BMI) Capitol 3283

10. Gee Wittakers ... Pat Boone (BMI) Dot 15435

NOTE: This chart does not have a set number of selections. The number

### Tunes With Greatest Radio-TV Audience

will vary from week to week.

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

#### Radio

A Woman in Love (R)-Frank-ASCAP Adelaide (R)-Frank-ASCAP All at Once You Love Her (R)-William- Alabama Jubilee (R)-Remick-ASCAP son-ASCAP

At My Front Door (R)-Hollis-BMI Autumn Leaves (R)-Ardmore-ASCAP Band of Gold (R)-Ludlow-BMI Cry Me a River (R)-Frank-ASCAP Porgive My Heart (R)-Bregman, Vocco & Conn-ASCAP

He (R)-Avas-BMI

It's All Right With Me (R)-Chappell-ASCAP

Japanese Fatewell Song (R)-Ranger-ASCAP Lisbon Antiqua (R)-Southern-ASCAP Longest Walk (R)-Advanced-ASCAP Love and Marriage (R)-Barton-ASCAP

Love Is a Many-Splendored Thing (R) (F)-Miller-ASCAP Memories Are Made of This (R)-Mont-

claire-BMI Memories of You (R)-Shapiro-Bernstein-ASCAP

Moments to Remember (R)-Beaver-ASCAP Only You (R)-Wildwood-BMI

Pepper-Hot Baby (R)-Sheldon-BMI Rice (R)-E. H. Morris-ASCAP Rose Tattoo (R)-Paramount-ASCAP Shifting, Whispering Sands-Gallatin-BMI Sincerely Yours (R)-Witmark-ASCAP Sixteen Tons (R)-American-BM1 Suddenly There's a Valley (R)-Warman-

Hill & Range-BMI Tender Trap (R) (F)-Barton-ASCAP Then I'll Be Happy (R)-Bourne-ASCAP There Should Be Rules (R)-Wilmark-ASCAP

Wanting You (R)-Harms-ASCAP You Are My Love (R)-Jubilee-ASCAP You Gotta Give (R)-Peer-BMI

#### Television

All at Once You Love Her (R)-William son-ASCAP

Antuma Leaves (R)-Ardmore-ASCAP Bo Diddley (R)-Arc-BMI Croce Di Oro (R)-Shapiro-Bernstein-

ASCAP Dungaree Doll (R)-E. B. Marks-BMI

He (R)-Avas-BMI Learnin' the Blues (R)-Barton-ASCAP

Learning to Love (R)-Trinity-BMI Ling Ting Tong (B)-St. Louis-BMI Longest Walk (R)-Advanced-ASCAP Love and Marriage (R)-Barton-ASCAP Love is a Many-Splendored Thing (R) (F)-Miller-ASCAP

Maybellene (R)-Asc-BMI Moments to Remember (R)-Beaver-ASCAP

Mr. Portnol (R)-Bloom-ASCAP Oklahoma (R) (F)-Williamson-ASCAP Pepper-Hot Baby (R)-Sheldon-BMI Pet Me, Poppa (R)-Frank-ASCAP Rememb'ring (R)-Bourne-ASCAP Rice (R)-E. H. Morris-ASCAP Same Ole Saturday Night (R)-Barton-ASCAP

Seventeen (R)-Lois-BMI Sixteen Tons (R)-American-BMI Someone You Love (R)-Bradibaw-BMI Suddenly There's a Valley (R)-Warman-Hill & Range-BMI Tender Trup (R) (F)-Barton-ASCAP There Should Be Rules (8)-Witmark-

ASCAP Yellow Rice of Texas (R)-Planetary-ASCAP

## Best Selling Sheet Music

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

I. Autumn Leaves..... 1 12 2. He ..... 8 10 3. Sixteen Tons..... 8 3 American 4. Bible Tells Me So.... 2 16 Paramount-Roy Rogers 5. Love Is a Many-Splendored Thing. . 10 13

Miller 6. Suddenly There's a Valley ..... 6 12 Warman-Hill & Range 7. Moments to

Remember . . . . . . . 4 10

S. Love and Marriage ... 5 5 9. Shifting, Whispering Sands ..... 7 8

10. Yellow Rose of Texas. . 3 17 Planetacy

11. No Arms Can Ever Hold You....- 1

12. Croce Di Oro (Cross of Gold)....13 3 Shapiro-Bermtein

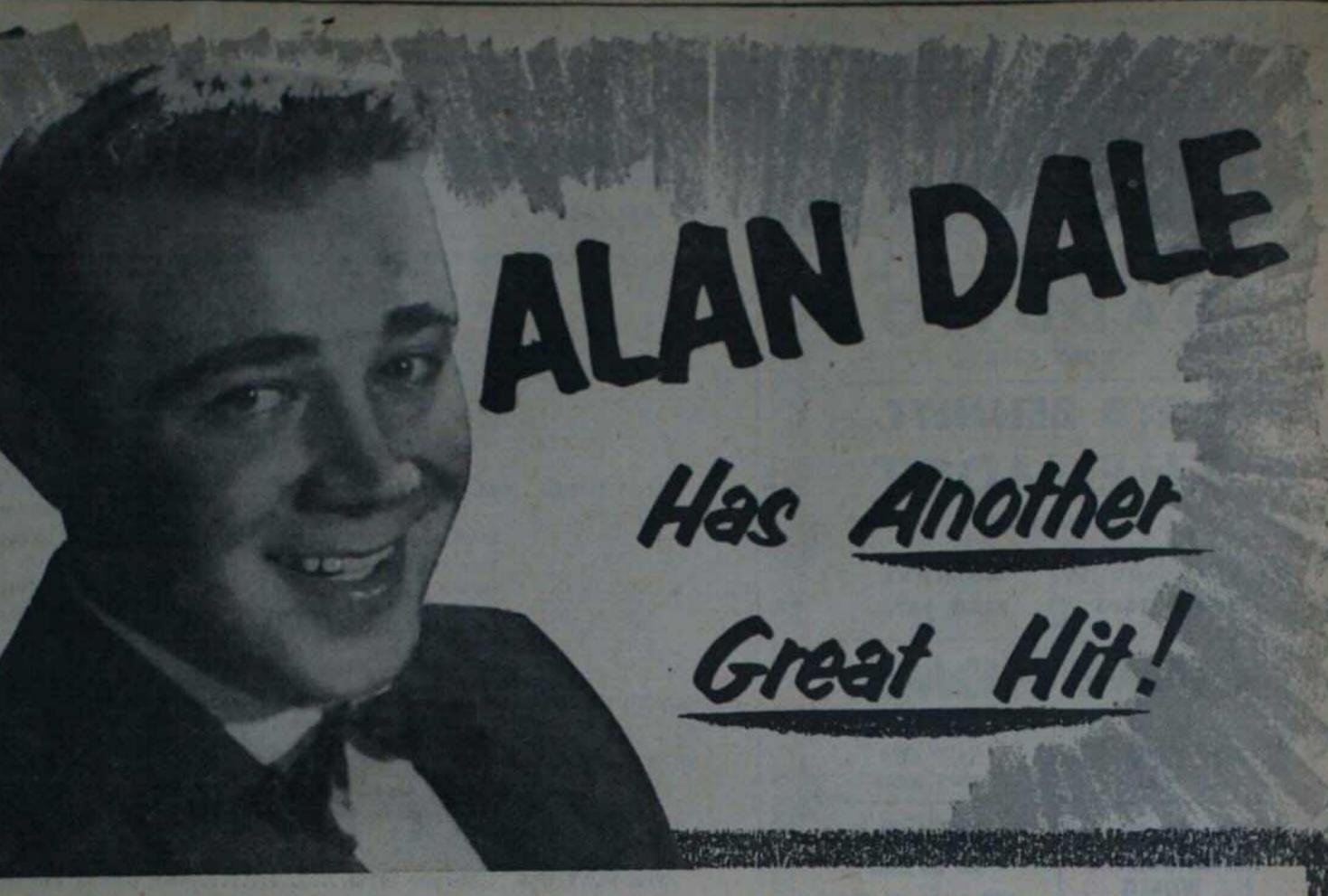
Wildwood

14. Woman in Love.... 1 Frank 15. My Bonnie Lassie .... 14 7

plossore

THE BILLBOARD





# SEEDWIT 1 = 1

(SO I CAN SEE YOU IN MY DREAMS)

The American Version of The French Song Success "ET BAILLER ET DORMIR"

With A Great Lyric by MITCHELL PARISH



## HITS and H

MUSIC-RADIO

## BONNIE LOU DADDY-0

**KING 4835** 

## BOYD BENNETT THE MOST

KING 4853

MY BOY-FLAT TOP **KING 1494** 

SEVENTEEN **KING 1470** 

## COME HOME

Two Great Versions

BUBBER JOHNSON KING 4822

LITTLE WILLIE JOHN **KING 4818** HOME AT LAST

**NEED YOUR LOVE** SO BAD KING 4841

EARL BOSTIC O SOLE MIO b/w POEME KING 4845

CATHY RYAN KING 4848

THE PLATTERS **ONLY YOU** (And You Alone) YOU MADE ME CRY

> BILL DOGGETT HONEY BOY b/w MISTY MOON KING 4838

RUBY WRIGHT DO YOU BELIEVE b/w FALL IN LOVE WITH YOU EVERY DAY KING 4850

## COMING UP FAST

THE LAMPLIGHTERS HUG A LITTLE. KISS A LITTLE b/w DON'T MAKE IT SO GOOD

Federal 12242

DAVY, YOU UPSET MY HOME b/w COME IN THIS HOUSE King 4840

JOE TEX

THE GAYLES MY BOY-FLAT TOP I GET SO HAPPY **KING 4846** 

THE "5" ROYALES SOMEONE MADE YOU FOR ME b/w I AIN'T GETTIN' CAUGHT

King 4830

## CHRISTMAS RELEASES

JOE WARD NUTTIN' FOR CHRISTMAS 6/w

CHRISTMAS QUESTIONS **KING 4854** 

BUBBER JOHNSON LET'S MAKE EVERY DAY A CHRISTMAS DAY 6/w

IT'S CHRISTMAS TIME KING 4855

## KING RECORDS

## The Billboard Music Popularity Charts

### POPULAR RECORDS

## · Review Spotlight on . . .

RECORDS

GALE STORM.... Dot 15436.....

.. TEEN-ACE PRAYER

(Peer, BMI)

MEMORIES ARE MADE OF THIS

(Mont Clare, BMI)

Miss Storm racks up a fine two-sided follow-up to her current "I Hear You Knockin'" smash. "Teen-Age Prayer" is already moving in other versions, but Miss Storm gives a very convincing performance. Flip is a cover of the clicking Dean Martin platter, but the gal again puts out an expressive job. Both sides have what it takes to move out. A good juke buy.

ALAN DALE.... Coral 61553..... I'M GONNA SLEEP WITH ONE EYE OPEN (Miller, ASCAP)

LISBON ANTIQUA

here either way.

(Peer, BMI) This could be a big one for Dale, with both sides likely entries. On top is a delightful and bouncy little rhythm effort with cute lyrics delivered in winning style. On the flip, Dale delivers special lyrics written for the lush mood instrumental. Fine performance

(Tollie, BMI)

> Thrush Jackie Little contributes a top-flight vocal effort on Maddox's pop version of the r.&b. hit. This, combined with a great swinging band backing, spells healthy action at all levels. Flip is "Hop Scotch Boogie," a happy, bouncy instrumental. (Randy, Smith, BMI)

THE PLATTERS.... Mercury 70753......THE GREAT PRETENDER (Pera, BMI)

(See listings under Spotlight on Rhythm and Blues.)

## Reviews of New Pop Records

RATINGS-COMMERCIAL POTENTIAL

fine job on this one, and it con more some copies if promoted. (BML,

Cute romantic ditty with an intriguing

best is handled nicely by the thrush.

Duncers will like this side, as will those interested in just itstening. (United, ASCAP)

I'll Take Care of You. . . . 74

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the fol-lowing factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. 90-100, Tops 80- 89, Excellent 70- 79, Good 60- 69, Satisfactory 50- 59, Limited 0- 49, Poor

JOE (FINGERS) CARR

CAPITOL-The piano man gets on the famous standard with a lush ork and chorus treatment. Fine trumpet sounds with one of the top vocal treatments of the current crop. This should fare well in the race for the money.

Henderson Stomp....69 Carr and the band revive a standard of the "swing" era-one of the Henderson opuses for the old Goodman ork. Tho it doesn't quite hit the feeling of the original, it's pleasant memory material.

LILLIAN BRIGGS

rock and roller with the same kind of energy she put into "I Want You to Be My Baby." Together with the novelty flip, this should do great with the bobbysoxers. (Planetary, ASCAP)

Rock 'n' Roll-y Poly Santa Claus. . . . . 79 A flock of the year's big rock and roll hits get recognition here. He has a silver ball and chain for Maybellene, bag of dimes for that Juke Box Queen, etc. Should be one of the bigger holiday items this year. (Korwin, ASCAP)

BILL KENNY The Flower and the Weed .......79 "X" 178-A warmly expressive reading of a moving theme with effective message lyrics. Should grab off considerable

jockey play. (Caesar, ASCAP) Evening Bells ... . 74 Kenny wraps up a melodic ballad in his memorable dramatic vocal style. (Zodiac, BMI)

GORDON JENKINS ORK

pleasant sentiment in this tuneful, soaring walte ballad. A mighty pretty side that could generate much con-sumer interest if esposed. (Massey, ASCAP)

Follow Me, Baby .... 73
Slight rhythmic opus is handled gaply
by the Jenkins ock, with rocal help
from the Pitch Pipes. (Martebown,

BILLY VAUGHN ORK

DOT 15430-A gay, bouncy group vocal on a homespun little ditty with a swingy tempo. (Randy-Smith, ASCAP)

I'd Give a Million Tomorrows (For Just One Yesterday)....78

A dreamy, nostalgic interpretation of the wistful oldie, with Vaughn's ork performing in the musical manner of his past instrumental hits. (Oxford, ASCAP)

**IOHNNIE RAY** 

COLUMBIA 40613-A fervid reading by Ray of a moving theme by Singleton and McCoy with a steady, insistent r.&b. beat. Paul Weston contributes his usual fine backing job. (Roosevelt, BMI)

Who's Sorry Now? .... 76

Ray wraps up the great oldie with a breezy show-wise vocal and a jumping beat, somewhat reminiscent of his big click platter, "Walking' My Baby Back Home." This one could catch on big. (Mills, ASCAP)

THE DE CASTRO SISTERS

ABBOTT 3014-A sock performance by the De Castros on a lively rhythm ditty with a drivin' rock and roll beat. (Farmer, ASCAP)

Rockin' and Rollin' in Hawaii . . . . . 75 Rock and roll rhythm with a South Seas flavor and a showmanly vocal reading by the girls. However, flip will probably pull more plays. (Marlee, ASCAP)

Blues" with new lyrics and a mild, drivin' beat. Stand-out stuff for jocks and jukes, (Trinity, BASI)

John Jacob Bingleheimer Smith ... 74

An appealing warbling start by Lowe on a happily extroverted novelty with clever lyrics and a funny pay-off gimmich. (Trinity, BMI)

Continued on page



The Hot "Added Starter" From Samuel Goldwyn's "Guys and Dolls" Stable

# PET ME POPPA

COLUMBIA 40579 • 4-40579

CIONEW COMEN

COLUMBIA RECORDS

DESTINED FOR A MILLION

The Magnificent Trumpet of

Media 1019

## POPULAR RECORDS

## • Reviews of New Pop Records

The Billboard Music Popularity Charts

JIMMY WAKELY DECCA 29756-The off-waxed c.&w. tune gets another reading—this time in a pop rein with a country artist. The parlay results in pleasant listening which can sourc a share of the loot from the competitors. (Cordial,

Mississippl Dreambout .... 74 This is a pleasant thythmic effort with a driving "Hong Kong Blues"

type beat. Wakely gets good support from a gal group on this one. (Simon House, BMI

LEROY HOLMES ORK

The Little Bell (That Just West Ding) .. 76 M-G-M 12128-One of the more attractive Christmas tunes of last year in a fresh arrangement that ought to occasion heavy deejay play. The vocal is rendered by a mixed chorus. The sound effects will be appreciated by the kiddles. (E. B. Marks-Monument, RMI)

Song of December ... 73

This tune is more familiar under another name, but this adaptation sets its litting melody in an attractive frame. Like the flip, it has excellent programming possibilities. (Lyrie, ASCAP)

FRANK FONTAINE

Everybody Rocks .....75 M-G-M 12129-While this may not be quite as exciting as Bill Haley's kind of music-making, it bears comparison. A solidly rhytheric opus, with humorous lyrics. Teen-agers ought to latch on to this readily. (Marienette, BMI)

Livin' It Up .... 74

A funny, but friendly, spoof of typical rock 'n' roll material. Parody or not, the ork provides an authentic best, and the kids could very well pick this up for its own merits. (E. B. Marks, BMD

RUBY WRIGHT

I Fall in Love With You Er'ry Day ... 75 King 4650-Miss Wright, Cincinnati radio and TV star, offers a mighty pretty rendition of the appealing Sammy Steps standard. If circulated, should get plenty of play. (Sanjad, ASCAP)

This side's a pretty waltz, and the thrush's growing audience should cotton to it. (Wemar, BMI)

THE INK SPOTS

King 4857-The new personnel here bears little resemblance to the original Spots group. However, the outfit is good in its own right on this disk. (Bee, BMI)

Command Me....72

This side puts the spotlight on a very dramatic solo that works to a literally blasting climas. It's good show stuff, but the other side should get the play. (Pinclawn, BMI)

THE FOUR ESQUIRES

showing action in other waxings is sung here with warm resonance, Backing has a mighty thythmic beat. Could create listener interest. (Pagther. ASCAP)

Thunderbolt .... 72

Tale is descriptive of the gal's impact on the boys. Gimmick sounds will help this get exposed. (Greta, BMD)

RALPH MARTERIE ORK

MERCURY 70760-Marierie's manyhued, swinging version of the oriental standard should become one of his best repertoire items. Should be a long-term com catcher, (Colonial,

Wondrous Love....71

This side is a collicking merengue, with a swing band flavor and Marterie's classy trumpet. Fine dance stuff, (Leeds, ASCAP)

THE GOOFERS 

LOREN BECKER

CORAL 61545-In a variation of the "Seventeen" theme, the gal here is older and that much more knowing, The kids could go for this one, and is could easily attract a hatful of juke coin. (Tee-Kaye, ASCAP) Sick! Sick! Sick! ..... 70

Tune, written by a couple of Coral execs, is a novelty rhythm item. It's handed a vigorous performance by the Goofers and sould shape up as okay joke box fare. (Vim, ASCAP)

Samson Beware! (Don't Let That Bad,

Bad Woman Get in Your Hair ...... 74 Waldorf Music Hall 221-This could be a sleeper. It's a swingy, humorous treatment of a clever novelty take-off on the Biblical Samson and Delilah story. (I Don't Stand) A Ghost of a Chance

With You .... 73 A arandout vocal interpretation of

the haunting oldie, with tasteful backing by Enoch Light's ork. Good JOCKEY WAY

KEN GRIFFIN

Columbia 40609-A bouncy calliopestyled interpretation of the swingy standard by organist Griffin, Solid tiem for the boxes. (PD) The Band Played On ... 74

Same comment. (PD)

BILLY MAY ORK Capital 3297-A mighty cute side by

the May boys here about a little doll from gay Paree. It awings gently, and there's a hunk of good lyric stuff offered by a male group called the Maytimers. This could win spins. (Raphael, ASCAP)

Street of Dreums .... 73

This is nice dreamy slow stuff that finds the band in good form with some very modern sounds in apots. Encores, a mixed vocal group, sound smooth and mellow. (Miller, ASCAP)

RALPH FLANAGAN ORK

Victor 6318—The Flanagan crew belts out a rather typical swinging item. There's excitement all the way which works to a blasting climas. Toeners will keep jockeys busy on this (Pilot,

My Souvenir .... 71 Here's a slow fostrot item that makes use of the Glenn Miller style. Pleasant dance war, (Valley Entertainment, ASCAP?

CINDY LORD

CADENCE 1276-Tune from the title flicker is a happy opus, sung with infectious galety by Miss Lord. This will please many. (Robbins, ASCAP)

Put Your Lips to Mine ... 72 The thrush sounds line in this plaus-

ant reading of the romantic ditty. Fine backing by Authic Bleyer and his ork. (Citation, ASCAP)

RICHARD MALTBY ORK

"X" 177-Malthy, a dance band in the rhythmic tradition of the 1930's and 1940's hands the catchy oldic a sure-fire, swingy arrangement with a solid danceable beat. Nice group chirping by the Excels, (Miller, ASCAP)

Walkie Talkie .... 72

A pleasant, tuneful instrumental with infectious pacing and a danceable tempo. (Sesae)

ESTELITA

La Macarena (The Bullfighter's Prayer) 73 REAL 221-Sung in Spanish, this disking is a dramatic presentation of the opus which shows off the line talent of the thrush to great advantage. Side could get many spins, (Feer, BMI)

Waiting for the Robert E. Lee ... 72 Effective, novelly reading of the lusty standard, full of Latin twists. Miss Estelita punches it across with lots of verve. (La Salle, ASCAP)

THE GYPSIES

Rock Around the Christmas Tree ...... 73 GROOVE 129-The group gives out with some happy, hand-clapping sounds on a cute idea for a tune. Good pop-styled rock 'n' roll. (Deep River, ASCAP)

You're Been Away Too Long .... 72 There's a nice slow heat to this tune, and the group and gal soloist deliver a pleasant brand of barmony. (Deep River, ASCAP)

CONNIE BOSWELL

ben, BMI)

DECCA 29721-The singer turns the ballad with feeling and forceful style. Her luns will appreciate it. (Weiss & Barry, BMD

No Other One .....70 A bullad that also gets the full treatment from Mrss Boswell. Material in only so-so, however, and does not make a very strong impression. (Re-

GEORGE SHEARING QUINTET

M-G-M 12132-Now that "Kismet" is set for release as a film, this tune might start all over again. Shearing's reading is shimmeringly beautiful. (Frank, ASCAP)

Point and Counterpoint .... 68 An arry play of melodic lines against each other that will please Shearing aficionados but will have only moderate appeal for the general public, (Bayes, BMI)

BOB LONDON

VITA 118-A very profity, very sentimental waltz tune is warbled warmly by London, whose style sounds like a mixture of Buddy Clark's and Bob Manning's Could be a sleeper. (Winston, ASCAP)

I Sailed the Seven Seas ... 67 This bright polks-type side may find some the as a show opener, (Lers, ASCAP)

JOE PANAMA SEXTET

VICTOR 6340-For those who like their music on the Latin side, this mixture of two types of south-of-theborder rhythms with vibes in spotlight makes for good listening or dancing (Robbins, ASCAP)

fashion. (Robbins, ASCAP)

VICKY LANE

op his Mrs. here with some wailin' blues trampel tones. The lady shows a fine feel for the blues idiom in her first outing on war. (E. H. Marris, ASCAPI

S'Wonderfol ... 70 The gal gives a pleasant subdied jazz (Continued on page 52)

TEX MULIANS

one of the Most Powerful records ever neleased.

NO9 COAL

THE POUNT MARKER MARKER

PAULINE

DECCA 29764 · 9-29764

Americas Fastest Selling Records

DECCA

ANOTHER SERVICE TO DEALERS:

The Billboard's Weekly

To put your top pop sales 'way out front! Enter this fast-moving merchandising promotion today.

YOU GET THIS COMPLETE NEW KIT EVERY WEDNESDAY . . . for only 50c a week!



#### 2 BIG SPLASH COLOR POSTERS

1715" x 2215", with the week's top 10 tunes in giant type . . . plus the 10 up-and-coming hits, all based on Billboard's famous coast-to-coast surveys. These are for window and counter displays.



#### 3 FULL-SIZE AD REPRINTS

Colorful posters to build bigger sales for the "coming-upstrong" disks.



#### 5 COPIES OF "THE NATION'S TOP TUNES"

The week's top 20 hits. Use 'em for counters . . . windows . . . and give-aways!

USE THIS HANDY ORDER BLANK TO START YOUR DISK DERBY PROMOTION SERVICE TODAY . . . we'll rush your first kit by return mail so it'll be there on the dot!

THE BILLBOARD 2160 Patterson St. Cincinnati 22, Ohio

#### DISK DERBY PROMOTION KIT

 Please send me 10 weeks DISK DERBY promotion kits plus 1 week free (introductory offer)

35	\$5	paymen	it enclo	osed	BIII	me

• Send meweeks @ 50¢;	per	week	
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ш	Significant	me	-weeks	100	Dine b	er w	eek
		I anclose \$			- 173	BIII	-

NAME OF COMPANY\_

The Billboard Music Popularity Charts

### POPULAR RECORDS

#### Reviews of New Pop Records

Continued from page 50

styling to the familiar standard, and there's interesting rhythm backing from the Candoli combo. (New World, ASCAP)

HAL CASE

BLACK GOLD 4614-A fast-moving rhythmic ditty about the guy who sat in the corner drinkin' cola. An organ and a group called the Darts help sell it. (Silver, ASCAP)

Boogle Wongle Mambo .... 67

This attempt to wed an eight-to-the but beat with the mambo influence comes off in only so-so fashion, althoa lot of effort is exerted. (Silver, ASCAP)

JULIE JOYCE

WEN DEE 1934-Julie Joyce shows a song shows here with pleasantly rendition of the ballad. (ASCAP)

Never Your Love .... 66

Swingy rewrite of a semi-longhale melody is pleasantly warbled. (Mesdowbrook, ASCAP)

RICHARD LYNN

ESQUIRE 1136-Imaginative idea for a some shows here with pleasantly expressive singing. Vocal group puts in an assist. (BMI)

Something Wonderful Happened ... . 66 Lynn sings pleasantly on a routine bit of slow-paced thythm material. Rhythm trio backs the singing (BMI)

LAURINDO ALMEDIA & GEORGE FIELDS

CAPITOL 3298-This is a guitar and harmonica duet on the title time from the pic. Tune has a pleasant flow as voiced by the instrumental pairing. (Criterion, ASCAP)

Volcano ....65

A bit of mood music which sets out to paint a picture. Features the artists on guitar and harmonica in a piece from the score of the pic "The Naked Sea." Appeal strictly limited. (Criterion, ASCAP)

MICKEY ROONEY

You Couldn't See the Teardrops From the Rain ......64

NOVA 104-Flick star, songwriter Rooney, with a first-rate backing by Van Alexander, belts out a tearful ballad. Should get some curiosity spinning. (Criterion, BMI)

Sasie the Snow Girl ... 63

A personable rendition by the perpetual pixic of a slight winter novelly, cleffed by Rooney himself. (Criterion,

## New Pop-Christmas Records

LES PAUL-MARY FORD

Rudolph the Red-Nosed Reindeer ..... 79 CAPITOL 3302—Rudolph figures to lead the sleigh and possibly even the sales again this year, what with about a dozen new versions out. This is a potent one, with little girl voice (Mary with the tape speeded?). Bright and swingy stuff.

Santa Claus Is Coming to Town....77 Another sure-fire perennial gets the multi-track guitar treatment. Colorful, catchy and Christmasy stuff. Figures to get plenty of deciay play.

THE FONTANE SISTERS

DOT 15434-Undeniably solid as the girls' reading of this tune is, the lyrics are supposedly to be sung by a youngster, whom they don't even pretend to resemble. If the tune itself catches on this might not deter. The Fontanes would certainly share the melon. (Jungnicket, ASCAP)

Silver Bells .... 77 A tastily blended reading of a pretty, and ever more popular, holiday tune. The arrangement creates a delightful yulctide atmosphere and aids to the salability of the side, (Paramount, ASCAP)

DAVID CARROLL

miliar classical melody serves for this new carol, tenderly sung by mixed group. On the basis of pure class, this merits heavy spinning. (Pure,

I'll Be Home for Christmas ... 76 The war-horne boliday song is no less effective today. Can sell neatly If exposed by dealers, (Criterion, ASCAP)

CARMEL QUINN

AND KEVIN SHANAHAN 

COLUMBIA 40611 - A moving mother and son type of reading of the Biblical tale by Arthur Godfrey's frish thrush, with appealing usides by small fry Kerin Shanahan. This could go in both the pop and kiddle markets and is bound to get plenty of plugging on Godfrey's network show. (Acuff-Rose, BMI)

Santa's Coming....72

A delightful thrushing job by Miss Quinn and a spontaneous sounding kid chorus on a catchy little folk tune. Disk is primarily for the youngsters but should get considerable jockey play. (Girbaltur, ASCAP)

HAL DICKINSON

CORAL 61536 - The great Walter Gross standard gets a relaxed and pleasant reading here with some very smart ork backing. (E. H. Morris,

Merry Christmas Baby ....71 Dickinson offers a classic-styled blues standard which is a switch from the expected. However, it's well delivered, and the band makes another good effort. (St. Louis, BMI)

Fare is cuts enough, but the competition is very tough.

Santa Comes on Christmas Eve. ... 65 A pleasant little tune about a small fry's dream on Christmas Eve. Lacks the punch, however, to move very far in a highly competitive kiddle Christmas field.

KEN CURTISS

POP SACRED 7106 - "Christmas Cowboy," of course, is a little boy all dressed up in his dude outfit and sta-shooter. A cute novelty, pleas-antly projected. (Gaviota, BMI) Christmas Everyday....61

This family has accepted the Christ child and all that he stands for, and for them no day is without a Christmas feeling. A worthy piece of material for programming in the holiday period (Gaylota, BMI)

ance of an ordinary S. Claus ditty, I Must Be a Geen-ee-us ... 60

A Dennis the Menace type here, but with more genuinely evil intent. Many will find this quite unattractive.

## England's Top Twenty

Based on cabled reports from England's top must jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

Blue Star-Victoria (Young)

Yellow Rose of Texas-Maddox (Planetary) Hey, There-Frank (Frank)

Man From Laramie-Chappell (Columbia) Twenty Tiny Fingers-Day (Hampshire)

Hernando's Hideaway-Frank (Frank) Love Is a Many-Splendared Thing-Robbins

(Miller) Suddenly There's a Valley-Robbins (Warman-Hill & Range)

Everywhere-Bron (Mills)

I'll Come When You Call-Reine (\*)

Christmas Alphabet-Pickwick (Budd)

Dambusters March-Chappell (Chappell) I'll Never Stop Loving You-Robbins (Frist)

Meet Me on the Corner-Berry (\*)

Close the Door-Duchem (Trinity)

Rock Around the Clock-Kassner (Mysra)

Every Day of My Life-Robbins (Miller) Seventren-World Wide (Lois)

Go On By-Bluebird (Hamblen) Exermore-Kasaner (Piccadilly)

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CTOR

## Many Posers Plague Field

· Continued from page 14

tunes that have moppet appeal, the costs and royalties, including artso-called kiddie pops.

tributors and their salesmen for potential. kidisks in general, an enthusiasm which never exactly had reached has been heavy company emphasis, as at Capitol for many years, kidisks represented the least glamorous segment of a line.

#### Education Disks

Today, due perhaps to the extensive propaganda of such mail-order houses as Children's Record Guild and Young Peoples Records, the regular priced lines have gone over considerably toward "educational" type material, which appeals to the also to the school market.

The audio-visual dealers, who cater to the schools, have, in fact, taken up some slack where the regular distrib salesmen haven't been inclined to familiarize themselves with the new type of disks and the specialized selling they require.

As one tradester observed, "The salesmen don't know what they're have any idea about what's avail- sometime next year. able."

#### Mfrs. to Blame

This party, then, places the blame for the doldrums squarely on the manufacturers and the dealers.

Among the manufacturers, there are a number of explanations, tho none of them is endorsed unanimously.

In some sectors lack of enthusiasm is attributed to the fact that the kidisk business persists as the last stronghold of 78 r.p.m. And the 78 business refuses to be anything but a 10-inch business. Efforts to cents by RCA Victor and Columbia January 2. have been abandoned. Most of the cheap children's phonographs marketed today by chain and toy stores are for 78's only. It's generally • Continued from page 14 agreed that the industry will have to see a big push on low-tag 45 the increased mechanical royalties, kiddie phonos before the donut Fox notes. disks can be promoted in that field.

Several of the companies blame TV for monopolizing children's entertainment to the exclusion of matched the rise of publishers LP disks, but others insist that disks money. The top singles business, which sustain their children's catalogs and the ones that continue to merit a 98-cent ticket are those based on familiar TV properties, which are exclusive to the label. This is especially true at Decca.

Club Outfits The club outfits and Columbia feel that the market least affected by TV and, in fact, the biggest market for population, is that of the pre-school agers, two and a half usually at home, and for whom there is a limited number of suit- peal. able TV shows.

Reputedly, this younger group suitable material for, and lack of understanding on all trade levels November 26). has resulted in its neglect.

At several companies it is be- . . . lieved that intensified pop single Every conceivable kind of and package competition has left EQUIPMENT little energy for kidisks. It is SUPPLIES AND pointed out that the same amount SERVICES of art work and printing required has been sold in for an LP or EP is required for a The Billboard 25-cent kidisk, Also, recording

ists royalties to name perfermers, As the impulse buying outside bring production costs up almost of disk shops has drained off the to the level of pops. The kidisks, potential of regular line disks in however, cannot be exposed to the shops, it also has drained off the public in the same way and the enthusiasm of regular disk dis- ordinarily cannot realize the same

#### Plugs Scarce

Pop disks, it is pointed out, may fever pitch. Except where there be plugged on thousands of radio shows. Children's shows, however, are few and far between. Of the several network TV shows extant, only "Ding Dong School" is recognized as a strong, consistent disk seller. This show, of course, caters to the pre-school set exclusively.

Highly contradictory are several diskery approaches to big ticket moppet packages. Simon & Schuster, for example, whose Little Golden line is the 25-cent leader, more discriminating parents and is expanding its "Treasure Chest" line, each package of which offers eight disks at \$3.98. Capitol, on the other hand, has virtually done away with its once-potent \$3.50 line of elaborate record-readers, spiral-bound volumes, etc.

#### Branching Deejay

selling, and most of the dealers ists, plus a big-name r.&b. recorddon't care. The companies aren't ing artist (as yet unselected). In advertising, there are virtually no line with this, Freed is also negotipromotion media for children's rec- ating with a major label to record ords and the consumers just don't a series of LP's with his new band

> Freed's movie deal is with Columbia, and it calls for the deejay to act as technical director and play himself in Sam Katzman's forthcoming picture, "Rock Around the Clock," starring Bill Haley and His Comets. The movie, which has an r.&b. music theme, is scheduled to start shooting in January. Freed will take a few weeks' leave of his WINS show here and trek to Hollywood at that time.

Prior to the picture, Freed is booked to take a rock 'n' roll stageshow in to the Academy of Music introduce seven-inch 78's at 49 here from December 22 to

## Fox Report

Sync rights on TV film are also gradually moving up, but no single mechanical income factor has income, has been holding its own.

## Columbia Says

tors has not pulled as well, Cook remarked. Under this phase of the experiment a new Joe Loco Christmas EP was offered operators at an introductory price of 49 cents, to six years of age. According to packaged in a plain sleeve. An-Columbia's kidisk topper, Hecky other operator test may be under-Krasno, this is the group that is taken later, involving a disk not limited to a short-term holiday ap-

Other diskeries have been watching the Columbia experiment closealso is the most difficult to write ly as a possible guide to expansion of the EP market (The Billboard,

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## Reviews and Ratings of New Popular Albums

Continued from page 28

ley, alto; Nat Adderley, cornet, and Donald Byrd, trumpet, all of whom show a polished knowledge of their own idines. Collectors abould take note of this disk.

TONY FRUSCELLA ......75

Atlantic 1226

Here's one that should kick up some escilement along critica' row, and eventually garner good sales therefrom. Fruscella is a brand new trumpeter with an intimate, modern appeal. He has a happy litting quality, intricate ideas, but a strong swinging sense, too. The writing here, including the originals, was done by Phil Sunkel, another comparative newcomer, highly regarded in the inner juzz circles. It's certainly worth exposing to modern jazz clientele.

CHICO HAMILTON QUINTET .......74

Pacific Jazz PJ 1209

Interesting, off-heat lazz that sounds more Juilliard than jungle, Fred Katz' cello is the really "different" sound here, and the program has some of the spocal of the old Alex Wilder Ocieta. Collette is un interesting, sometimes almost longhairish soloist on flute, clarinet and the different saxes. Sometimes the group swings, and sometimes acoulles around on amorphous themes. Could sell as modernist mood music with a jazz

### Cap Sets Mark

· Continued from page 15

ber, most of which were for "Sixteen Tons" and Dean Martin's "Memories Are Made of This." Capitol sought outside pressing facilities here to help handle the load, but reverted instead to a 20-hour pressing schedule.

Plans are currently in the works to present Tennessee Ernie with gold recording, symbolic with the sale of one million records.

On another front, Cap executives formally disclosed that Electric & Musical Industries, Ltd., this week.

## WERE Expanding

· Continued from page 15

phonos, teen-age dresses, accessories, etc.-will be pre-tested on youngsters so manufacturers can determine whether new products will be acceptable to that market.

The music publishing interests will include a Broadcast Music, Inc., firm, and the talent management department will be patterned after the long-time successful talent operation of Nashville station WSM. first artists pacted to WERE.

## Music Kidisk Round-Up

recording, and, consequently, little Blue Ribbon series. The latter is operating expense. When the seven- the 24-title, 49-cent line, which inch 78's at 49 cents flopped, the consists of many items formerly on company went into production on the defunct 25-cent line. Of its 10 10-inch. The 49-cent line is par- new titles released at 98 cents, not ticularly strong in the company's one is being issued on 45 r.p.m. big push on chains and supermarkets.

Columbia

Columbia, with its full-time department and recording exec, has not let up on new recording, and continues to market all varieties of kidisks at all price levels. With its 25-cent Playtime line, it is the only major in the 25-cent business.

At 49 cents, Columbia has eliminated 78's, claiming that a 10-inch disk at this price is unprofitable. At this price, its 45 r.p.m. disks do so-so. At the 98-cent level, the concentration is on specially commissioned properties, exclusive on the label. Most of these, including the "Now We Know" series, "Composers Series," and "Introduction to the Masterworks" are aimed at "discriminating parents" and at school use simultaneously.

Decca

At Decca, the main line lists at 98 cents, and the concentration is on exclusive properties. Releases have not been cut, but each new issue is slanted toward TV exposure; for example, the "Lone Ranger" and "Winky Dink" series.

A perennial, Loretta Young's several years only on EP and LP, was reissued this year on two 78 r.p.m. disks by Decca, and is enjoying its best year thereby. The company itself is surprised to see the continued success in the Continued success in the Complete "Davy Crockett" is the Complete "Davy Crockett" is the Name Deutsch continued success of its 12-inch sells well as a "class" shop item. Decca has noted that this year its kidisks are more strictly seasonal Gen. Prot. Man Decca has noted that this year its

Capitol

Capitol, long the leader in the would take over manufacture and field, has pulled in its reins somedistribution of Capitol records in what in what it feels is a rapidly Australia effective January 1. John diminishing market. According to Burnett, chairman and managing Lloyd Dunn, vice-president in director of EMI in Australia, ar- charge of sales and merchandising. rived here for discussions con- sales of children's records have cerning the change with Cap execs dropped appreciably there and elsewhere. Capitol has cut its releases, but continues to merchandise aggressively. With a narrower sales potential to shoot at, Capitol is aiming its sales policy at the dealer rather than at the consumer.

> Dunn started that the cultural and education aspects of kidisks have increased, and the company is confining new issues to its "Music Appreciation" and Learning Is Fun' series, which currently are the only level at which children's music can be merchandised, said the exec.

Mercury

Mercury, as a result of its recent "Baker's Dozen" promotion, has Singer Johnny Van is among the moved good quantities this year of its Childeraft, Playeraft and

According to Joe Martin, who served as special sales manager for the Mercury promotion, it took a promotion of this type to overcome general distrib apathy to kidisks. The company also printed a large quantity of giveaway catalogs, and went after the chain and rack business strenuously.

Simon & Schuster

Simon & Schuster, the 25-cent purveyor, found its biggest increase this year among chain stores, particularly the dime stores. Its next biggest increase was in supermarkets, then among independent wholesalers-the suppliers to candy stores and newsstands. Its coverage of pop hits at 25 cents, including such as "Tweedle Dee," "Yellow Rose," etc., accounted for a big year.

Others

Meanwhile, the "snob appeal" lines, Children Record Guild and Young Peoples' Records, selling at \$1.24, have been enjoying their biggest year in the retail trade, while continuing to sell thru the mail an estimated 90,000 disks per month. Last year the companies pushed extended billing plans, but virtually abandoned these this year. The Littlest Angel," available for The company also cut its club advertising in consumer publications.

NEW YORK, Nov. 26,-Murray Deutsch has been promoted to the post of general professional manager of the Peer International and Southern Music publishing interests thruout the world. The publishing empire includes six companies with 33 offices. Herb Lutz, who ran Southern Music, has

Heretofore the various firms were split between Deutsch and Lutz, with the former handling Peer-International, Chas. K. Harris, La Salle, and Starrite, and the latter handling Southern and Melody Lane.

All activity now will clear thru Deutsch who will shortly add a man as professional manager of

The centralization of activity, Deutsch stated, will make possible a more concentrated drive both in the pop and standard field.

### **Baltimore Distrib** Wins Coral Trip

NEW YORK, Nov. 26.-Coral Records' contest for distributors, based on the label's fall package plan, has been won by the General Distributing Company, of Baltimore. The firm's Henry Nathanson wins a trip to Bermuda for two, with all expenses paid.

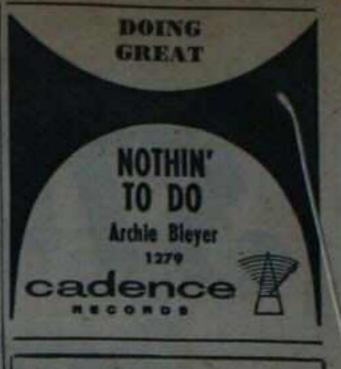
Meanwhile, Coral is stepping up its output of packages. In the past week the label issued seven-the McGuires "Do You Remember When?": Teresa Brewer's "Music, Music, Music"; Lawrence Welk's "The Girl Friend," and "TV Favorites"; Steve Allen's "Steve Sings The record firms fall by the and "Jazz for Tonight," and "Bud-

## Eli Oberstein

Continued from page 15

ing for the pop singles field if and when he can clear the decks with the AFM.

AFM for years has taken a dim The answer is that the entry of view of Oberstein's record opera- \$ CHAMPAGNE RECORDS, INC. cense he is regarded by many as Record Company, whose AFM recording and labor agreement was signed by Edward J. Smith. This, Smith has denied.





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## Indies' Success on Records

Continued from page 15

quently found among the growing dustry tie, is definitely known to number of active record firms.

Pubber Labels

Mills Music owns the Marquee Record label. Wemar Music has the President diskery under its wing while Village Music now has its own subsidiary recording firm, Big Records. Archie Levington, a Chicago publisher with both license firms, kicked off the Scope label just a month ago to push his own tunes exclusively. Another publisher, G. Ricordi, is known to be

Further afield, the entry of the Metropolitan Opera Company into the record business thru a tie-up with the Book-of-the-Month Club is now imminent. A special opera record club has been established to of days gone by. market records by mail in a fashion similar to that already carried on an increasing number of firms in tions. Altho having no AFM liby Music Appreciation Records, a the business have caused a greater-B-O-M-C operation.

Teleradio Ideas

only major web without a disk in- nothing to soft pedal the trend.

be considering a move into the business. Past and future pix of RKO, which became a property of General Teleradio only a few months ago, would form a rich reservoir of song material for the projected new label. The network's more than 500 outlets has obvious promotion overtones as far as any subsidiary record label is concerned.

wayside every week, more diskeries d Greco at Mr. Kelly's. mulling a move into the disk busi- are constantly entering the business ness (The Billboard, November 26). to take their place. The estimated total of more than 150 active diskeries represents a high tide of activity in the field, providing one answer to those who wonder what happened to those really big disks

than-ever spread of the record profits pie. The business is at a peak General Teleradio, owner of the of competitiveness, and it's fair to Mutual Broadcasting System, the predict further major moves will do

## The Billboard Music Popularity Charts

## COUNTRY & WESTERN

## · This Week's Best Buys

WHY, BABY, WHY? (Starrite, BMI)-Red Sovine & Webb Pierce-Decca 29755

While George Jones' version of this tune has had considerable success in the past weeks, this powerful new reading is giving it yet another strong push. Typical markets like Nashville, Richmond, Atlanta and Durham report that it is coming up quickly; several key Northern markets also indicate it to be one of better recent releases. With its new coupling-"Missing You" (Copar, BMI)-the record will be all the more acceptable to operators.

## Review Spotlight on . . . RECORDS

#### RAY PRICE

Bun Boy (Milene, ASCAP)

You Never Will Be True (Apache, BMI)-Columbia 21474 -Price wraps up "Run Boy," a spirited rhythm tune with a folksy flavor, in his usual personable style. The disk has a pleasant tempo and effective dual-track warbling tricks. The flip is a moving weeper, with Price plaintively reproaching his fickle sweetie. Both sides should move out briskly in the field.

THE LOUVIN BROTHERS

I Don't Believe You've Met My Baby (Tree, BMI) In the Middle of Nowhere (Acuff-Rose, BMI)-Capitol 3300-The Autry-Inman tune, "I Don't Believe You've Met My Baby," gives the boys a lively piece of material, which should do as well commercially as their last click platter. The backing sports a terrific beat, and should grab off a lot of juke coin. The flip spotlights an outstanding weeper harmony job, and should also leave a heavy sales imprint.

## · Reviews of New C & W Records

#### WILBURN BROTHERS (Teddy and Doyle) | BILLY WALKER

DECCA 29747-The boys warble with verve and showmanship on a catchy little ditty with a good title. (Are,

Look Around (Take a Look at Me)....77

An appealing vocal job on a pleasing theme by the Wilburn Brothers and deep-voiced gospel singer Jack Brock Speer (billed on the label as "a friend"). (Acuff-Rose, BMI)

#### THE CARLISLES

MERCURY 70754 - More of the "Good Night, Irene" sound here in the "Weavers" style. Folkish solo bits are interspersed with group sing-ing on chorus. Could stir action. (Milene, ASCAP)

Dangerous Crossing...73
All about the dangers of romance, etc., this swings along with a pleasant bounce. Has a certain revivalist flavor. (Aguff-Rose, BMI)

#### **HOMER AND JETHRO**

fans in guffaws. It's one of the boys' best efforts in some time. A natural for heavy deejay play; sales, too, could be pretty good, (Gallatia, ASCAP)

They Laid Him in the Ground .... 75 A perfect match for the flip, this hymn to guys and others who kicked off suddenly also stands to win lots of attention (Cole, BMI)

#### JIMMY SWAN

Frost on My Root ... 73 Brisk rhythmic opus is sung happily by Swan as be tells of his graying hair but still-roving eye. Could do okay on the coin boxes. (Acuff-Rose,

#### JIMMIE LOGSDON

City\_

nal weeper of his distinctively and sells it easily. Good juke box item. (Volunteer, BMI)

Midnight Blues .... 71 Another effective tear-jerker, but set to a slower blues tempo. (Volunteer,

AND JEANETTE HICKS 

COLUMBIA 21471-An ingratiating lament by the boy and girl duo on an excellent weeper about two lovers who are married but not to each other. (Cedarwood, BMI)

Blue Mountain Waltz ... 71

Sincere, harmonious vocal blending on a simple theme. However, flip is a better showcase. (Driftwood, BMI)

#### BROTHER PAUL BUSKIRK

sound to this Brother harmony effort. Tune is appealing, too. Should do very well in its home territory, the Southwest (Lin. BMI)

Wasted Love .... 71 This side features a solo vocal, and it's a good job. The philosophical material is so-so, however. (Lin,

#### HERB TUCKER

Option on Your Heart ......74 EXCEL 108-Sincere reading of a melodic ballad with clever lyrics. (American, BMI)

Too Meek to Speak .... 72

Tucker comes thru with a good performance on an attractive tune with catchy lyrics. (American, BMI)

#### DENVER DUKE AND JEFFERY NULL Hank Williams, That Alabama Boy ...74 BLUE HEN 214-Here's a musical epitaph to the late Hank Williams. It's sung with loving feeling by the boys, with a strong religious slant on The Lord calling Hank home. Has

When We Meet Up Yonder .... 71 This is country stuff with a sucred twist about Judgment Day, etc. Echoing voice is The One talking down from way up there. Religious thoughts get a sincere reading.

the power to kick up some noise.

#### FREDDIE HART

CAPITOL 3299-Hart sympathetically tells of the plight of two teenagers who want to marry but cannot get their parents' consent. A fascinating piece of material that should

have wide appeal, (Central, BMI) That's What You Gave to Me. . . . 71 A happier balled in which the singer recounts the wonderful things his love has given him. A smooth performance. (Central, BMI)

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#### **C&W** Territorial Best Sellers

#### Birmingham

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  2. Beautiful Lies, J. Shepard, Cap.
  3. It's a Great Life, F. Young, Cap.
  4. I Walked Alone Last Night
- E. Arnold, Vic. 5. Love, Love, Love, W. Pierce, Dec.
- 6. Just Call Me Lonesome, E. Arnold, Vic. 7. Dear Mr. Brown, F. Husker, Cap. 8. Cattle Call, E. Arnold, Vic.

#### Charlotte

- L Love, Lave, Love, W. Pietce, Dec. 2. Sixteen Tons, T. Ernie, Cap. 3. Just Call Me Lonesome, E. Arnold,
- 4. I Feel Like Cryin', C. Smith, Col. 5. S O S. Johnnie & Jack, Vic. 6. You're Free to Go, C. Smith, Col.
- 7. When I Stop Dreaming Louvin Brothers, Cap.
- 8. It's a Great Life, F. Young, Cap. 9. Mainliver, H. Snow, Vic.

#### Dallas-Fort Worth

- 1. Sixteen Tons, T. Ernie, Cap. 2 Lore, Lore, Lure, W. Pierce, Dec.
- 3. I Don't Care, W. Pierce, Dec.
  4. Cattle Call. E. Arnold, Vic.
  5. Just Call Me Lonesome, E. Arnold, Vic.
  6. Croce Di Oro (Cross of Gold) R. & B. Foley, Dec.
- 7. All Right, P. Young, Cap. 8. Satisfied Mind, R. & B. Foley, Dec.

#### Houston

- 1. Sixteen Tons, T. Ernic, Cap. 2. Love, Love, Love, W. Pierce, Dec.
- 3. Just Call Me Lonesome, E. Arnold, Vic. 4. Pepper Hot Baby, J. Tubb, Dec.
- 5. I Don't Care, W. Pierce, Dec. 6. Why, Baby, Why? G. Jones, Sdy.
- 7. If You Were Me, W. Pierce, Dec.
- 8. I Guess I'm Crazy, T. Collins, Cap. 9, Satisfied Mind, P. Wagoner, Vic. 10. Eut, Drink and Be Merry
- P. Wagoner, Vic.

#### Memphis

- 1. Sixteen Tons, T. Ernie, Cap. 2. Eat, Drink and Be Merry
- P. Wagoner, Vic. 3. It's a Great Life, F. Young, Cap.
- 4. I've Lived a Lot in My Time
- J. Reeves, Abb. 5. In the Jailhouse Now, W. Pierce, Dec.

#### Nashville

- 1. Love, Love, Love, W. Pierce, Dec. 2. Sixteen Tons, T. Ernie, Cap.
- 3. Eat, Drink and Be Merry P. Wagoner, Vic.
- 4. It's a Great Life, F. Young, Cap.
- 5. I Can't Go Home Like This R. Price, Col.

#### 6, 1 Thought of You, J. Shepard, Cap. New Orleans

- 1. Sixteen Tous, T. Ernie, Cap. 2. Love, Love, Love, W. Pierce, Dec.
- 3. All Right, F. Young, Cap. 4. Beautiful Lies, J. Shepard, Cap.
- 5. If You Were Me, W. Pierce, Dec.

#### Richmond, Va.

- 1. Sixteen Tons, T. Ernie, Cap. 2. Love, Love, Love, W. Pierce, Dec.
- 3. When 1 Stop Dreaming Louvin Brothers, Cap.
- 4. Croce Di Oro (Cross of Gold)
- R. & B. Foley, Dec.

#### 5. Mystery Train, E. Presley, Sun St. Louis

- 1. I Forgot to Remember to Forget
- E. Presley, Sun 2. Love, Love, Love, W. Pierce, Dec.
- 3. Sixteen Tous, T. Ernie, Cap. 4. I Walked Alone Last Night
- E. Arnold, Vic. 5. Cry, Cry, Cry, J. Cash, Sun

#### ARTHUR SMITH

Number One Street (Parts 1 and 2) ...72 M-G-M 12135 - Humorous monolog with audience laughs in the backing is a cover of the Bob Corley waxing. Could sell a fair number of copies in the back country. Listeners will chuckle over this one. (Stars, BMI)

#### JIM WILSON

'Round, 'Round the Christmas Tree....72 MERCURY 70755-Here's a bright and metry version of the pleasant Christmas tune that tells about all the presents spread around the tree. Wilson has the right style to sell it. (Fairway, BMI)

Daddy, Who Is Santa Claus? .... 68 This takes the form of a dialog between a daddy and a little gal who wants the usual answers about Santa. The daddy gives a credible story with religious aspects. Kiddies might enjoy it. (Acuff-Rose, BMI)

#### RICK JOHNSON

Somebody Is Hearthroken ......70 SARG 123-A good-enough performance of adequate material. Should do okay in Johnson's own Texas territory, (Acuff-Rose, BMI) My Very Own .... 70

As above (Acuff-Rose, BMI)

#### JIMMY EDWARDS The La Dee Da Da Polka ...........68

INTRASTATE 26 - A danceable country polka with good orking by Chuck Ray and His Gang behind the Edwards vocal, Okay for some box play around home base. (Homestead, BMD

The Things That Make Me Care .... 67 Edwards' warbling sounds a lot like Gene Autry's. Pleasant, sentimental stuff with more danceable orking. (Homestead, BMI)

#### THE CLASSMAN

CORAL 61535 - Smooth warbling. with nice harmonizing, on a prelly ballad. Some spins due. (Surf) As Long as the World

Goes Around and Around .... 66 Brisk three-beater is chanted pleasantly. (Summit, ASCAP)

Sincere Thanks Sincere to the to the dealers, operators and disk jockeys and disk jockeys continued acceptance

Review Spotlight on . . . RECORDS

EDDY ARNOLD The Richest Man (Showcase, BMI)

SINGING ANOTHER HIT . . .

## THE RICHEST MAN'

WRITTEN BY BOUDLEAUX BRYANT

"I WALKED ALONE LAST NIGHT"

(RCA VICTOR 20-6290-47-6290)

## The Billboard Music Popularity Charts

## • Best Sellers in Stores

For survey week ending November 23

RECORDS are ranged in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruste the nation with a nigh solume of sales in country and western records. When significant action is reported on both titles of a record points are combined to determine position on the than in such a weekly

Week	case, both sides are tisted to bold type, the leading	Lam Week	Chers
	LOVE, LOVE, LOVE (BMI)-W. Pierce IF YOU WERE ME (BMI)-Dec 29662		11
	SIXTEEN TONS (BMI)-Tennessee Ernie		4
	THAT DO MAKE IT NICE (BMI)-E. Arnold	3	16
	I FORGOT TO REMEMBER TO FORGET (BMI)- E. Presley		12
	1 DON'T CARE (BMI)-W Pierce	. 4	23
6.	I WALKED ALONE LAST NIGHT (BMI)-		
	E. Arnold Riches Man (BMI)-Vic 20-6290		4
7.	SATISFIED MIND (BMI)-P. Wagoner	. 6	28
7.	Low of a Woman Like You (BMD-Cap 325)	. 10	2
9.	BEAUTIFUL LIES (BMI)-J. Shepard	. 4	6
10.	Ge Back You Fool (BMD-Cap 3169	. 8	18
11.	EAT DRINK, AND BE MERRY (BMI)-P. Wagoner Let's Squaggle (BMI)-Vic 20-6289		1
12	CATTLE CALL (ASCAP)-		
	E. Arnold & H. Winterhalter	. 9	24
13.	MAINLINER (BMI)-H. Snow	-	3
	BORN TO BE HAPPY (BMI)-Vic 20-6269		
13.	YOU'RE FREE TO GO (BMI)-C. Smith  I FEEL LIKE CRYIN' (BMI)-Col 21462		1
15.	YONDER COMES A SUCKER-J. Reeves		8

## Most Played in Juke Boxes

For survey week ending November 23

the country, as determined by The Billboard's weekly survey of operators using a aigh proportion of country and western records. When significant action is reported on both sides of a record points are combined to determine position on the chart Week & Chart 1. LOVE, LOVE, LOVE (BMI)-W Pierce. Il You Were Me (BMI)-Dec 29662 2. JUST CALL ME LONESOME (BMI)-E. Arnold.... 2 THAT DO MAKE IT NICE (BMI)-Vic 20-2198 3. SIXTEEN TONS (BMI)-Tennessee Ernie ...... 8 You Don't Have to Be a Baby to Cry (ASCAP)-Cap 3262

4. YONDER COMES A SUCKER (BMI)-J. Reeves.... 7 I'm Hurrin' Inside (ASCAP)-Vic 20-6200 5. MAINLINER (BMI)-H. Snow...... 5 BORN TO BE HAPPY (BMI)-Vic 20-6269 6. BEAUTIFUL LIES (BMI)-J. Shepard...... I Thought of You (BM1)-Cap 3222 7. ALL RIGHT (BMI)-F. Young..... Go Back You Foot (BMI)-Cap 3169 9. WHY, BABY, WHY? (BMI)-G. Jones..... Seasons of My Heart (BMI)-Starday 202 

## Most Played by Jockeys

weekly survey of top disk tocker shows in all key markets

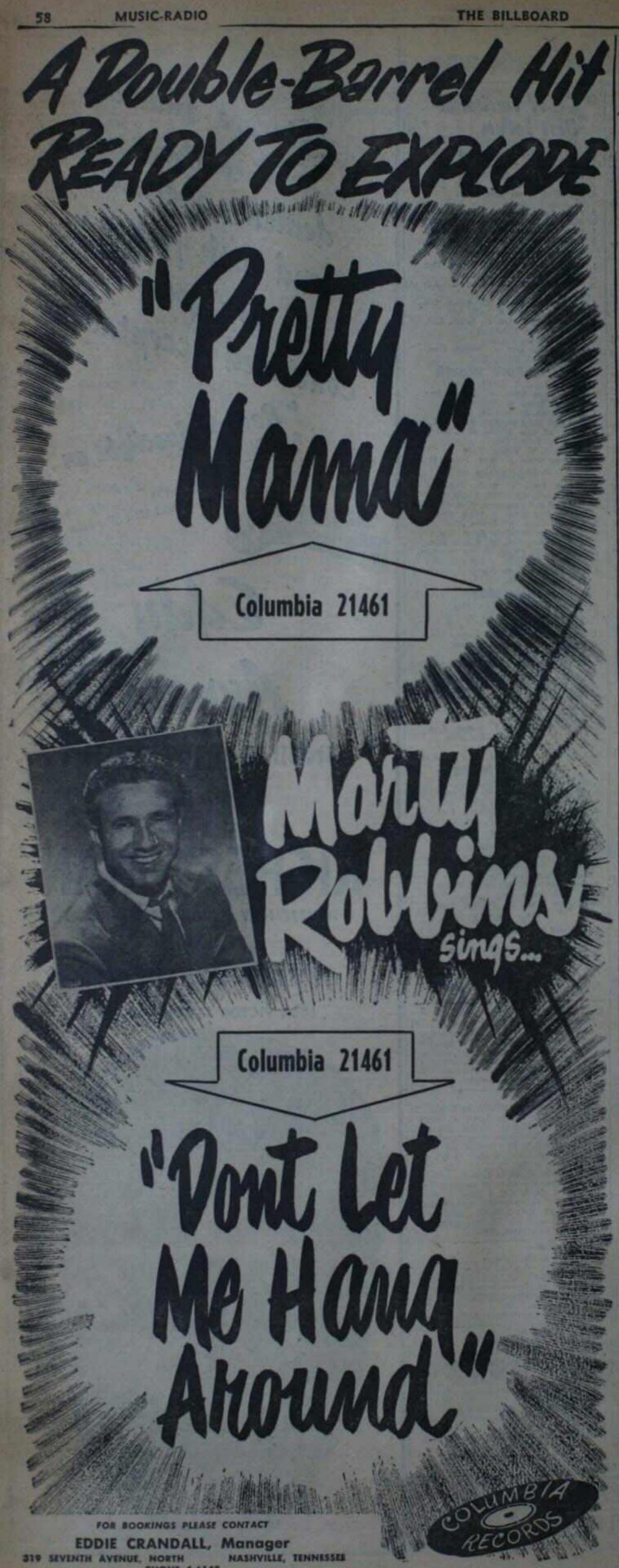
for survey week ending November 23 sides are ranked in order of the greatest number of plays on disk lockey radio shows thrucus the country according to The Billboard's

I his Week	Week	Chart
1. LOVE, LOVE, LOVE-W. Pierce	1	10
2. SIXTEEN TONS-Tennessee Ernie	. 4	3
3. JUST CALL ME LONESOME-E. Amold	. 3	14
4. 1 DON'T CARE-W. Pierce	. 5	24
5. ALL RIGHT-F. Young	2	17
6. SATISFIED MIND-P. Wagoner	. 6	26
7. 1 FORGOT TO REMEMBER TO FORGET-	. 12	8
8. YONDER COMES A SUCKER-J. Reeves		15
8. IT'S A GREAT LIFE-F. Young		1
10. IF YOU WERE ME-W. Pierce	. 7	5
11. WHY. BABY, WHY?-G. Jones		1
12. MOST OF ALL-H. Thompson	. 10	11
13. WHEN I STOP DREAMING-Louvin Brothers		12
14. BORN TO BE HAPPY-H. Snow	. 10	0 3

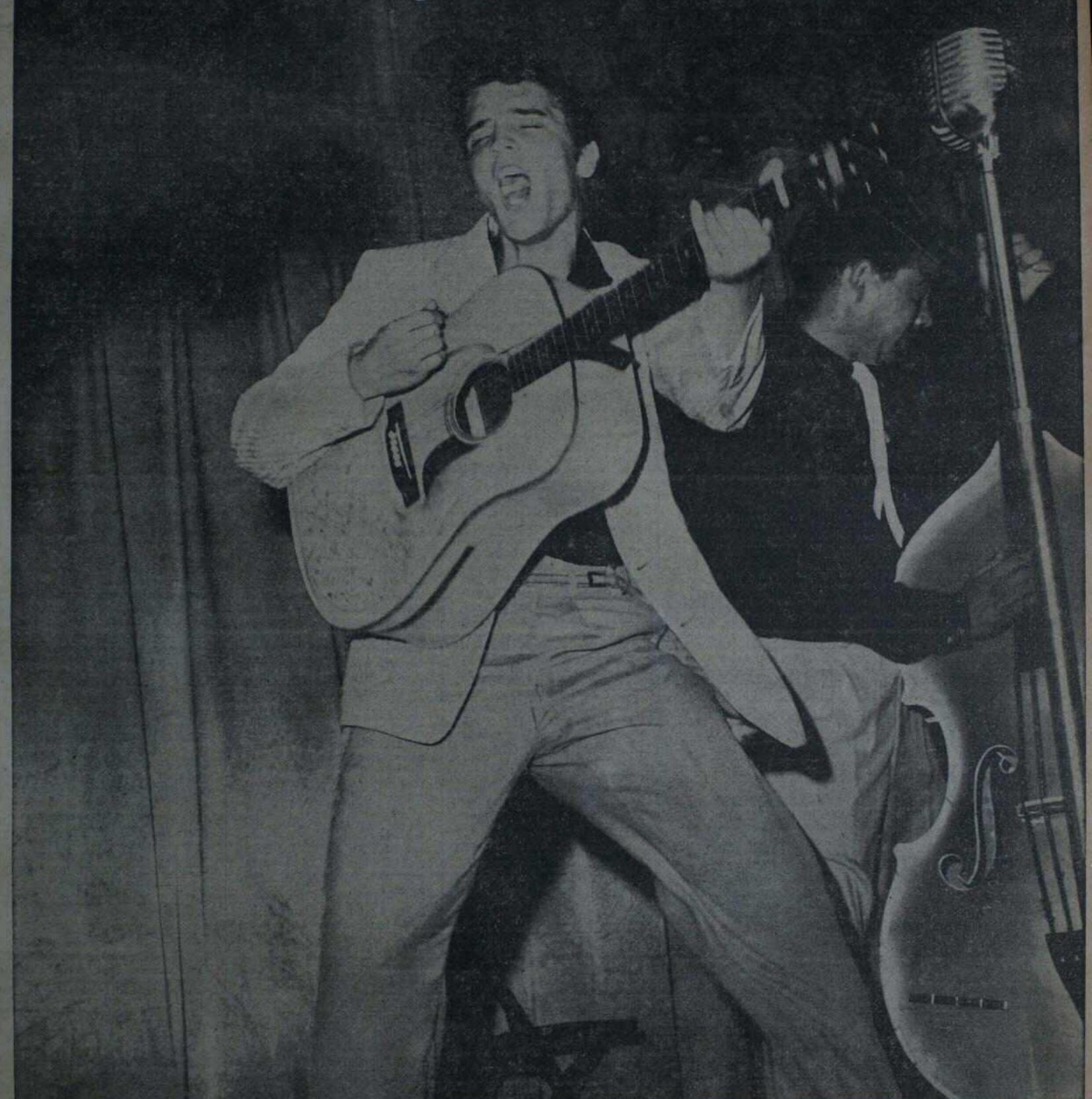
14. HERE TODAY AND GONE TOMORROW-

E. & Maxine Brown......

14. EAT, DRINK, AND BE MERRY-P. Wagoner .....



the most talked-about new personality in the last 10 years of recorded music



# EIVIS PRESIEY

now on RCA Victor records with

RCAVICTOR



I FORGOT TO REMEMBER TO FORGET MYSTERY TRAIN...20/47-6357

Bob Neal, manager under direction of Hank Snow Jamboree Attractions, Col. Tom Parker, general manager Box 417, Madison, Tennessee

## The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

#### Around the Horn

Bonnie Lou, of WLW's "Midwestern Hayride," played the Hudson Theater, Detroit, Sunday (27), and appears next Sunday (4) in Flint, Mich., both dates being set by Casey Clark. Her latest King release, "Daddy-O," which has been going pop, is getting a big play in the c.&w. field as weil, according to word from

as just signed Sid King and the Louisiana. ve Strings (Columbia) to a manger pact. The unit's latest on the olumbia label is "Sag, Drag and all" b w "But I Don't Care."

Charline Arthur, of "Big D Jamboree, Dallas, is due back this weekend from a two-week trek to California and return with a package that included Carl Smith, Justin Tubb and Mac Wiseman. Last named is set as "Big D" guest Saturday (3), with Jimmie Davis pegged for that slot December 17. . . . C. G. (Red) Matthews, of Ekko Records, Memphis, has pacted Lou Millet, of WLCS, Baton Rouge, La., and Okie Jones, of Fort Worth, for early waxings on the Ekko label.

f "You Can't Divorce My Heart," ras a recent guestar on Johnny sond's TV show in Hollywood. . . darty Krauss, deejay at WILY ittsburgh, is originator of "Counry Camival Jamboree," which nade its debut at Carnegie Hall in ittsburgh's Northside last Saturlay (26), with Hank King (Blue Ribbon) and the Karroll Sisters Decea) in the featured slots. crauss plans to present the show t regular intervals thruout the vinter.

Carl Smith, Chet Atkins, Justin Tubb, Benny Martin, the Tunesmiths, Mac Wiseman, Charline Arthur and the Farmer Boys played to more than 5,000 payees at Denver's City Auditorium November 20, with the house scaled from \$1.25-\$1.50. . . . Vernon Stewart and His Skyliners are now heard in an hour-long, live country music show every Saturday morning over KXRJ, Russellville, Ark, Handling promotions for the combo is Paul Gilley, Maytown, Ky. Jimmy Newman is taking the



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## FOLK TALENT & TUNES

- By BILL SACHS

remainder of the year off from "Louisiana Hayride," Shreveport, to devote his full time to a neavy personal-appearance schedule.

Joe Gibson, who is still fronting the Georgia Peach Pickers for Cur-We recently listed Redd Stewart, ley Williams out of Montgomery, x-Pee Wee Kinger, as appearing Ala., has just had his first release m his own TV show over WGN- on the Starday label. Williams re-V. Chicago. It should have read cently purchased the Spur, Mont-VBBM-TV in the Windy City. . . . gomery nitery, which he has been immie Work appeared on Casey operating the last two years. One lark's TV show in Detroit Novem- of Gibson's tunes, "Take It or er 25, and the following night was Leave It," has just been cut by feature on Casey's "Jamboree." Danny Adkisson, Columbus, Ga., tra hour and a half to the show Bakersfield, Calif., shoots the fol-. . Harry Gaines, who heads up for the new Von label. . . . Ernie he new booking office, Central Miles, of M.&M. Records, Pasaexas Promotions, with headquar- dena, Calif., is currently on a deeers in Taylor, Tex., where Harry jay promotion jaunt thru Arizona, pins the country wax on KTAE, New Mexico, Texas, Oklahoma and

> Buck Griffin, Lin recorder, has joined "Big D Jamboree," Dallas, as a regular feature. . . . Jim Trippe, of the advertising-promotion firm bearing his name at 2151/2 Ferry Street, Decatur, Ala., asks all country and western performers and deciays to send him photos and biographies on themselves to be included in his "Who's Who in Radio and TV," which is slated for release March I, 1956. . . . Sonny Houston has shifted activity to Robinson's Lounge, Daytona Beach, Fla., after a several weeks' stint at the Embassy Lounge in the same city.

Oil Capitol is the tabel name of Chuck Rogers, former Nashville the new diskery, Oil Capitol Renusician and writer and recorder cording Company, Tulsa, Okla., h eded by George E. Starr and L. O. Burscough. The firm announces the signing of Claude Riggs Trumpeteers, who appeared Saturday (26) on "Ozark Jubilee" from Springfield, Mo. Group consixts of Riggs, Charles Jeffries, Roland (Rosie) Roselle, Fred Smith and Bill Headricks. . . . Tommy Spurlin has just cut a new one for Perfect Records, "Danger" b/w "Ain't Had No Lovin'." George H. Dumas, Perfect Records chief is offering samples to those deejays who write him at P.O. Box 366, N.W. Branch, Miami.

> Johnny Bond, Hollywood c.&cw. TV performer and head of Red River Songs, Inc., has obtained publishing rights to Chuck Rogers' "You Can't Divorce My Heart," which is set for waxing on there labels, . . . Dick Miller, who appears with Johnny Hopson's "Hollywood Hoedown" on KTTV, Hollywood, has cut a new release for M.&M. Records, Pasadena, Calif. Top side is "A Church, a Courtroom and Then Goodbye." On the flip, Dick is teamed with a new fem waxer, Sunny Bingo, on "Haven't I Seen You Somewhere Before?"

Pete Visich, accordionist, formerly a member of Curley Gold's Texas Tune Twisters, is now headquartering in Denver while working with various western combos thruout the State. . . . The Blackwood Brothers present their gospel singing at Robinson, Ill., Wednesday (30), and December 1 hold orth in St. Louis. They are set for Centralia, Ill., December 2; Paduthen lay off for the holidays December 18-30.

Big Bill Lister is back on Big D Jamboree," Dallas, making the hop each weekend from San Antonio, where he operates a sporting goods store. Big Bill also has resumed the emsee chores on the "Big D" Sunday TV shows, a job he held down for almost a year before being advised by the doctors not to spread himself too thin. Jimmy and Johnny are also among the new regular on "Big D Jamborce." . . "Scrubboard"

Roy Wallace has left John Lair's Renfro Valley Folks at Renfro Valley, Ky., to take over the operation of the Johnny J. Jones Hotel and Motel at Bamberg, S. C. Wallace is also appearing weekly with Col. Ed Stachy on "Cotton Blossom Special" over WJBF-TV, Augusta, Ga.

#### With the lockeys

Reese Hickman, who helms "Western Round-Up" over WIRJ, Humbolt, Tenn., has added an exeach Saturday afternoon. . . . Rusty lowing: Bill Woods, who spins and Doug's new Hickory release, country music twice daily over "Look Around" b/w "Can I Be KERN, Bakersfield, is appearing at Dreaming?" moved into the top 10 the Black Board Cafe, Bakersfield, at WHIE, Griffin, Ga., in less than with the Orange Blossom Playboys. three weeks' time, reports deejay On KERO and KERO-TV, Bakers-Lew Banks. . . . Ted Kirby, WZOB, field, Cousin Herb Henson has an Fort Payne, Ala., is now working hour radio show every afternoon with Lee Bonds at the "Midway from 4-5, and a TV seg from 5-6. Bill Lively, deejay, band leader and Buckly, c.&w. spinner, recently bedisks are scarce. Says he can use air from 6-7 a.m. and from 12:15ali he can get.

KPRC's Bill Collie writes from Houston: "Tennessee Ernie's new 'Sixteen Tons' is the most talked-about record Houston has seen in years, in both pop and country. Every show has it on at least once a day. It could be the thing we need to pull country music back up on its feet. It sure could do a lot for us." . . . Curley Sanders guested with Skeeter Bonn, Coy Martin and Cindy when the group recently made personals in the Bardstown, Ky., area. The artists also guested on Sanders' jockey show over WBRT, Bardstown. . . . Jimmy Work (Dot) did a guest shot on Casey Clark's "Goodwill Jamboree" over WJR, Detroit, last Saturday (26).

Guy Willy recently engaged Wayne Kincaid's West Virginia Mountainaires to do a half-hour stint on his Saturday "Town and Country Time show over WTCS, Fairmont, W. Va. The four-piece combo features Ruby Junkins on vocals. . . A. B. (Hoot) Gibson, WCRY, Gary, Ind., played three shows November 20 in Gary with Pee Wee King, Bonnie Slone and the Golden West Cowboys.

Lee West, KFJB, Marshalltown, Ia., typewrites: "Here's a little information which may prove interesting to other jockeys. On my Western Caravan' I have recently added three departments which are now regular fixtures. First, I have established a fixed time twice during the 70-minute running time for hymns, requests or otherwise. Also, I've added a poet's corner and a philosopher's corner, with contributions from listeners as my main objective. Mail count is rapidly rising and in general it seems to be catching on and well liked."

recently, sponsored by the local Gardens Ballroom there. Jaycees, proved so successful that the org may bring in more c.ccw. shows, says Bill Bentley, KSTV deejay. With Jones on the show were Bill Callahan, Brother Paul Buskirk, Jewel Brawley and local talent.

Red Brown (Uncle Fud), of WAPO, Chattanooga, booked a "Grand Ole Opry" unit for an appearance there Monday (28). Package included Martha Carson, Bill Carlisle and group, Ferlin Huskey, Tommy Hill, George and Earl, Floyd Wilson and Kirk Hansard.

This is the first in a series of "Opry" shows that will be promoted for Chattanooga by Brown. . . . After leaving WSCR, Scranton, Pa., Freddie Chapman hopped to California where he appeared at Riverside Rancho, Riverside, with Smiley Burnette and Squeakin' Deacon Moore and a host of other country artists. After the West Coast date, Chapman joined the staff at KBOE, Oskaloosa, Ia.

Deejay Bob Manning, KPMC Jamboree" in Gadsden, Ala. . . . At KAFY, Bakersfield, Thad program director of KWIN, Ash-came program director when the land, Ore., complains that new station changed hands. He is on the 2 p.m. At KMPC, Cousin Ebb has an early morning show from 6-7 WMSL, Decatur, Ala. . . . Bill and another show from 3:30-4 p.m. Bentley, KSTV, Stephenville, Tex., Red Buttler, who recently joined reports that the proceeds from a the staff there has, along with Don Neal Jones show recently held in Staff, announcer, a two-hour coun- Stephenville will be used to throw try and western seg from 10-12 a Christmas party for the kids of midnight, six nights a week. On the town. Local Jaycees were Sunday nights from 11-12, over sponsors. . . . From WDBS, Han-KMPC, Manning spins an hour of over, N. H., John Kramer typesacred music with his "Night writes: "Eddy Arnold's 'Cattle Call' Watch" show. On Sunday morning, is the biggest record to hit WDBS from 7-9, Manning helms another in the station's 15-year history. In two-hour sacred show.

> Eddie Briggs, formerly with the Far East Network, Hokkaido, Japan, has returned to the States. His new mailing address is 4510 North Arthur, Fresno 5, Calif. . . . Bob Mc-Kinnon is now twirling country and western platters over KTKT, Tucson, Ariz. . . . George Jones, c.&w. spinner at KTRM, Beaumont, Tex., recently signed as a regular on "Louisiana Hayride," Shreveport. . . . Holly Honfburg's c.&cw. band, the Double H Buckaroos, recently cut their first session on their own Happy Holly label. Platter features the group's original tunes, with Everett Main doing the vocals. Besides working with the band, Honfburg spins 26 hours of the country stuff weekly over KLIX, Twin Falls, Idaho.

Slim Corbin typewrites from KTFY, Brownsfield, Tex.: "Those who missed the convention and 'Grand Ole Opry' birthday celebration in Nashville certainly missed a wonderful time. We have Bob Wills and band along with the Maddox Brothers and Rose skedded for an early appearance at the Cotton Club, Lubbock, Tex." . . . Cliff Rodgers, WHKK, Akron, writes: "We had Red Foley, Porter Wagoner, Grandy Martin, the Foggy River Boys, Wanda Jackson and Bobby Lord scheduled at the Akron Armory November 13, and pulled three sold-out performances Dave Hendricks infos that he's with almost 7,000 paid admissions. getting good response on his new It was one of the finest stageshows all-hymn program over WSAN, Al- I have seen in my 23 years in this lentown, Pa. Hendricks also spins business." . . . Kenny Smith, KOPO, the platters over WBUX, Doyles- Tucson, Ariz., and the Westerners cah, Ky., 3; Cairo, Ill., 7; Milan, town, Pa. . . . A show put on by are featured in a new weekly hour Tenn., 13, and Memphis, 17, and Neal Jones in Stephenville, Tex., TV show originating from Tucson

> Mitchell Torok (Decca) was a November 14 guest on Leon Sander's show over KDET, Center, Tex. . . . Jake Armstrong is still maintaining a busy schedule at WROM, Rome, Ga., where he twirls the platters for five hours and 15 minutes a day, Monday thru Friday, and three hours each Saturday morning. . . . From WKSR, Pulaski, Tenn., Nathan Street pens: "My hat is off to WSM, Nashville, the artists, recording companies and publishers for the great

deejay convention. Also, to The Billhoard for the best trade paper in the business. Their deejay special was tops." WANE, Fort Wayne, Ind., did a "Mr. Deejay, U. S. A." show over WSM, Nashville, November 18.

Jake Gahm, WLMJ, Jackson, O., sends out a call for help in getting new releases. Says he isn't getting much of the new wax coming out. . . . Lou Millet, WLCS, Baton Rouge, La., who is promoting local talent in the Baton Rouge area, recently landed a weekly 30-minute show on WLCS for Jimmy and Jack and their Southern Drifters. Show is heard each Saturday from 11:30 to 12 p.m. . . . Lee Nichols, currently broadcasting four and a half hours of country material a day over KWBB, Wichita, Kan., recently emseed a show at the Crawford Theater, Wichita, which had the following "Ozark Jubilee" artists: Bill Wimberly and His Country Rhythm Boys, Dona Mason, Virginia Carlisle, Jimmie Hall, Buddy Kendrick and Bobby Lord.

Joe Vincent, after a tour of duty with the Army, spinning em over addition to playing country music, I am handling the play-by-play of all the Dartmouth College sports events this year. . . . Polly Lynn, WMSN, Raleigh, N. C., starts her daily programming at 5 a.m. with her "On the Rack" show. She also spins country music from 10:30-11:30 a.m. and from 2-3 p.m. six days a week. Polly is the only gal deejay in the vicinity on the air a\* 5 in the morning.

Columbia's Dusty Owens was recently interviewed by Smiley Roberts on the latter's deejay show over WJKO, Springfield, Mass. Deejay Roberts is appearing with Rocky's River Valley Boys every other Saturday night at the Valley Arena, Holyoke, Mass. In the line-up are Rocky, bass fiddle; Rod Barkley, singer; Jody Gibson, five-string

## Country & Western

Continued from page 57

DOYLE JONES JET 1927-Jones advances a new theory about the origin of the blues. Jones chants an original item with a carefree message. It's an amiable

BOB NATIONS FABLE 522-The message here is "tit for tat"; he's giving her a taste of her own unfeeling treatment. An

okay job. (Flex, HMI) I Don't Believe You Ever Cared . . . 61 Weeper has a sprightly heat, and m's sung capably, (Firs, BMI)

HIMMY MINOR Semebody Rustled My Sugar 64 CHUCK-WAGON 103 - The singer threatens revenue on the upy who stole his girt. A brisk tempo stem competently handled. (Church-Wagnes, BMD.

Don't Cross Your Fingers, Cross Your Heart ... 55 Minor pleads with his girl to be honest. A routine side that does not gon, BMI)

THE TENAS RHYTHMETTES FAN 1928-Tech-size Genelle Holl-

man is the pert vocalist with the group, and the warbles a cuts royth-

The Very Heart of Me ... The all-sitt combo gives out muchy on a tuneful item.

WAYNE HENDERSON NUCHAFT 1029-4 Weak material. poorly projected on a disk with blak surface noise. (LAQ) Oh, Oh, Darling ... 55

Ditto. (L&Q)

IN MY DIARY 161 -CHESS

> MUDDY WATERS SUGAR SWEET

> > LOVER MAN

ATER ALLIGATOR 609 CHARLES CHESS 

PRETTY BO DIDDLE

Phone

KEnwood

## The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

## Best Sellers in Stores

For survey week ending November 23 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 througt the nation with a high volume of sales in thythm 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 to week on top.	at eck	Weeks on Chart
1. ONLY YOU (BMI)-Platters	1	19
2. HANDS OFF (BMI)-J. McShann	2	5
3. PLAY IT FAIR (BMI)-L. Baker	4	6
4. AT MY FRONT DOOR (BMI)-El Dorados	3	9
5. ADORABLE (BMI)-Drifters	8	5
6. POOR ME (BMI)-F. Domino	10	2
7. ALL AROUND THE WORLD (BMI)— Little Willie John	6	9
8. I HEAR YOU KNOCKIN' (BMI)-S. Lewis Bumpity Bump (BMI)-Imperial 5356	7	13
8. FEEL SO GOOD-Shirley & Lee	5	15
10. TUTTI FRUTTI-Little Richard		2
11. THIRTY DAYS (BMI)-C. Berry	15	6
11, WITCHCRAFT (BMI)-Spiders	-	1
13. DON'T START ME TALKIN' (BMI)- Sonny Boy Williamson. All My Love in Vain (BMI)-Checker 824	9	7
13. SMOKEY JOE'S CAFE (BMI)-Robins	-	1
15. WHEN YOU DANCE (BMI)—Turbans,	100	1

## Most Played in Juke Boxes

For survey week ending November 23

RECORDS are ranked in order of the greatest number of plays in Juke hoxes throout 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 n both sides of a record, points are combined to de-

This are listed in hold type, the leading side on top.  Week	Last Week	Weeks on Chart
1. ONLY YOU (BMI)-Platters	. 1	13
2. FEEL SO GOOD (BMI)-Shirley & Lee	2	6
3. AT MY FRONT DOOR (BMI)-El Dorados	. 6	9
4. PLAY IT FAIR (BMI)-L. Baker		1
5. GREENBACKS (BMI)-R. Charles	. 8	4
6. HANDS OFF (BMI)-J. McShann		2
7. POOR ME (BMI)-F. Doming	. 6	2
7. EVERYDAY (BMI)-C. Basic		19
9. THIRTY DAYS (BMI)-C. Berry		6
9. WHEN YOU DANCE (BMI)-Turbans  Let Me Show You (BMI)-Herald 458	. 8	2

## Most Played by Jockeys

For survey week ending November 23 SIDES are ranked in order of the greatest number of plays on disk jockey radio

shows thrubut the country according to The Billboard's weekly survey of top disk jockey shows in all key markets. Week Chart Week L ONLY YOU-Platters 2. PLAY IT FAIR-L. Baker. Atlantic 1075-BMI 3. I HEAR YOU KNOCKIN'-S. Lewis..... Imperial 5356-BMI 4. HANDS OFF-J. McShann..... Vec Jay 155-BMI 5. AT MY FRONT DOOR-El Dorados..... 6. ALL BY MYSELF-F. Domino ...... Atlantic 1978-BMI

8. GOOD ROCKIN' DADDY-E. James..... Modern 967-HMI 8. MAYBELLENE-C. Berry..... Chesa 1604-BMI 10. DON'T START ME TALKIN'-Sonny Boy Williamson..... 11. THOSE LONELY, LONELY NIGHTS-E, King.... 15 Ace 509-HMI 12. LOVE HAS JOINED US TOGETHER-R. Brown & C. McPhatter..... 13. POOR ME-F. Domino..... Imperial 5369-BMI 13. THIRTY DAYS-C. Berry..... Chess 1610-BMI 15. ALL AROUND THE WORLD-Little Willie John... 8

15. TUTTI FRUTTI-Little Richard ..... -

15. WITCHCRAFT (BMI)-Spiders....- -

15. 'CAUSE YOU'RE MY LOVER-Five Keys.....

Specialty 561-BMI

Cap 3267-ASCAP

Imperial 5366

HERE'S THE NEW The CHICKEN and the HAWK Morning, Noon and Night ATLANTIC #1080 HERES THE NEW

> WANNA DO MORE Old Man River ATLANTIC #1082



HERE'S THE NEW

I'm Not Worthy of You ATLANTIC #1081



HERES THE NEW

Here Goes My Heart to You ATLANTIC #1079



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with Al Smith Orchestra

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Excelle 2064

NASHBORO RECORD CO., INC.

WHATES AND PARTY

DECEMBER 3: 0005

## DOOTONE'S BEST SELLERS

1. DON'T TAKE YOUR LOVE The Calvanes

2. LOOKIN' FOR MY BABY b/w Eyeballin'

Chuck Higgins

b/w Don't Shoot

3. DEAR DARLING

The Medallions

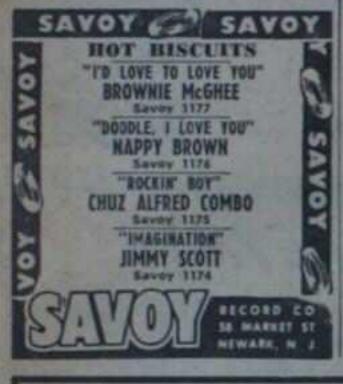
#### -COMING UP-

4. FLORABELLE/ONE MORE KISS

The Calvanes 380

5. I WANNA GO HOME I Never Would Have Made It Roy Milton

DOOTONE RECORDS



## The Billboard Music Popularity Charts

## RHYTHM-BLUES NOTES . This Week's Best Buys

By PAUL ACKERMAN

The national retail rhythm and blues chart has been showing a lot of movement the past several weeks. In the current issue of The Billboard, three new items moved onto the chart: "Witchcraft," by the Spiders on Imperial; "Smokey Joe's Cafe," by the Robins on Atco, and "Wher You Dance," by the Turbans on Atlantic. Last week, four new items hit the chart. These were Fats Domino's Imperial etching of "Poor Me," Pat Boone's Dot record "At My Front Door, Little Richard's Specialty cutting of "Tutti Frotti" and Dinah Washington's two-sided Mercury hit, "You Might Have Told Me," backed with "I'm Lost Without You Tonight."

That's a lot of action in a short time, and it is all the more remarkable in view of the fact that r.&b. disks take longer to make the charts than was the case years ago. Such sides as the Turbans' "When You Dance" and the Robins' "Smokey Joe's Cafe" have been with us quite a while. It sometimes takes several months to build a side to the point where it lands on the chart.

Evelyn Johnson, of the Buffalo Agency, Houston, tells us that Lloyd (Lawdy Miss Claudy) Price has been returned to civilian life after 21 months with the Armed Forces. He'll shortly be active in the entertainment world. Welcome back, Pricel . . . Al Green was in town to see his artist, Lavern Baker, open at the Brooklyn Paramount Wednesday (23).... Groove records has recorded the Nite Caps, a new Detroit group.

Newest r.&b. and jazz spot in Denver is Sonny's Lounge,

AND THE DIGNIFIED MONKEY"

WILLIE MAE "Hound Dog" THORNTON

#1654

**Featuring** 

THE SENSATIONAL

NIGHTINGALES

#1743

.. TARZAN

THE SCAMPS

**Initial Recording** 

b/w

#1655

owned by Sonny Nupoff. On the stand is the Beatty Hobbs aggregation with Jerry Bryant, ex-Emie Fields pianist; Price Robinson, one-time guitarist for Nellie Lutcher, and Gene Stanley on drums. Nupoff is looking for r.&b. names for appearances at his location.

Atlantic Records subsidiary, Atco, is stepping out regionally, with such sides as Jesse Stone's "Night Life" showing action in Buffalo, the Royal Joker's "You Tickle Me Baby" in Detroit and the Sensations "Yes Sir, That's My Baby" in Philadelphia. The label's "Smokey Joe" has already made the charts. . . . Viviane Greene, Los Angeles thrush who recently cut "Thanks for Nothing" on Imperial, is the only female r.&b. deejay in the Rocky Mountain area.

Several issues back we mentioned Bobby Blue Bland's It's My Life, Baby" as being recorded on Peacock, Bland records for Duk. Records, which cut the side, as Mrs. Lorene Williams so kindly informs us. . . The latest gimmick of Cool Bill Davis, jazz and r.&b. deejay at Denver's KTLN, is running an "identify the mystery artist" contest. An LP album is added to the pot each night the artist goes unnamed. At press time the prize totaled 15 albums. The idea has had great results for local dealers because of interest in the albums generated among listeners. . . . Hugh (The Spider) Wall has a new show over WHNY, McComb, Miss. . . . Mary Dee, WHOD, Homestead, Pa., has moved into new studios in the Pittsburgh Courier building.

YOU TICKLE ME BABY (Progressive, BMI)-Royal Jokers-Atco 6052

The new group is parlaying a giggling gimmick on this fast-moving novelty into a commercial platter which is beginning to move out in Buffalo, Cleveland, St. Louis, Durham and Baltimore. The platter is also showing up pop in some markets, and made the Detroit pop territorial charts this week. Flip is "Stay Here" (Progressive, BMI).

RHYTHM & BLUES RECORDS

THE SEVENTH SON (Arc, BMI)-Willie Mabon-Chess 1608

This disk (a previous Billboard "Spotlight" pick) is moving into high sales-wise and may make the charts in the near future. The platter is pulling strong sales reaction in Buffalo, Philadelphia, Chicago, Detroit, Durham, St. Louis and Atlanta. Flip is "Lucinda" (Arc. BMI).

## Review Spotlight on . . .

RECORDS

RUTH BROWN

I Wanna Do More (Tiger, BMI)-Atlantic 1082-The top-seeded r.&b. thrush has come up with one of her best efforts in many months. It's a cutie by the hot cleffing team of Lieber and Stoller, and Miss B. throws all of her flashy tricks into the whirl. Really rhythmic and infectious stuff that should take off in a hurry. The flip is a rockin' treatment of the great standard "Ole Man River" (T. B. Harms, ASCAP).

#### THE PLATTERS

The Great Pretender (Pera, BMI)-Mercury 70753-This great act, currently riding way up on the r.&b. and pop charts both with "Only You," has a hunk of great followup material here. It's a strong song with definite twomarket potential again. The flip is a three-beater, "I'm Just a Dancing Partner" (Admont, ASCAP). It's different, and this, too, has a good chance.

JOE TURNER

Morning, Noon and Night (Progressive, BMI)

The Chicken and the Hawk (Tiger, BMI)-Atlantic 1080 -The reputed "Boss of the Blues" could take off with either or both of these, with a likely front-runner in the top-side. That one is by Calhoun, writer of "Shake, Rattle and Roll," etc., and it's in the same vein. The flip is an unusual idea projected with some funny lines, and a great funky flavor. Both sides jump.

B. B. KING

I'm Cracking Up Over You (Modern, BMI)-RPM 450-King's hit streak should keep right on sailing with this entry. It's a medium tempo blues, with the man's usual potent pulsation and some heart-rending sentiments. The flip is a brisk "Ruby Lee" (Modern, BMI).

## • R & B Territorial Best Sellers

For survey week ending November 23

Listings are based on late rales reports secured via Western Union memorager service from top shythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Only You, Platters, Mer. 2. Don't Start Me Talkin'

S. B. Williamson, Che.

3. Strambost, Drifters, Atl.

4. Tutti Frutti, Little Richard, Spc. 5, Hands Off, J. McShain, VJ

6. Play II Fair, L. Baker, Atl. Charlotte

1. Tatti Frutti, Little Richard, Spc.

2. Hands Off, J. McShann, VJ

3. All Around the World, L. W. John, Che.

4. Play It Fair, L. Baker, Atl.

5. Adorable, Drifters, Atl.

6. At My Front Door, P. Boone, Dot

7. Only You, Platters, Mer.

8. I Can't Go On, F. Domino, Imp.

8. I Can't Go On, F. Domino, Imp.

5. I Hear You Knockin', S. Lewis, Imp.

10. Thirty Days, C. Berry, Cha.

Chicago

1. Only You, Platters, Mer. 2. Hands Off, J. McShann, VJ

3. Blackjock, R. Charles, Atl. 4 He, A. Hibbler, Dec.

5. I Hear You Knockin', S. Lewis, Imp.

Cincinnati

1. Hands Off, J. McShann, VJ 2. Big John, T. Turner, Weg. 3. At My Front Door, El Dorados, VJ

4. How Come My Dog Don't Bark?
P. Patridge, Cst.
S. Blacklack, R. Charles, All.

Detroit

1. When You Dunce, Turbans, Her.
2. Sanafee, B. B. Warren, Got,
3. Only You. Plattern, Mer.
4. Smokey Jue's Cafe, Robins, Ato.
5. Hands Off, J. McShann, VI
6. You Tickle Me Baby

Royal Jokens, Am.

Los Angeles

1. Only You, Platters, Mer. 2. Pour Me. F. Domino, Imp. 3. Witchcraft, Spiders, Imp.

4. Adorabie, Colts, Vta.

5. At My Front Door, El Dorados, VJ 6. Seventeen, B. Bennett, Kog. 7. Hands Off, J. McShann, VJ 8. Tuttl Frottl, Little Richard, Spc.

New Orleans

1. Feel So Good, Shirley & Lee, Ala.
2. Only You, Platters, Mer.
3. Play It Fair, L. Baker, Atl.
4. Poor Me, F. Domino, Imp.
5. When You Dance, Turbans, Her.
6. I Hear You Knockin', S. Lewis, Imp.
7. Adorable, Drifters, Atl.

New York

1. Only You, Planers, Mer.
2. Adorable, Drifters, Atl.
3. Hands Off, P. Bowman, VI
4. Crary for You, Heartbreaks, Hui.
5. Fm Lost Without You
D. Washington, Mer.

Philadelphia

1. Play II Fair, L. Baker, Atl.
2. Hands Off, J. McSharm, VI
3. I Concentrate on You
D. Washington, Mer.
4. At My Front Done, El Dorados, VI
5. Zindy Lou, Chimes, Spe.
6. Why Don't You Write Met
Jacks, RPM

St. Louis

1. Hands Off, J. McShann, VJ
2. All Around the World
1. W. John, Kng.
3. Only You. Platters, Mer.
4. Don't Start Me Talkin'

S. B. Williamson, Chr.
5. Poor Mr. F. Domino, Imp.
6. At My Front Door, El Durados, VI

Washington, D. C.

L. Only You, Platters, Mer.

2. Hunds Off, J. McShamt, VI

3. At My Front Door, P. Hoenz, Dot

4. At My Front Door, El Dorados, VI

5. I Hear You Knocklu', S. Lewin, Imp.

6. Adorable, Drifters, All.

7. Maybellene, C. Berry, Chr.

## · Reviews of New R & B Records

THE EL DORADOS

BIG BOY MYLES

moving theme, with a powerful performunce by the lead singer, (Tollie,

I'll Be Forever Loving You ... 76 A swingy tendition of a bounty thythm ditty with a solid beat. (Ini-Be. BMI

SPECIALTY Sol-Myles shows loss

of power in this attractive slicing. Mighty listenable orking supports his vocal effort, and the side builds in interest. (Venlee, BMI) That Girl I Married .....

There's a hopping best behind Myles as he chants a complaint against his mate. Good listening on this side, too, (Venice, BMI)

SUE ALLEN

GROOVE 130-The talented thorp, here soles without Oscar Black, sets

(Continued on page 63)

RECORDS, Inc 2809 Erostus St. Hauston 26, Texas

Your American Red Cross Is Always There After Disaster Strikes

## The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

## Continued from page 62

forth a lusty, urgent appeal for the muprial rires. Should do okay, (Raleigh, BMI)

Think of Tomocrow .... 74 On this side the thrush shouls in a much higher range and soulds like a different gal. An interesting experiment, but the flip is more appealing. (Raicigh, BMI)

THE PRESTOS

MERCURY 70747-Classy r.&b. material here with a fine wailing solo on the lyric. The group knows its way around its medium. Could besome a selling piece of wax. (Munson, BMI)

Looking for Love ... 73 Thus is on the upbeat side, and the group is right in there with a good

ANN COLE

BATON 218-The canary belts across. the c.dw, hit with plenty of song savvy and an infectious beat, (Cordial, BAIL)

commercial sales job. (Manson, BMI)

Darling, Don't Hart Me .... 72 A warm, expressive reading by the thrush on a sincere blues. (Dare,



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## 

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MEL WILLIAMS

tramed with orkster Gerald Wilson in a swingin' side in the mood of the Joe Williams-Count Basic hits. Could score with the new seneration of jump tana (Hillwood, ASCAP) Hurry Home to Me .... 75

In the same vein, only more so. Two smart, swingin' sides. (Armo & Gallo,

#### ERNEST KADOR

SPECIALTY 563-Kador sends this one thru with lots of pressure, in a driving reading paced by a long and solid beat. Could sell copies. (Venice, BMD

Do, Baby, Do. ... 74 Briskly-paced tlem with solid strumming from the string hand has a good sound, more country than r.&b. (Venice, BMII)

YOUNG JESSIE

Lots of big tears shed, and the backing gives it proper support (Modern,

Do You Love Mer .... 73

More good wax here with an enthumiantic, driving delivery on a real swinging item, Just a mite less to offer, however, than the flip. (Mod-

(Continued on page 64)

#### Other Records Released This Week

#### Popular

Brothers' Boogle: (Chanson de la Grand Mamam) Grandma's Song-The Elliott Brothers, M-G-M 12130

Dyeme Mama (Listen Mama); Negra Merengue - The Malagon Sisters, Decca

t. Louis Blues; Chinatown Medley-Knuckles O'Toole, Waldorf Music Hall

So Nice; Little Miss Claus-Wanda Gann, Nucraft 2028-4

#### Country & Western

Cochise; Go-Stop-O!-Buck Griffin, Lin

Forever County Style Boogie . Bennie Hess, Jet 1926 Garden of Sweethearts; It's Ruining Roses -Eddy Gittings, Blue Hen 211

I'd Be the Last to Know; Gosh, I Miss You All the Time-Bob Jennings, M-G-M Oh the Man in the Moon Is Santa Claus;

I Dreamed About Christmas Last Night -Bennie Hess, Jet 1929

#### Rhythm & Blues

Bloodshot Eyes; Good Morning Judge-Wynonie Harris, King 4852 Christmas Everyday; Christmas Eve Baby -Frankie Ervin, Hollywood 1045

(Take One) My Raby's in Love With Me; My Rosemarie-Cirino and the Bowties, Royal Roost 514

### Number of Releases This Week

	Label	Pop	CAW	RAB
	ABBOTT	. 1		
	BATON			1
	BLACK GOLD	. 1		
	BLUE HEN			
	BONNIE	. 1	- 1	
	CADENCE	. 2		
	CAPITOL			
	CHUCK-WAGON		1	
	COLUMBIA	. 5	. 2 .	
	CORAL			
	DECCA	. 2	. 1	
	DOT		2 2 1	
	EPIC			-
	ESQUIRE			
	EXCEL		1	
	FABLE		. 1	
	PAN			
	FEDERAL			2
	GROOVE			1
	HANSEN			-
	HOLLYWOOD			3
	IMPERIAL			1
	INTASTATE			**
	JET	F 100		
	KING			
	MERCURY	- "		
3				7
	M-G-M MODERN			
į	NOVA	1		
ı	NUCRAFT			=
١	OKEH		20 22 2	1
١	POP SACRED			
ı	REAL		1000	
ı	ROYAL ROOST			
ı	RPM			2
ı	SARG			
١	SOUND	. 1		
	SPECIALTY			4
	SUNSET	. D.		
١	TRIPLE A	. 1		
١	VEE-JAY			1
۱	VICTOR		1 .	
ı	VITA	. L		
۱	WALDON'S MISSE			

HALL ..... 2 .... - ....

WEN DEE ..... 1 .... - .... -

"X" ..... 4 .... - ....

## · Reviews of New R & B Records | NAMM Likes Chi for Yearly Trade Show

CHICAGO, Nov. 26. - Music merchants prefer to hold their annual trade show in this city. This was one of the key points disclosed in a survey conducted by the National Association of Music Merchants among 233 exhibitors at the 1955 Music Industry Trade

holding three out of every four shows in Chicago, with the fourth in New York, was upheld in a ratio of five to four. About 20 per cent of the respondents preferred alternating the show annually between the two cities.

By better than a three to one In a third question, those replying ing its entertainment dollar." indicated a continued preference the shows.

UNION FIGHT

## Randle Short Scuttled by **IBEW Ruling**

Universal-International to postpone of one-nighters," he declared. its scheduled shooting of Bill Ranand over WERE in Cleveland.

the movie cameramen (who belong were obtained. to the rival International Alliance of Theatrical Stage Employees) EARLY START move in on the CBS stage and shoot the show while Randle was on the air. Altho Universal-International offered to pay a stand-by IBEW crew or even let an IBEW man handle the movie camera, the union was adament in its refusal, according to Arthur Cohen, producer of the film short.

Consequently, the studio locascouting around for an outside aushow sometime later this month. had lined up a roster of big-name the last week in November. recording stars who had agreed to teen-agers in the CBS studio.

in from Cleveland especially for on October 24. Betty Madigan and the McGuire a disk out on the song. Sisters.

#### Maxwell to Push 'Hickok' Album

a swing of distributors and disk Inc., of St. Louis. jockeys in line with the release of bum.

cember 16.

Firm is currently concluding TOTAL ..... 38 .... 29 show.

CROSBY SPEAKS

## Brands Video Factor in Ork Trade Demise

HOLLYWOOD, Nov. 26.-The part that television plays in the over-all scope of the entertainment The present NAMM formula of scene is one of the contributing factors in the demise of the band business. This is the opinion of veteran band leader Bob Crosby, who fronted a road band for more than two decades and currently helms a daily teleshow via CBS network.

"The general public," said Crosmargin, the preference for June by, "has become satiated by the rather than July as the most suit- entertainment on television and as able time for the show was voiced. a result is more selective in spend-

Crosby opined that he is as for barring the general public from guilty as are most other leaders in not playing dance music by performing jazz concerts, which today "don't give the music fan an opportunity to dance." Crosby and His Bobcats played one of the first jazz concerts on record in the famed Joe Sullivan date in Chicago in 1938. Tapes of the latter concert are owned by Crosby. Strong bidding from several majors for the release of an LP culled from the old date.

Crosby pointed out that leaders at one time were ready and willing to pay for line charges out of their own pocket to get bands exposed. NEW YORK, Nov. 26 .- A last- "It's difficult at times to line up minute union hassle here forced enough sidemen to play a series

Crosby, on loan-out from Coral dle's deejay show today (26) over Records, signed a pact to do a one-WCBS. The seg was wanted for a shot album for Columbia Records film short the company is making last week, to be called "Bob Crosabout the jockey's activites here by's TV Showcase," with music and talent used on the TV show to be The fuss developed when the spotlighted. Releases for the Mod-CBS cameramen's union, the In- ernaires, also on Coral, and chirp ternational Brotherhood of Elec- Carol Richards, recently signed to trical Workers, balked at letting an RCA Victor recording contract,

## England's Christmas Moved Up

LONDON, Nov. 26. - England tion was called off, and U-I is started decking the halls several weeks earlier this year as the reditorium in which to stage the sult of the British Broadcasting Corporation's lifting its ban on the Meanwhile, tho, Randle and WCBS playing of Christmas disks before

Heretofore the network has folperform in person with a five-piece lowed the practice of U. S. radio combo on Randle's Saturday after- webs and refused to spin seasonal noon show for an audience of 300 wax until the end of November. This year, tho, British music pub-Artists (lined up by Randle's lishers banded together and pro-WCBS show producer Al Calder) tested the action, and the BBC included the Crew Cuts (who flew started spinning Christmas platters

the film seg), Bill Haley, Johnnie | The first yule tune to click was Ray, Patti Page, Alan Dale, Lavern Buddy Kaye's "Christmas Alphabet" Baker, Tony Bennett, Mindy Car- (Pickwick-Budd) which made The son, Mitch Miller, Felicia Sanders, Billboard's "England's Top 20" list Roy Hamilton, Gloria Mann, Do- last week. The McGuire's Coral lores Hawkins, the Chordettes, Ar- waxing of the tune was released chie Bleyer, Joni James, Bill Hayes, last year. Dickie Valentine also has

#### Sesac Inks Pacts With 2 Publishers

NEW YORK, Nov. 26.-Sesac, HOLLYWOOD, Nov. 26.-Dick Inc., has signed pacts with two Maxwell, national sales promotion more publishers. They are Chanmanager of indie Sunset Records, try Music Press, Ltd., of Fremont, was set to leave here this week on O., and C. Albert Scholin & Sons,

Chantry was formed in 1948, the firm's "Wild Bill Hickok" al- with the publication of Luebeck's "Christmas Cantata" and has since Maxwell will cover St. Louis, published works by Buxtehude, Atlanta, Pittsburgh, Chicago, Min- Schuetz, Guenter Raphael, and neapolis, and Oakland, Calif., re- such contemporary Americans as turning to his home base here De- Richard T. Gore, Yury Arbatsky, Ludwig Lenel and William Becbe.

The Scholin firm, incorporated merchandising tie-ins with the in 1952, includes many choral sponsors of the Andy Devine-Guy works and other pieces, 400 of Madison "Wild Bill Hickok" tele- them from the pen of C. Albert Scholin.



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Parrot #819

HE DON'T LOVE YOU b/w YES, SHE'S GONE Dusty Brown

Parrot =320

FINE GIRLS I LOST MY BABY

J. B. Lenore

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## THE FINAL CURTAIN

GENERAL NEWS

AYERS - Ruby M.,

72. prominent English author of more than 100 remantle hovels, recently in Weybridge, Surrey, England. Her first novel, "Richard Chatterion V.C.," was published in 1916. Prior to that she had written allors stories, many of them serialized in newspapers and magazines. She had also written for motion pictures in England and the United States. Her "Sliver Wedding," was produced

BUURAROFF-Simus.

74, composer, music editor and orchesber 24 in Columbus Hospital, Chicago His home was in Los Angeles. His majo works included a full opera, "Sakahra"; a musical drama "Drama of Exile," and "A Lover's Knot." A native of Russia, he studied plane and composition in Vienna In 1925 he received the first David Bis-pham Memorial Medal for two of his speratic works. He recently had complated another opera, "The Indestructicharter member of ASCAP. Surviving are a brother, Isadere Buchhalter, a piano teacher, and a sister, Mrs. Pauline Pried-man, both of Chicago.

25, a member of Jimmy Palmer's orchestra. November 20 in an auto crash at Waterbury, Neb., that also took the lives of three other members of the hand He made his bome in Rock Island, Ill.

67, veteran bar and ring performer, Nodoor section,)

BUDSPETH-Perdita.

85, actress for many years to England and the U.S., November 18 in East Islip. N. Y. A daughter and a son survive. JACOBSEN-Jacob.

us, veteran Danish actor and movie thea-

ter owner, in Copenhagen November 12.

Survived by his widow, the former act-rest, Christel Holeh; a son, Johan, film director, and a daughter, Annelise Jacobpen, artrest. LORING-Parter, Th. San Antonio civic leader and member of the Circus Pans' Association, recently in that city. He was a mortician in San Antonio Loring was a past potentate of

the Shrine, a life member of the Jaycers,

and past president at the San Antonio

Lociogical Society Burtal in San Antonie.

MARTELLO-James, 30, a member of Jimmy Palmer's orchestra, November 20 in an auto crash near Waterbury, Neb., that also took the fives of three other members of the band. His . Confinued from page 63 home was in Springfield, Ill.

McMANUS-John G.,

St. head of exploitation for Warner Brox, November 17 at St. Joseph's Hospital, Burbank, Calif. Before joining the er the entertainment industry. His widow, three daughters and four grandchildren

MILLICAN-JAMES.

45 motion picture actor, November 24 at Glendale Bornital, Glendale, Calif. Recent movies included "Strategic Air Command," "High Noon," "Man From Laramie" and "I Died a Thomand Deaths." Survived by his widow, a daughter, a son, his parents, two sisters and two brothers.

MORGAN-William.

75, ene-time stage and vandville performer, November 17 in Pontisc, Mich. A native of Stratford England, he toured for some time with the Ziegfeld Pollies.

RENN-Jack.

25, a member of Jimmy Palmer's orchestra, November 20 in so auto crash at Waterbury, Neb., that also took the lives of three other members of the band. His home was listed as Pittsburgh.

RESTORPY-Leon.

72, popular Danish singer and plantst, November 25 in Copenhagen. For 15 years he was a feature at the Lorry cabaret and he also filled engagements in Copenhagen's Tivell and other local spots.

> To the Memory Of our very best friend

## ROSE RUBACK

Who passed away December 5, 1950. Lovingly remembered and sadly missed by her friends. MARTHA RODGERS SOPHIE FRENCH

SCHROEDER-Mrs. Letta Brett.

19, former singer and lyric writer, Nowember 15 in New York. Bile settred 30 years ago. A son curviver.

SHEFFIELD-Dan.

25, a member of Jimmy Paimer's orshes- SAM (THE MAN) TAYLOR tra, November 20 in an auto crash pear Waterbury, Neb., that also took the lives of three other members of the hand His home was in Vermont.

WALLACE-Francis J.,

46, president of Local 117, American Federation of Musicians, November 15 at Tucoma Wash. He was a widely known circus fan. His widow, parents and a sister survive.

## MARRIAGES

BENNEWELS-JENSEN-

Sonny Bennewets, son of the Danish circuit sements, Irone and Eli Bonnewets, to Lin Tolver Jensen, non-pro, at Store Heddings, Denmark, November 12 Senny is well known for his presentations of high school and Liberty horses and

NEDERLANDER-BROWN-

seph Nederlander, associated with his father in the operation of the finunert-Lafayette Theater, Detroit, and Vanita Mae Brown, man-pro, October 30 in De-

SCHULZ-BRAGG-

Lloyd Behulz, non-pro, and Roberta Braze, daughter of Mr and Mrs. George Brage, country and western variety show operators, Ossober 30 in Boarman,

70, fermer actor, stage and theater man-ager, November 18 in New York. He had worked for the Columbia Theater Stock Company and was the casting agent for D. W Oriffith on the client films "The Hirth of a Nation" and "Way Down East." Plays in which Walton appeared or served as stage manager were "Nothing But the Truth," "The Only Cirl," "All Good Americans," "Man Bites Dog," "Remember the Day," Tommurows a Bouday," "Chalked Out" and "Life With Pather." More recently he had been a theater manager for the Shuterta in Boston and New York. A twin brother curvives.

WOLFF-Mrs. Emmy Land,

former concert and opera singer in Europe, November 19 in Chattanooga. She was known widely for her opera work in Chattanooga, Her husband, Dr. Werner Welff, is the conductor of the Chattaand a brother also survive.

#### BIRTHS

A daughter, Debra Kay, to Mr. and Mrs. J. C James recently in Brandon, Man. Parents are knewn as Sam and Diane in burlesque and with the W D. (Tiny)

KELLEY-

A daughter, Stacts, to Mr. and Mrs. Emmet Kelley recently in Sarasota, Pla. Father is dean of circustom's and-faced clowns. Mother was one-time aerialist with the Ringling Bros. and Barnum & Balley Circus.

A son, Albert William, to Mr. and Mrs.

Jack Reld recently in Shippenville, Pa Pather is cookhouse operator.

A daughter to Mr. and Mrs. David Tuft recently in Christ Hospital, Cincinnati. Pather is executive vice-president of Station WKRC-TV, Cincinnati

#### Reviews of New R & B Records

SPECIALTY 565-Individual style of Millet comes thru the grooves in inromantic disappointment. Good was, (Venice, BMI)

Rich Woman .... 73

The beat is the thing here, and the rumba-blues flavor will attract many spins in the market. A fine side for terpers. (Venice, BMI)

CARMEN TAYLOR

The Bride Should Have Been Me ..... 75 OKEH 7064-Seeing her rival marrying the man she expected to marry, the singer shouts out her blues. With good material, Miss Taylor punches with a wallop and builds feeling to the very end. (Maggie, BMI)

I Was Only in Your Mind, But Not in Your Heart .... 72

The rich lower tones of the singer are shown off to good advantage. In her voice is a crackling excitement that charges her material with emotion. (Crossroads, BMI)

ALBERTA HALL

SPECIALTY 562 - Spirmal flavor, but the message is comunitie. Afberta Hall sells it nicely, and the side ought to grab off spins. (Venice, BMI

Oh! How I Need Your Love .... 72 Slow ballad is sung effectively by the thruth. Good backing belos put the tirm across. (Venice, BMD)

THE SOUNDS

MODERN 975-The lead singer projects a lot of emotion in this ballad and pets fine harmonic support from the rest of the group, Slow but solid. (Modern, BMI)

Cold Chills.....72 A cute idea put over with style and humoe. The lead works with little more than rhythm accompaniment, but swings all the way. (Modern,

Taylor Made .....72 M-G-M 12131-A slow, groovy dance instrumental with Taylor wailing way out on tenor. Taylor has been building a following, which will find this one of his best offerings to date. (Mollie, BMI)

Hif the Road .... 71 Taylor abundons his sax for a few choruses here and provides the vocal himself, with some of the boys of the band joining in from time to time. An effective reading of average material, (E. B. Marks, BMD)

JOHNNY FULLER

Hollywood 1773 — Considering his streak of misdortune, Fuller beheres a black cut must certainly have crossed his trait. A Southern style blues read in the sloger's characterintie manner. (Golden State, BMI) Train Train Blues .... 71

Over a cauchy guitar-harmonica figf, Fuller lummches into a traditional kind of Southern blues that has perennial appeal. He has a following that will cut this up. (Golden State,

RICHARD BERRY

Big John ......71 RPM 448-A cover of a recent Time Turner disk. Giving to a catchy

#### FOLK TALENT AND TUNES

· Continued from page 60

banjo; Ray DeLorge, fiddle, and Roberts, steel guitar. . . . Johnny Banks, besides spinning a daily show from 11:30 a.m.-l p.m. over KRDU, Dinuba, Calif., does emsee work and the commercials on a onehour TV show each Tuesday night, 8-9, over KVVG-TV, Tulare, Calif. Cast includes Jack Rivers, the Farmer Boys, Myra Burley, Roy Nichols, Frank Hardcastle and L. V.

Farmer Red is spinning the coun-

try and western stuff over KVSM.

Marshall, Patsy Montana and the Bar 10 Ranch Boys are being offered to cisk jockeys by Tom Spi-Street, San Francisco, Mozelle Phillips, fem deejay at WSSB, Durham, N. C., plans a switch soon to WHVH, Henderson, N. C. Miss Phillips was married November 15 Tommy Moore, c.&w. twirler at WHVH. The couple will continue with personals thruout the two Carolinas with Jim Thornton's Country-Style Entertainers, in addition to airing three record shows daily from WHVH. . . . Honest John Vroman, WFKY, Frankfort, Ky., has a new recording on a couple of tunes he wrote himself, "Hold It in the Road" b/w "Down on the Okeelenekee." Decjays wanting a copy may contact Vro-man at WFKY.

## Village Cafe Installs Hi-Fi

NEW YORK, Nov. 26. - Cafe Bohemia, Greenwich Village jazz bistro, has recently installed what is believed to be the first hi-fi public address system in this area tested by the Siegel Electric Company of the Bronx. The key to the system is the use of four separate microphones on the bandstand. Sound is fed into a pre-amplifier stage where separate controls can can be operated to obtain the best possible sound mixture. These controls are re-set for each new combination of instruments heard in the club.

Output stage includes a hi-fi amplifier, driving two 15-inch speakers. A velvet drop hung directly behind the musicians on the stand is said to insure cleaner sound.

rumba-blues beat. Herry turns in an exciting reading, (Clifton, BMI) Rockin' Mun .... 48

This medium tempo material doesn't affer Berry much to work with, but he invigorates it with lively spirits. (Modern, BMI)

HMMY NOLEN

FEDERAL 12246 — Cleffer Noten turms warbier for his limit disk. Acceptable offering, but no powerhouse, (Armo, BMI)

I Can't Stand You No More ... . 68 Similar stuff in material and performance. (Armo, B511)

JOE AND URSULA

Let's Fore H IMPERIAL 5371-The duo hermonires effectively in this swingy material. With stronger stuff to work with, they could attract a lot of attention (Commodore, BNII) The Good Buck ... 68

A solid rock item with a sentiment unusually moral for r.Ab. material. The beat is catchy all the same. (Commodore, BMI)

MAXWELL DAVIS ORK

RPM 449-Paced by Davis' guily tenor has, the hand swings in a relased way thru this dance instrumental. An unpretentions, but appealing side. (Modern, BMI)

Over a simple blues figure, repeated in the most insinuating way, the hand belts out an attractive slow rock opus. (Modern, BMI)

THE PYRAMIDS

NOLLYWOOD 1047-Fair harmony on this bollad, but the material carries little weight, (Golden State, BMI)

Here Wow. . . 64

The basic idea of this material is himorous and might have been brought off if it were not repeated to the point of irritation. (Minortone, EMID

## HOCUS-POCUS

magician, has opened his own nitery, the Svengali, on the Miami-Miami Beach 79th Street Causeway. Location formerly housed the 500 Club. . . . Thornton Poole, Vancouver, B. C., magicker, has Cartier Street, that city, after a week in a local hospital for observation. . . Prince Julian has returned to New York after a week routed thru Illinois and Kentucky, a swing thru Wisconsin territory with the Borden Show and followed that with a string of dates for a City, Mo. . . . Vernon Colbert,

RALPH SLATER, hypnotist- to be 100 per cent by the time the Columbus Magi-Fest comes up

P. C. SORCAR, Hindu conjuror, who began a week's stand at the Etoile Theater, Paris, November 15, with his 24-people unit, is reported to have clicked so been removed to his home, 7242 handily that he's been handed a month's extension in the French capital. Sorear featured his Vanishing Motor Car, Visible Sawing Thru a Woman and the Ultraat the Palmero Club, Montreal. . . . violet-Ray Blackart. . . . Arthur Mon Dragon the Magician (Theo Leroy took his bag of tricks into F. White), of St. Joseph, Mo., now the Brooklyn Academy of Music November 19 for his fourth season is slated for a shot at television of "Matinees for Moppets," which San Mateo, Calif. . . . Cavalier re- over a Chicago station early in the also highlights Peggy Bridge's cordings by Western McGee, Vance new year. He recently concluded Marionettes, Alouette the Clown, and the Gangler Bros.' Circus Animals, . . . George Marquis is touring the Mississippi country with a nosa, Cavalier Records, 298 Ninth major drug chain out of Kansas new attractions which he describes as a "mystery show with a single magician, is mending at 10245 magic trick." He says he's exploit-Arminta Street, Sun Valley, Calif., ing and promoting the unit with after a recent operation for the a new and original line of adremoval of one of his kidneys. He vertising matter. Marquis modestly plans to go to Hawaii in February confides that "only a man with my to clown the Shrine Circus experience can do the show I am there. . . . Magician Ronald Frank now presenting." He also says that was strangled to death recently he's having his new advertising in Kinston, Jamaica, while present- protected so that his imitators can't ing a rope trick in front of an audi- lift it, as he claims they have done ence. Frank placed a rope around in the past. . . Louis Snow, his neck, gave the ends to commit- treasurer of Park City Ring 100, tee members on stage, and told International Brotherhood of Magithem to pull. Apparently, they cians, Bridgeport, Conn., and also pulled before he was ready, and a member of Royal Vilas Assembly he was strangled almost instantly 20, Society of American Magicians, as the audience watched. . . . Syl in the same city, has been elected W. Reilly, Columbus, O., magic treasurer of the City of Bridgemaker, stricken recently with a gall port on the Socialist ticket. Snow bladder ailment which put him in has served as sealer of weights bed several weeks, is now on the and measures in Bridgeport the last job two hours a day and expects 20 years.

## BURLESOUE B

By UNO

Felice Ridgeway, long associ- holdings in Miami and established emy of Music in an executive ca-Casino, Boston. Set for the Car- Ticka. man, Philadelphia, are Carol Le-Claire and Carmen DeCarlo.

Rita Ravell's itinerary thru the bookings of Mult Schuster takes her from the Palace, Buffalo, to the Gayety, Detroit, and the Fox, New becking Exetics-Theaters-Night Indianapolis, where she closes December 15 and proceeds to her home in Los Angeles to spend the holidays with her mother, Mrs. Maria V. Penalver and family. . . . All the news of your industry Cy and Alfreda Walker have sold all their commercial and real estate every week in The Billbeard ...

ated with RKO theaters and more a permanent residence in Morelos, The installation was made and recently with the New York Acad- Mexico. . . . Ivan Pechner and sted by the Siegel Electric Comrenovated their Taft Hotel in Philpacity, is laid up in her home with adelphin, the meeca for burly a heart ailment and would like to showfolk. The manager is Jack hear from friends. Her address is Coombs. . . . Gay Dawn, following 2341 East 17th Street, Brooklyn. a week at the Carman, Philadel-. . . Gloria Marlowe opened No- phia, and another week at the vember 30 at the Carman, Phila- Gayety, Baltimore, will fly home delphia, thru Dave Cohn, after to California for the holidays. many nitery engagements in Mi- After that she opens at the Grand, ami. . . . Two notable openings of St. Louis, on December 28; the burly houses in the Manhattan Casino, Pittsburgh, New Year's vicinity on November 18 were the week, and then back for other Colony in Union City, N. J., and Eastern engagements. . . . Another the Empire in Brooklyn. Both new strip on the Hirst circuit is openers brought good houses. At Betty Dean, billed as "The Strobe the former it was Vickie Welles Light Queen. . . . Halloween, the (the new lessee) and her "Modern girl featured in the movie "Basin Burlesk" with Miss Welle featured Street Follies," opened at Henry in the show. Comics were Charlie Veto's Chez Parce in Denver where Robinson and Eddie Lloyd and she shares the striplight with straight man was Jack Coyle. Spe- Elaine Drew and comic-emsee Rip cialty act was Grisha and Brona, Taylor. . . . Alary's Chub Bar in female team, in their "Study in St. Paul, operated by Al Baisi and Gold." Robert Reim is house Larry Lehner, gives top billing to singer. A chorus of six dancing the Baroness, exotic dancer, and girls, three parade girls and three her dancing girls. The Bill Kelsey male dancers called the "Hale- ork cuts the show and plays for Arlen Troupe was outstanding as dancing. . . . Nora Dexter, Shirley staged by Robert Hale and Robert Ross, Alice Dee and Dorene Leon-Arlen. Other principals were Greta and are new in the cast at the Dahl, ballet dancer, and Lisa Lon- Stone, Detroit. Tanya Grace, don and Colleen, strippers. An ork long-time feature at the house, was of six pieces was led by Sunny forced to leave because of the sud-Harris. In the box office out front den death of her husband. Roberta is Max Coleman, former comic, in Lee, manager of the Stone, passed a new role. . . . Dave Cohn's recent out over 500 bags of popcorn on bookings include for November 25, Halloween to neighborhood young-Irma, State, Canton, O.; Gay sters. . . . Bob Goodman, of the Dawn, Gayety, Baltimore; Patti Milt Schuster agency in Chicago, Waggin, Casino, Boston, and Pep- has a find in a new exotic by the per Powell, Vallkyra, Jody Brent, name of Bea Barton, now with the Dick Dana, Irving Benson and Jay James E. Strates Shows and who Stem, Adams, Newark, N. J. Also, just got married to a co-worker on for November 28, Ann Perri, Gay- the front end of the show, Also cty, Baltimore, and Pat Halladay, with the same carny is exotio

Be a Booster for

BOBBY GOODMAN IN CHERGE CLUB DEPT.

## OUTDOOR

## Winkley \$\$ Up 10% G. E. to Pick Despite Fewer Races Tab on Barnum

CHICAGO, Nov. 26.—Despite previously hurt by drought condi-fewer auto race meets than in 54, tions, came up with new highs to Ballyhoo Show Auto Racing, Inc., this year racked offset those that were down. up gross receipts that were 10 per cent ahead, Frank Winkley, manager, announced. This year a total ule, a total of 192,000 spectators of 60 meets were operated compared with 76 last year, but several exceptionally strong late model by Winkley for 1956. stock car races hiked the gross.

\$150,000 in prize money to drivers and car owners, and the average purse per meet was over \$2,500.

Fair business, some of which was affected by poor crop condi-tions, held up to 54 in most cases and several annuals, that had been

## Canada Fairs Organize Loop For Bookings

MEDICINE HAT, Alta., Nov. 26.-Medicine Hat Exhibition and Stampede has joined with Lethbridge, Moose Jaw and Swift Current for the booking of midway, grandstand acts and rodeo stock for their summer shows.

The arrangement was confirmed at the annual meeting of the Medicine Hat organization. Already contracted are Royal Canadian Shows and Bob di Paolo's acts.

away from the B fairs circuit of Lethbridge and Moose Jaw, due to dissatisfaction with dates.

Medicine Hat will continue its affiliations with the Southern Alberta Rodeo Circuit.

Dates of the four exhibitions for 1956 are: Swift Current, Sask., July 2-4; Moose Jaw, Sask., July 5-7; Medicine Hat, Alta., July 19-21; Lethbridge, Alta., July 26-28.

The annual meeting at Medicine Hat re-elected Mack Higdon as president for the 10th straight year. Other officers re-elected are: D. A. Scholten, first vice-president and managing director; Henry Cavan, second vice-president; Lorne Thompson, third vice-president; E. V. Elford, secretary-treasurer.

The annual report for the year the unaudited account running to ended August 31 showed a profit something more than 700 as against of \$4,473, compared with a profit the something more than 800 a of \$79 last year, bringing the liquid year ago. The result, however, surplus total up to \$55,595. The could not be charged to lagging increase was said to be due mainly interest. Rather, the fault seemed to lesser expenditures for repair to be in late and distant show and upkeep.

At the Minnesota State Fair, largest date on the Winkley schedsaw the speed events. This engagement has already been recontracted

## For the third straight year the organization paid out more than Snyders Frame **New Turn With** White Boxers

CINCINNATI, Nev. 26.-Fay and Bill Snyder, of Snyder's Boxers, have just concluded a twoweek stand at the Cat and Fiddle nitery here, announced this week that they have framed a new act employing all white (albino) Boxers, which breaks in on Christmas dates in the Detroit area in two

The Snyders spent nearly two years recruiting white Boxers for the new act. Their current nitery turn employs 10 faun Boxers and a Chihuahua. The new act will employ a like number of canines and will enable the Snyders to present two separate acts. E. B. Radcliffe, drama and nitery editor of The Cincinnati Enquirer, devoted nearly a column to the Snyders and their Boxers in Wednesday's (23) edition. Yarn was accom-

The move follows the breaking Bill, trampoline and trapeze artist, stand reviews. doubled for Cornel Wilde in the

NSA BANQUET JOTTINGS

Association banquet and ball with period

Party Turnout Lags,

No Cause for Worry

NEW YORK, Nov. 26.-Attend- of the sparkplugs were tied up

ance-wise it added up to an off with important business deals o

year for the National Showmen's their own during the ballyhoo

BRIDGEPORT, Conn., Nov. 26. -Ringmaster Joseph W. Ganim of the 1956 Barnum Festival, annual five-day celebration honoring the memory of Bridgeport's greatest citizen, the late P. T. Barnum, has deputy aides.

They are Joseph Neidermeir, who will have general supervision of parades, clowns, transportation, Navy and costumes; William R. Townes, program, yacht regatta, and champion contests; Raymond C. Lyddy, Ballyhoo show and promotion; John Shenton, ticket sales, Jenny Lind contest, King and Queen contest, and municipal ac-

tivity. spread over a 10-day period instead \$15,000, Winkley said. of five days as formerly, and will General Electric Company.

## Two IMCA Race Ops To Carry Light Units

operators of auto racing under the pert, for the rental of a portable banner of the International Motor lighting plant to be used at State Contest Association, Frank Wink- and county fairs. Connolly this ley and Al Sweeney, this week an- year furnished a lighting unit at nounced they will carry portable the Wausau, Wis., Fair, where lighting systems next year to make night racing was introduced for the night racing available at fairs and first time. race tracks not equipped with light installations.

announced the appointment of four Racing. Inc., has under construc- Southern and Midwestern fairs in tion a completely portable night '56. Miss Taylour has for years floodlighting unit designed for half- driven in auto races in England, mile tracks. Besides furnishing Australia and New Zealand, lights for his own engagements, Sweeney reported. Winkley's new Porto-Flood Lighting Company will build units to sell to groups of fairs or other race operators. The complete unit for Calgary Ex half-mile ovals will consist of six mobile generators, 48 1,000-watt floodlights and six 30-foot telescoping light towers. A complete unit The 1956 celebration will be will sell in the neighborhood of

Sweeney, top man of National start June 28. The Ballyhoo show Speedways, Inc., announced that will be entirely sponsored by the he had signed an exclusive contract with Charles F. Connolly, Lake

CHICAGO, Nov. 26 .- The two Success, N. Y., track lighting ex-

Sweeney also announced he had signed Fay Taylour, of Dubin, Winkley, who heads up Auto Ireland, to drive race cars at

CALGARY, Alta., Nov. 26 .-Formal application for a federal government grant of \$200,000 has been made by the Calgary Exhibition and Stampede board. It followed close on the heels of an announcement that a grant of \$100,-000 had been approved by the provincial government.

The federal grant is sought to aid in agricultural department expansion of the exhibition and stampede. The provincial grant will also go toward a long-range agriculture program.

The exhibition board is asking the federal government for \$100,-000 on behalf of winter fair activ-

If received, \$100,000 will be apclude the building of dormitories and a restaurant for stockmen.

Recently the exhibition board called for tenders for construction (Continued on page 66

## George Geddis

Passes Away HOLLYWOOD, Calif., Nov. 26.

-Funeral services were held here Tuesday (22) for George Geddis, 67, long-time bar and ring performer, who died here November 16, following a short illness.

Geddis and his widow, Bess, had performed at fairs and celebrations for many years. They made their home in Grand Rapids, Mich. Burial was in Hollywood Hills

### 10-DAY COURSE OFFERED

## Free School Part of Sands' Modus Operendi

panied by a two-column picture of season's business is anything like ductions. the Snyders.

The Snyders is the daughter of Sands of this city will again have dates for several producers of re
under general exhibition expansion.

Parade Watchers

put together an excellent parade

annually at the Danbury event and part of the reason is that they

never miss anyone else's effort if

No Turkey

instead of the traditional turkey

Palisades Group Leader

walked off with over-all entertain-

ing honors, as usual. The World

of Mirth led the carnivals with

large delegations from Canada and

its home town, Richmond, Va.

Among the latter were Ben Tucker

and Mrs. L. T. Christian. The

Palisades Park seemed to have

seemed to be unanimous.

For the second year in a row, diners were treated to roast beef

they can help it.

NEW YORK, Nov. 26.-If next him for this phase of their pro-

Carl Romig, of the well-known more than 80 dancing girls on the views this year, besides performcircus team of Romig and Rooney. road as the backbone of grand- ing 32 strong for a Philos conven- portioned to the new \$300,000 extion and showing at other indoor tension to the present livestock One of many talent suppliers in engagements. A 24-girl line played building, and the balance will be catcher tricks in the flying act evidence at the Chicago meetings, the Canadian A Circuit, 24 were allocated to renovation of the presfeatured in "The Greatest Show on Sands' aim is to convince buyers part of the Buffalo Shrine Circus ent stock pavilion, which will in-Earth." The Snyders appeared that his precision-dancing lines are which Sands produced in its enmost of the summer with the Tom the best anywhere, with the ex- tirety, and groupings from eight pectation that bookers will turn to to 16 girls played still other dates.

The girls, most of them of tender years, usually must have several of a \$300,000 addition to the presyears of school or professional ent livestock building and other dancing under their belts when ir provements and extensions to they get into the Manhattan Rockets' groove. Sands rents a hall, provides pianist and choreographer Dorothy Conova, and the girls get a 10-day free instruction period, five hours a day, in the intricacies of precision dancing. They are supposed to already know dancing fundamentals. Сопоча teaches them formations, spacing, diagonals and other tricks of the

Several successive classes are John W. Leahy, general manheld and weeding out is accomager, and his assistant, Irving Jar- plished. General height of girls vis, of the Danbury (Conn.) Fair, desired is 5 feet 4 inches, to 5 feet were on the street bright and early 6 inches. A taller girl is occasion-Thanksgiving morning to view the ally taken on as a center girl. Macy parade, Leahy and Jarvis

School is held from February

## Forest Lawn Cemetery. 2 Holiday Units May Play Fairs; Firm Resumes Ice Vogues Title

CHICAGO, Nov. 26. - Whether on the holiday eve. Approval Holiday on Ice, Inc., will route another unit to fair dates will be determined by results of booking efforts in progress at the outdoor conventions at the Hotel Sherman here this week.

Morris Chalfen, president of the staffers say. firm, is heading the icer's delegation. During the past season, his route of outdoor and summer engagements.

Next season, the second unit is Sartorial splendor marked Bennie scheduled to go back to its original able ice surface. Weiss. He was the only one at- title, "Ice Vogues." In 1955 it optired in what appeared to be a crated under the "Holiday on Ice" ing under John Finley, promotion title, like the No. 1 unit.

> go to fairs in 1956 if the demand is great enough. The show usually opens in September and closes in operated thru the summer and well Goerge Tyson is executive pro-

A year ago "Holiday" was unprepared for what proved to be great demand by fairs. If the same number is interested this time around, and some more turn up as well, "Holiday" will be ready,

The organization has a dozen portable ice rinks at its disposal and second unit scored record business it is able to hopscotch them so that at several fairs on its expanded they usually are set up two towns ahead of the show. The tanks are 140 by 60 and 100 by 60 and require 36 hours to acquire a work-

"Holiday's" advance staff, workchief, out of the New York office, It is the first unit which would includes Paul Dempsey, Art Johnson, Art Sellig and Ray Rice, Skee Goodhart is company manager of the "Holiday on Ice" show, and Sid Cohen manages "Ice Vogues."

## Washington Fairs Set '56 Dates at Meeting

SPOKANE, Nov. 26.-Washing- | cold and snow. Delegates went on ton State Fair dates for 1956 were record as favoring annual meetings announced at the annual conven- of all fair organizations to co-ortion of the Washington Fairs' As- dinate fair dates. Another resolution sociation here last weekend (18-19).

C. Merton Dick, Waterville, Washington Fair, was elected presi- just what the goal should be. dent to succeed Joel F. Gould, Olympia. Donald M. Clark, Shaw both first place and sweepstakes Island, was elected vice-president, awards in class A scrap book com-Wendell W. Prater, Ellensburg, petition, with Palouse Empire Fair was re-elected secretary-treasurer, second, Island County Fair and Kenneth Killingsworth, Benge, and Kittitas County Fair ranked 1-2 in Paul Creighton, Grandview, were class B. North City Annual Fair named to the board of directors.

1956 convention city and Novem- C scrap book competition. ber 16-17 as the meeting dates. Vernon, Mach 31 in Wenatchee and April 17 in Spokane.

110 persons turned of here despite

called for the appointment of a special committee to study the manager of the North Central background of fairs and determine

closings and the fact that several

Northwest Washington Fair won and Brookdale Community Fair Longview was selected as the placed first and second in the class

The Washington State Fair Com-Area meetings were set for March mission, meeting in Spokane on 17 in Olympia, March 24 in Mount the opening day of the convention, allocated about \$265,000 among 89 Washington fairs. Class A dis-A record attendance of about trict and class B county fairs got

Chicago.

James E. Strates Shows also were well represented. Haberdashry Note

harcoal grey tuxedo. Ben and Martha did the town and then planned for more of the same at

N. C. Welcome

of the North Carolina Association

Norman Y. Chambliss, president May. The second unit this year into November by playing fairs.

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outstanding ride to come out during the past lifty years. Occupant controlled and suitable for all ages, these very attractive small racing cars offer all the fun and

excitement of driving a real racing car, all in perfect safety. Send for complete

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fleor, all mechanical parts concealed under floor. No sweeps, Complete with tent

and frame. Used two seasons. Ride similar to the above may be seen at Riverview

Will be at Convention. Phone Longbeach 1-1900, Sheridan Plaza Hotel.

WORLD'S FASTEST THRILL RIDE

THE SPINAROO

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have a total capacity of 48 adults. Requires space 30x42, gross weight of

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THE TUT-A-WHIRL

KOSS

## ALLAN HERSCHELL SALES TO TOP '54 BY 10%

NORTH TONAWANDA, N. Y., new Allan Herschell manage-Nov. 26.-Sales of Allan Herschell ment," Wilson commented, in rerides this year will top '54 sales viewing the firm's operations of by more than 10 per cent, Lyndon the past two years. Wilson, president of the Allan Herschell Company, disclosed this upon the high quality standards set week at the firm's plant here.

of his expectations, Wilson said. new rides." He recalled that in January he had predicted Allan Herschell this year is observing its 75th year business would be up 10 per cent over the previous year.

Wilson has been president of the company since September 16, 1954, when Mary E. Wendler and Mrs. Sarah Wendler sold their interests to the Wiesner-Rapp Company. Mary Wendler is the daughter of the late John Wendler, long-time owner of Allan Herschell. owner with his father.

**OPERATORS REPORT** 

GROSSES OF \$75 TO \$200 DAILY

MIDGET AUTO RIDES are the most

"We have continued to insist by the Wendlers and have con-

Pointing out that Allan Herschell

Mrs. Wendler is the widow of many years, continues to be the William Wendler, son of John top-selling ride. The Twister, Wendler, who was with the com- proved a big seller this year, with pany 25 years and was a co- the year's entire production of the

company has been active in developing kiddie rides. In recent Fair, Roy McGes, 1585 S 5th, Dayton, years it has introduced the Sky
Fighter and the Jolly Caterpillar,
and, in addition, has redesigned and improved other kiddle riding devices such as the Roller Coaster

September 21-22: County Pair Association of Jefferson County, Mrs. Ward B. Williams, 1508 Clay Street, Part Townsend, August 16-18; Perry County Pair, T. R. McKeen, Republic, August 11-September 2: Garnt County Pair, Dick Brown, Pometry, September 7-2: Grant County Pair, George Doughests, Box 445 Mars. Laboratory devices such as the Roller Coaster and Auto Ride.

## Dallas Fair To Re-Seat

ment of two installments of princi- view, August 16-18. pal on Cotton Bowl stadium bonds.

Work will begin in January on re-seating the Auditorium, a 4,285all seats on the lower floor will be replaced by new theater-type seats. The best of the present lower-floor seats will be renovated and moved to the balcony. This means that all seats in the house will be cushioned for the first time.

#### Bond Prepayments

on payment of the Cotton Bowl invite virtually everyone he could stadium bonds with the two payments of principal authorized this Raleigh in January. year. The two \$44,500 payments and an interest payment of \$21,315 for the current year brought total Cotton Bowl payments for the year to \$110,315.

This marked the sixth consecutive year the fair has made a double payment on the bonds. They are now pre-paid to Jan. 1, 1965. Bonds still outstanding total \$621,-500. The bond issue of \$1,280,000 was sold in 1948 to finance enlargement of the stadium.

## Calgary Seeks

this structure and the administration building.

#### Long-Range Plans

The board's long-range development plan also includes a \$1,000,-000 exhibit building and a \$250, 000 building for junior agricultural activities. The exhibit building would probably replace the old Victoria Arena, now used for curling and skating.

The provincial government grant will likely be used to help finance the addition to the livestock building, construction of which is expected to get under way early in

December. an extensive development program are using all the money we are under discussion for a long time, making to expand and modernize but we would require senior gov- the plant so that a bigger and beternment assistance to push it thru," ter program can be presented."

## Washington Fair

\$92,809 each; class C local fairs \$26,000; four major youth shows, \$39,810; special grants, \$13,000. The money came from pari-mutual betting at Spokane and Seattle horse race meets.

Official 1956 fair dates as reported to The Billboard representative Sales have been slightly in excess tinued the policy of developing by Secretary Prater, together with fair corresponding officials, follow:

Pointing out that Allan Herschell this year is observing its 75th year in the ride-manufacturing business, Wilson said a check of records showed that more than 5,000 rides have been turned out by the firm since its inception.

During the three-quarters of a century, 36 different types of rides have been made, Wilson said.

The Merry-Go-Round now, as for many years, continues to be the top-selling ride. The Twister, proved a big seller this year, with the year's entire production of the unit selling out in one month.

The company now is pushing

Class A Fairs

Central Washington Fair, J. Hugh King, Bex 1381, Yakima, September 26-30; Columbia Empire Pair, William E. Rosebraugh, Bex 1381, Vakima, September 1; Bex 1381, Vakima, September 26-30; Columbia Empire Pair, William E. Rosebraugh, Bex 1381, Vakima, September 1; Bex 1381, Vakima, September 1; Bex 1381, Vakima, September 26-30; Columbia Empire Pair, William E. Rosebraugh, Bex 1381, Vakima, September 1; Bex 1381, Vakima, September 26-30; Columbia Empire Pair, William E. Rosebraugh, Bex 1381, Vakima, September 1; Bex 1

"We have found that the wendlers' friends and customers have production on an 18-cm on the pillar, basing its production County Pair, Travis Flock, Asotin, April
17-28; Benton-Franklin County Pair, J. C.
18-28; Benton-Franklin County Pair, J. C.
18-28; Chelan County Pair, Irene Wells, Box 402.
18-28; Chelan County Pair, Irene Wells, Box 402. Besides pushing major rides, the Cashmere, September 5-10; Clark County George Dougherty, Box 445, Moses Lake, September 7-9; Island County Pair, J. T. Malone, Clinton, August 21-September 2; Elizate County Pair, W. W. Prater, Rt. 1, Box 72, Ellensburg, August 20-September 2; Klickitat County Pair, Elmer E. Wilson, Goldendale, September 7-9; Lincoln County Pair, Pred Marin Davenport, September 6. Pair, Pred Magin, Davenport, September 6-8; Northeast Washington Pair, Fred Wil-son, Colville, September 13-16; Okanogan County Pair, Argyle E Armstrong, Okano-gan, September 14-16; Pierce County Pair, Prank H. Ballou, Rt. 2, Box 105, Puyallup, August 23-25; Skagit County Pair, Mrs. Julia Tewalt Rt. 4 Mount Verson August Julia Tewalt, Rt. 4, Mount Vernon, August

#### Class C Fairs

Brooklate Community Pair, H. C. Reitan, Route 2, Box 912, Tacoma, September 7-8; North City Annual Pair, Russ Wacker, 16500 10th N. E. Scattle, July 11-15; Ray-DALLAS, Nov. 26.—Directors of the State Fair of Texas have authorized the re-seating of the State Fair Auditorium here and the payment of two installments of principles. August 16-18

Washington State 4-H Club Pair, Charles T. Meenach, Extension Service, Pullman, September 26-30, Washington Junior Paulwill be completely redecorated and Junior Livestock Show, P. R. Gladhart, all seats on the lower floor will be

## **NSA** Banquet

of Agricultural Fairs and operator of the Rocky Mount Fair in that The fair went nine years ahead State, was on hand to personally reach to attend his meeting in

#### Buck in Luck

Oscar Buck, next in line for the presidency of the Miami Showmen's Association, reported getting by this season with his return to truck operation after two years of carnival railroading. Things are already looking up for Oscar since he bagged the Rocky Mount contract while here.

#### Show Groups

Big delegations were on hand from the Prell's Broadway Shows, with patriarch Sam heading up the group, and the I. T. Shows, headed by Phil Isser and Isadore Trebish. Notably absent, and putting a dent in the attendance, was the usually large turnout of the Cetlin & Wilson Shows, which wound up its season less than a week ago at Jacksonville, Fla.

#### Bouquets

Club secretary Ethel Weinberg did her usual good job of making all the small pieces fit together. Credit for the smoothness of the banquet goes to chairman Max Tubis.

said Maurice E. Hartnett, general

manager.

"All of our expansion and development work in recent years was The exhibition board has had paid for out of earnings and we

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## Some Backers Revealed For Arena in Hartford

HARTFORD, Conn., Nov. 26 .- | Meadows. Dr. Philip T. Sehl, of the Local and out-of-State interests will municipal auditorium committee be associated with A. J. Bronstein, of the Greater Hartford Junior Hartford outdoor theater develop- Chamber of Commerce, which has er, in construction of the proposed been backing arena plans for \$2,500,000 multi-purpose arena in several years, is expected to at-Hartford's North Meadows section.

Bronstein, also head of B & J Paper Company, East Hartford, presided at an organizational meeting of backers Friday (18) at the paper company's offices.

Israel Citron, retired Trenton, N. J., businessman; Israel Bregman, of Bregman Electric Company, and Anthony Paeoletta, of Toto Electric Company, both of Hartford, and Ross Phipps Company of Meriden, Conn., are among those investing with the Bronstein organization.

A meeting is planned with Mayor-elect Joseph V. Cronin to discuss the city's plans for a similar project in the North

#### Cole Bull Roams

CHICAGO, Nov. 26.-The James M. Cole Elephants did not appear on "Super Circus" Sunday (20). En route to Chicago they were in blizzard weather and the animals were over-chilled. In Chicago for rehearsal on Saturday, two of the animals went along okay. The third, apparently nervous because of the cold and other factors, balked at entering the building. It was returned to the truck, but it freed itself there and wandered into the Loop area. The bull was recaptured later and returned without undue incident.







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V. H. GARBRICK, Centre Hall, Pa.

Arena use is envisioned for basketball, hockey, dancing, ice shows, boxing, bowling, wrestling, conventions and the like, with seating capacity upward of 10,000.

"Once we obtain zoning approval," said Bronstein, "we would start actual construction later this winter, for a possible opening by mid-1956."

300 FT. HIGH

## Bklyn. Plans Weatherproof, **Domed Stadium**

NEW YORK, Nov. 26.-An allweather ball park, suitable for virtually every type of entertainment, might be the result of studies into attendance problems of the Brooklyn Dodgers, which earlier this year said they would move out of Brooklyn unless some help was offered.

Altho turnouts for ball games have not been alarmingly low, Ebbets Field has proved woefully inadequate to handle crowds which desire to see the games. The park seats 34,000 and many potential customers do not even show up at some games, knowing they would be unable to get in. The club figures it lost 200,000 admissions because of limited space and weather interference last year.

seat park, covered with a 300-foothigh clear dome. Plans are for the park to have controlled temperature inside and unobstructed vision Opens Gates from all angles.

A model has been erected at the Princeton University School of Architecture, and 25 men are working out the details. If built as envisioned, the new stadium would be City area this week. an ideal setting for sports, circuses, rodeos and any other show endeavor.

## Strong Intros **New Light**

TOLEDO, Nov. 26.-The Strong Electric Corporation has announced a new direct current powered are spotlight called the Super Trouper.

version unit, Strong officials announced. Other features include a combination transformer and selenium rectifier which draws only d.c. current of the proper voltage. The optical system has a silvered glass reflector, carbons are fed automatically by an electric motor, and a tap-changing switch in conjunction with an indicating meter enables the operator to quickly adjust the arc power regardless of line voltage.

A small blower serves to cool the selenium conversion unit and the vertical tilt pivot is adjustable between 42 and 55 inches from the floor, the manufacturer points No. Platte Rodeo

DETROIT, Nov. 26.-Jack O'Dare, press agent for thrill shows For Dude Traffic and auto racing the past several years, has opened an office here for the booking of attractions and 26.-The 74th annual Buffalo Bill handling publicity for outdoor and Rodeo will hypo its attraction proindoor events. O'Dare was for- gram in '56 with an increased pitch merly associated with the James E. for the tourist trade, H. B. Strates' Shows, Bill McGaw's thrill Manners secretary-manager, anshow, Swenson Thrillcade, Jimmy nounced. Lynch Death Dodgers, the Con- "For many years North Platte gress of Canadian Daredevils and has been one of the finest rodeos Auto Racing, Inc. His offices are in the nation, but being primarily Gus Sun Agency, 504 Park Avenue a cowboy's rodeo," Manners said.

AUDITORIUMS-ARENAS

## Auto Thrill Shows, Races Steer for Arenas, Coliseums

By TOM PARKINSON

New prospects for motor shows to appear in arenas are pointed up this week from two directions. One is in the form of a troupe of midget auto race drivers who will make one-day stands in Canadian arenas. The other comes from the auto thrill show field.

The Canadian racing organization works out of Ottawa and includes nine (soon to be 12) cars, and a roster of 22 drivers, mechanics and others. It opened at the auditorium in Ottawa to fair business and also did fair at Pembroke. The program calls for seven races each night, and a clown works between heats. Plans call for the unit to work in arenas until April and then outdoors, with stock car promoter Bert Sandham as the

Aut Swenson, whose Thrilleade is one of a dozen or so auto thrill shows touring the country, uses his experience in playing the Hope, Ark., Arena as a basis for saying that the motor marvels are readily adaptable to indoor performances.

The main requirement for staging a thrill show indoors is that the building have at least one outside entrance thru which cars can enter at good speed. They can't work up needed speed in the building, but they can perform all the important thrill show routines inside once they have the speed.

There are complications which would have to be considered but which are more easily met than the door requirement. One is that the outside starting area for cars would have to be kept free of ice. Another is that the arena floor would have to have a dirt surface.

Swenson states that a one-door arena could house such stunts as fire wall crashes, slides, the T-Bone crash and crash rolls. A two-door arrangement, allowing for a fast exit as well as entrance, could handle ramp-to-ramp jumps, four-car precision driving and other features.

The appearance in the Arena at Hope included not only the auto thrill events, but also motorcycle stunts, a device that catapults a car into a triple somersault, and the act in which a man seals himself in a casket and then "blows himself up." The Hope building's working area for the show was 87 feet wide and 200 feet long.

Standard territory for the thrill shows has been the race tracks, mostly those at fairs. The shows also play independent dates thru the earlier part of the summer. In Swenson's view there is no reason why it wouldn't be practical for a thrill show to play a route of indoor arena engagements thru the winter.

# The latest offering is a 52,000- Outdoor Rink

KANSAS CITY, Kan., Nov. 26. -Capacity crowds of winter sports enthusiasts welcomed the return of ice skating to the Greater Kansas

The new \$100,000 outdoor rink of George Bennett's Lakeside Club at 3300 North 91st Street, west of Kansas City, opened November 17 with the mayors of five nearby cities participating. It was the first time in five years that the area has had a facility for the winter sport.

Business was brisk at the opening and all indications were it would be maintained thruout its nine-month season. The rink, which is standard hockey size, 85 by 185 feet, will be operated thruout the Unit has a built-in power con- year except for the hottest months, June, July and August.

George Bennett Enterprises, which also built and operates Lakeside Stadium that returned major 10 amperes from the 220-volt a.c. big-car racing to this area this year power source and converts it to for the first time in 32 years, also draws revenue from a two-story building at the end of the rink. The structure includes a skate shop for the rental and sale of skates; a huge gallery, snack bar, lounge replete with fireplace, lodge, resting place for skaters, and other concessions.

Admission is 50 cents. Sessions on weekdays begin at 3 p.m. and p.m., and on Saturdays and Sundays at 10 a.m., 2:30 and 8 p.m.

## **Broadens Pitch**

NORTH PLATTE, Neb., Nov.

Next year the organization will

hold the rodeo in the afternoon and has signed a "Grand Ole Opry" unit as the evening grandstand

Manners said in another move to capture more tourist trade, they will play up the color and western atmosphere available in the area. They will also use many Indians during the rodeo and in the historical pageant. Stock will again be furnished by Beutler Brothers of Elk City, Okla,

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## **Earl Newberry** Pacts English Cycle Troupe

CHICAGO, Nov. 26.-The Cytrix Troupe, an English unit of motorcycle stuntmen, has been signed by Newberry Thrill Enterprises for a limited tour of the U. S. The cyclists will be an. added attraction to the Newberry auto thrill show.

For several years the Cytrix group has performed at agricultural shows in the British Isles and in leading stadiums and race tracks, Newberry said. During its tour it appeared before Queen Elizabeth and other members of the royal family and has been seen on BBC television on several occasions. They were also in the English - made motion picture, Stunt Men.

Newberry presented them as an added feature in the Abe Saperstein-Newberry Hollywood Motor Rodeo during its Paris engagements last June and immediately arranged for their '56 tour of this







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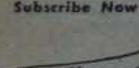
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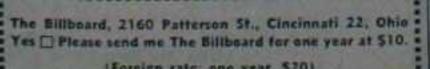
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J. C. (HUSKY) HUSKISSON (right), manager of the Florida State Fair, Tampa, has built a strong managerial team within a short time in his drive to develop the Tampa exposition, M. E. Twedell (left), formerly secretary of the Oklahoma Free State Fair, Muskogee, this year joined as Huskisson's assistant, Ray P. Speer Islanding), veteran publicity-advertising director of the Minnesota State Fair, St. Paul, assumed a like post at Tampa in 1953. Speer continues as press chief of the Minnesota State Fair, spending the spring, summer and early fall in St. Paul, the rest of the year in Tampa.

## UNDER THE MARQUEE

used production on Cotton Candy Cones and | been with Polack Eastern this year, rett, Jeff Murphree, Charlie Lewis, is making the Macy date in New George LaSalle, Happy Kellems, York for Polack. His animals and Van Wells, Peggy Kline, Slim Wilthe show's elephant laid over at liams, Grover Newton, Charlie the Trenton, N. J., fairgrounds between that and the end of the regular season. Christiansen will return to his Fulton, Ind., home and start breaking in a new guanaco for his Story Book act. He will play Christmas shows in Fort Wayne, Ind., December 17-18 for the June Darling office. With room to space, Christiansen invites troupers to stop off at his farm this winter.

> F. Robert Saul, who handled press for Fred Buchanan shows and other old-timers, is at the Masonie Home, Alma, Mich. . . . Jack LaPearl and Jack Harrison have doubled up for clowning. They are at New Orleans for Tom Packs' Circus, along with clowns limmie Davison, Bozo Harrell,

Dick Doud writes that clowns at Ringling Bros and Barnum & Bailey: Orthe Houston Shrine show were

### Cow Palace Rodeo Attendance Up 9%

SAN FRANCISCO, Nov. 26 .-Attendance at the 1955 Grand National Livestock Exposition, Horse Show and Championship at the Cow Palace showed an increase of 9.2 percent over 1954, Porter Sesnon, president of the board of directors, revealed this week.

Total attendance for the 15 performances between October 28 and November 6 reached 136,616, according to final report submitted by Nye Wilson, secretary-manager of the Cow Palace. Attendance in 1954 was 125,094. Show featured the Riders of the Andes, a troop of Chilean Mounted Police.



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Teto Flint, Arden Beecher and Miller Bros.: Norfalk, Va. 29-30; Lynch-burg Dec. 2-3; Richmond 6-8, Polack Bros. Western, Charleston, W. Va., 30-Dec. 4

lando, Pla. 29; Fort Myers 30; Lakeland Dec. 1: St. Peterburg 2; Saratota 4 (sea-

## Ice Shows

Hollywood Ice Revue; Milwaukee, Win., 29-Dec. 4: Winnipeg, Man., 7-14; Chicago

Holiday on Ice No. 1: Toledo, O., 29-Dec. 4; Kansas City, Mo. 6-11; Rock Island, Ill., 25-Jan. 2.

Holiday on Ice (European): Durimund, Germany, 25-Der. 5; Rotterdam, Holland, 5-23; Bruxelles, Belgium, 24-Jan. 10. Holiday on for (Par East); Medan, Indonesia, 29-Dec 8; Bangkok, Stam, until

Holiday on Ice (South America): Lima, Peru, 29-Der. 4: El Salvador, C. A., 7-21: Guatemals, Guat., 21-Jan. 5. Ice Capades of 1956: Montreal. Que., 25-Dec. 4: Springfield, Mass., 5-11: Roches-ter, N. Y., 12-12; Boston, Mass., 26-

loe Capades International: Fresno, Calif., 30-Dec. 11; San Diego 12-18; Spokana, Wash, 26-Jan 2

Shipstade & Johnson's Ice Pollies of 1956; Hershey, Pa., 26-Dec. J; New Haven, Conn., 4-11; Philadelphia, Pa., 25-Jan. 15.

#### Miscellaneous

Congo Land: San Antonio 29-Dec. 3; El Page 5-19. Christmas Show: Luverne, Gould, Jay. Christmas Show: Luverne, Dec 14

Minn, 29; Waseca 30; St. James Dec. 1; Jackson 2; Paribault 3; Austin 5-6; Ouage 7; New Hampden, In., 8; Le Sueur, Minn. 9: Glencoe 16: Ropkins 12; Paynesville 13; Hector 14: Benson 15; Tracy 16: Lake Benton 17.

Hitler's Personal Armored Car, Jack W.
Burke, Mgr.: Magnolia, Ark, 29: Texarkana, Tex, 30-Dec. 3: Paris 4-6; Mount
Pleasant 7: Sulphur Springs 8.
Beott, Turner: College Park Merchants'
Postival, Orlando, Fla., Dec. 1-26.

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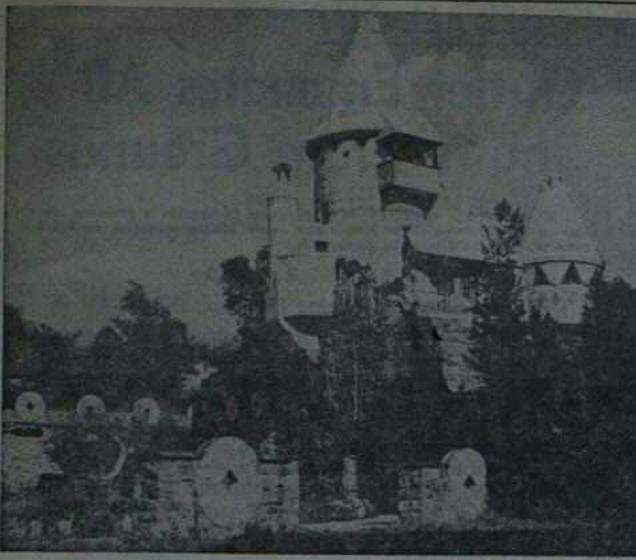
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GIVE TO DAMON RUNYON CANCER FUND

THE BILLBOARD





THE ORNATE CINCERBREAD CASTLE, Hamburg, N. J., has been an attraction for youngsters for nearly 30 years. Those who came as youngsters when the place first opened now are returning with children of their own to be entertained by the same nursery-rhyme characters depicted

#### NEW JERSEY FAIRYLAND

## Early-Day 'Fantasy' Castle **Updates With Kiddie Train**

out the interior. The Miniature

Train was added this season as an

extra feature along with the food

Urban, famous set designer, to pre-

Dwarfs and the Three Little Pigs,

tion, there are such other statues

and decorations as Humpty Dump-

until December and then on week-

usually are 10 a.m. to 5:30 p.m.,

and parking facilities are free.

Special arrangements are made for

organized groups of youngsters.

In Memphis Toy Dept.

MEMPHIS, Nov. 26 .- J. C. Levy,

Kiddieland operator at Fairgrounds

the Old Witch.

How the castle came into being

d novelty concession.

VISITORS to the Gingerbread trim and decoration. Castle, where little Hansels and rhyme characters are placed thru-Cretels take them on tour, now ride in a miniature diesel streamliner thru the eastle grounds at Hamburg, N. J. -

That's where 3. H. Bennett built goes back to 1928. That's when this "fantasyland" before there was a Kiddieland or Disneyland and even before there was much in the way of kiddie rides. The attraction consists of a full-sized stone castle pare the plans. Construction rewith candy, cookie and animal quired two years and \$250,000.

## Seaside Execs Set to Rebuild Va. Beach Spot

NEW YORK, Nov. 26, - Jack and admission is 25 cents. Picnie Greenspoon and his partner, Dudley Cooper, met here yesterday to finalize plans for the rebuilding of their Seaside Park, Virginia Two Levy Rides Set Up Beach, Va. The funspot suffered more than \$200,000 in fire damage several weeks ago.

Cooper was en route to Europe on vacation when the fire occurred and did not learn of the loss until his arrival on the continent. He returned here Thursday (24).

Greenspoon, who left for the Chicago meetings after meeting with Cooper, said the fire loss would result in the creation of a beautiful new funspot. He said considerable shopping and buying would be done in Chicago.

## 10-Day Course

thru June with girls from New York, New Jersey, Long Island and Baltimore. This year Sands' choreographer held a session in Washington because of the increased number of prospects in that area.

Contracts are signed with the girls as dates shape up for the office, and by late spring show routines will be worked out at rehearsals. Sands' expanding wardrobe, purchased instead of rented, is housed at 44th Street, and props and scenery are in a 43d Street warehouse. Some \$12,-000 is expected to be lavel out for new costumes for 1956 dates and musical scores.

# At Portland, Ore.

PORTLAND, Ore., Nov. 26 .-A custom-made miniature railroad has been recommended for Portland's proposed zoo by the Zoo Commission.

The group visited zoos and amusement parks in 35 cities before deciding a stock train available from amusement device manufacturers would not answer the needs of Portland's zoo, now in the planning stage. The ride will provide views of most areas of the new zoo. for which the voters last year approved tax measures to raise \$3,800,000.

#### Recommendations

Earl said the commission urged a Miniature Train that would attract adults as well as children. Among features recommended by the commission are:

Seats wide enough to seat two adults side by side; cars provided with detachable plexiglass roofs, perhaps modeled after vista-dome cars; a 24-inch gauge or wider, instead of 16-inch gauge.

The commission estimated the train, station, loading platforms, crossing signals, block signals, trestles and a tunnel would cost \$106,000.

Earl said the commssion estimated 258,000 riders a year at the start, with charges 25 cents for adults and 15 sents for children, Bennett saw a stage production of for an eventual gross income of "Hansel and Gretel" and deter- \$50,000. The commission believes mined to build a full-scale version two or three separate trains eventuof the settings. He retained Joseph ally will be required.

#### **New Kid Spot** The layout depicts such characters as Snow White and the Seven as well as others which also got the Is Started at Disney treatment later. In addity, Prince Charming, Aladdin and Winston-Salem The castle is open daily April

WINSTON-SALEM, N. C., Nov. ends only thru March. Hours 26.-A new Kiddieland is under construction at Tanglewood Park part of the properties administered by the Reynolds Foundation. Revenue from the project will be used to help defray the cost of maintaining the property for the benefit of the public.

A Merry-Go-Round and a Miniature Train are being donated by Frank Bergen, general manager of the World of Mirth Shows, which Park here, has set up two devices has played the Winston-Salem Fair for a number of years. Other units in the toy department of Bry's department store for the pre-Christ- will include a Jeep and a kiddie mas season, an Allan Herschell Auto Ride.

Auto and Ewart's Street Car. In John Whittaker, chairman of the order to use the Sirect Car a spe- board of the Reynolds Tobacco cial commutator was deviced to en- Company, is active in the project. circle a square post and trackage Other prominent persons are aidsmaller than the original is being ing in improving the grounds and used. The rides are two of the the construction of a swimming seven Levy operates at the park. | pool and auxiliary buildings.

NEW FEATURE at the Gingerbread Castle is the Miniature Train which criss-crosses the grounds outside the building. Spot is open for weekends in the winters, daily in the summers,

## Custom Railroad Palisades Builds Dock, Planned for Zoo Shoots for Boat Trade

dock extending into the Hudson of the dock makes it possible for River will serve two purposes for the park to solicit boat patronage Palisades (N. J.) Amusement Park. for the firs' time. Full success could Primarily it will carry a pipeline add another 150,000 to the sea-that will facilitate faster filling of son's attendance. the swimming pool with better salt water. The second purpose, which travel is known to center around could easily be the primary one it it works out, will be the promotion location of Palisades necessitates of boat traffic for the park.

the bus and car patrons who now by creating open water trips of

#### ADDED HORSES

## Nunley's to Convert M-G-R With Jumpers

NEW YORK, Nov. 26.-Jumping horses will be added this winter to the Carrousel at Nunley's Happyland in Bethpage, Long Island, Mrs. Miriam Nunley reports. The Newark, N. J., and lower New Engwooden horses were on hand a land areas might prove popular. couple of years back when the organization started building another Merry-Co-Round, but that job was abandoned.

The machine at Happyland has horses three-abreast, staggered. A row of outside jumpers will add life and flash to the unit, it is felt.

Nunley's has kiddielands in Baldwin, Rockaway Beach, Bethpage, Broad Channel, and Middle Island, all on Long Island, as well as parking lot operations, and is probably this sector's primary operator of kiddie rides. The Middle Island Merry-Go-Round is a relatively late-model Allan Herschell, but the others are all old-timers. the one at Rockaway being 41 years old.

Two of the Merry-Go-Rounds were redecorated last winter, and the Baldwin spot was enlarged from two indoor rides and Arcade to a large indoor-outdoor park. Broad Channel, at the approaches to the Rockaways, will be disposed of shortly to another operator, and Mrs. Nunley will develop adjacent property she owns for other usage.

At Chicago this week the organization will be represented by Mrs. Nunley, Happyland manager Jimmy Mizell and wife, and general manager Lou Lercari and wife, all of whom are flying both ways.

NEW YORK, Nov. 26 .- A new | tendance, noted that the building

The appeal of summer boat the ride. The practically in-town the creation of new gimmicks if Operator Irving Rosenthal, aim- the proper appeal is to be built up. ing for river trade to supplement Rosenthal figures this can be done make up the bulk of the park's at- about an hour's duration. Boats would then tie up at the park's dock and the park would transport riders free to the funspot at the top of the hill and admit them free. Return trips would be timed to allow patrons two to four hours in the park.

River boat traffic out of New York in the summer is heavy. Most of the riders, including many charter groups, are taken to Bear Mountain State Park, which is devoid of all amusements and offers only picknicking and swimming, and the full-scale amusement centers of Playland, Rye, N. Y., and Indian Point Park, Peekskill, N. Y.

There is also the possibility, Rosenthal believes, that trips from the

#### WANT TO BUY Allan Herschell

Late model in good condition; must be priced right for cash. State where ride can be seen and if delivery can be made

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4352 Drexel Omaha, Nebraska

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Occupation ...... 

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DECEMBER 3, 1955

#### Communications to 188 W. Randolph St., Chicago 1, Ill.

## Over 100 Attend Ohio Short Course

33 Annuals Repped at First Course; Map Plans for Repeat Next Year

Over 100 executives from 33 Ohio fairs turned out for the first short course on fair management sponsored by the Ohio Fair Managers' Association and the Ohio State University College of Agriculture. The course was held in the State Fair's new Youth Center here Thursday and Friday (16-17).

The educational meeting, which was the culmination of months of planning by the university and a fair association committee headed by Myers Y. Cooper, was considered a huge success and is scheduled to be repeated next year. Assistant Dean Chester S. Hutchison, of OSU, and Riley Dugan, university extension economist, also worked on the program.

One of the leading features of the short course was a series of workshops. The representatives present broke up into a number of small discussion groups charged with bringing out answers to various problems. The study groups then reported their findings later in the session.

#### Lauds Exhibits

The value of fairs as show winnows for industry was accented by tractive, more interesting and more announced. educational. He said fairs have proved to be the least expensive places for industry to exhibit but added that few fairs had asked inplanning buildings and excibits and ceive an average of \$12,600. in judging concessions and exhibitors to give them an incentive to

of a panel discussion on "What Is \$2,400;

## **Oregon Events** Set '56 Dates

PORTLAND, Ore., Nov. 26.-A total of 17 Oregon fairs have announced their dates for next year.

22-26; St. Helens, August 16-19; 8: Pendleton, September 12-15; Grants Pass. Rickreall, August 24-26; Moro, boro, August 22-26.

dles discussed aws and regulations pertaining to fairs. A panel on "How Best to Put My County on Display" was headed by Sam Cashman with D. R. Purkey, B. B. Spohn, Harry Dotson, Gilbert Lease and Frank Wylie.

Ohio Agriculture Director A. L. Sorenson, in summarizing the course, said that if fain are improved it would be up to fair people to develop this trend. He warned fairmen not to rest on their laurels and also urged that youngsters and teen-agers have an opportunity to participate in all phases f m planning to the finished product.

Chio Fair Managers' Association, in appraising the first course, said he felt it had been very successful and asked the University to start planning immediately for a second short course in '56.

#### WINTER FAIRS

#### Florida

Arcadia-Deficts County Pair, Jan. 9-14. A. Bartow-Polk County Youth Show, Dec. 1-1. W P Hayman. Clewiston-Sugariand Exposition, Jan. 14-28 Doug Pearcy

Dade City-Pasco Co. Fair Assn., March 1-18. H. A. Gructsmacher, Box 248. COLUMBUS O., Nov. 26.- Robert Jones, Clair Hill, Russell De Land-Volusta County Pair. March 5-

Pair Pen 20-25. B. C. Lawson. Eustis-Lake County Pair & Flower Show, March 12-17. Karl Lehmann.

Fannin Springs-Suwannee River Pair & Livestock Assn., Jan. 18-20. L. C. Cobb. Fort Myers-Southwest Florida Pair, Jan. 10-Feb. 4. J. Clyde King.

Fort Pierce-Indian River Area Youth Show Jan 20. M. B. Jordan. Largo-Pinellas County Fair, Feb. 28-March 3. J. H. Logan.

Miami-S.E. Florida & Dade County Youth Show, Jan. 25-29. P. E. Price. Oriande-Central Plorida Pair, Feb. 20-35. C. T. Bickford.

Palmetto-Manatee County Pair, Jan. 23-28. W. H. Kendrick. Plant City-Hillsborough Co. Jr. Agri. Pair, Dec. 1-3. D. A. Storms. Punta Gorda-Charlotte County Pair, Jan. 16-21 Harry Jack.
Sarasota—Sarasota Co Pair, Jan 16-21.
Geo. W. Potter.
Tampa—Florida State Pair, Jan. 31-Peb. 11.
J. C. Huskisson.

Charles Betsch, aresident of the hio Fair Managers' Association, appraising the first course, said e felt it had been very successful

Dominican Republic

Cindad Trujillo-Dominican World's Fair.

## Oregon Events Split \$558,400 Aid Melon

Frank Wyle, publicity relations total of \$558,400 in State horse per cent came to fairs in automomanager of Dodge Motors. Speak- racing funds, an increase of \$45,- biles; 42 per cent were motivated ing on the Thursday night banquet 000 over last year, was apport to come by reading about it in program, Wylie urged the fair dele- tioned to Oregon fairs this year, newspapers, 21.7 per cent by word fingertips. gates to make their events more Herman Chindgren, vice-president of mouth, 14.5 per cent by radio dynamic by making them more at- of the Oregon Fairs Association, and television, and 13 per cent by

The funds, which come from a

Events other than county tair that received State money included: Eastern Oregon Livestock Show, L. A. Best served as moderator \$7,500; Northwest Turkey Show, Pendleton Round-Up, Balance?" Participants included \$7,500; Pacific International Livestock Show, \$35,000; Oregon State Fair, \$35,000; Mid-Columbia Livestock Show and Klamath Basin Round-Up, \$5,000 each; Spring Lamb and Dairy Show and Oregon State Corn Show, \$2,500 each, and the Pacific Coast Turkey Show, \$2,400. In addition to the racing tax, the State's fairs received an additional \$89,282 from a property Included were: Canby, August tax levy of 1/20 of a mill.

This information was announced Prineville, August 24-26; Redmond, at the association's recent conven-August 24-26; Roseburg, August tion here which re-elected Harold 22-26; John Day, September 19- Calmo, Myrtle Point, president, 22; Grants Pass, August 8-11; Eu- and Chindgren, of Molalla, as vicegene, September 11-15; Gresham, president. New directors are Mary August 2-11; Salem, September 1- Coons, Moro and Lee Boner,

September 6-9; Tillamook, August Western Fairs' Association, was one bible, and that early distribution 15-18; LaGrande, August 23-26; of the key speakers at the conclave. enables him to prepare for the Tygh Valley, August 23-26; Hills- His address was based on a survey made of 472,000 fairgoers in Cali- what he can get together after a

PORTLAND, Ore., Nov. 26.-A fornia. The poll indicated that 78 billboards and posters.

An everybody-pay gate was ad-State tax on pari-mutuels at race vocated by Arthur Ehret, secretary tracks, totaled \$453,600 last year of the Centralia-Chehalis fair, who and each county fair received \$11- outlined the success they had this dustry to particip te. Wylie also 350. Under this year's distribu- year with such a policy. The fair urged a broader use of color in tion, each county annual will re- sold a \$1 season admission pass for the five-day fair and everyone paid, including the rodeo perform-

#### EARLY MAILING

## Gastonia Sets Premium Book For February

GASTONIA, N. C., Nov. 26 .-Leaning further backward in dealings with exhibitors both actual and potential, Manager Howard Robbins, of the Spindle-Center Fair, will have his premium book distributed no later than February.

Robbins operates on the theory Louis S. Merrill, secretary of the that the book is the exhibitor's coming fair rather than bring only last-minute check-up. Premiums for 1956 will exceed \$5,000.

> The September 10-15 event will again feature the John Marks Shows on the midway. Last season's entertainment also featured a nightly revue with most grandstand attractions supplied by George A. Hamid and Son, nightly fireworks, Rogers Bros. Circus, and several types of race events.

Besides the carnival, Robbins has an independent midway for straight the largest under-canvas annuals 3

#### Shaunavon Elects Fritz

SHAUNAVON, Sask., Nov. 26. Society, succeeding Joe Sutter. and Bernard Gardner.

### TV GOES ALL OUT

## Outlet Emanates All Shows From Grounds

(Editor's Note: WBRC-TV in Birmingham constructed a complete sta-tion at the Alabama State Fair. The entire station operation eminated from the grounds during the six-day fair.)

#### By J. ROBERT KERNS

#### Vice-President, Managing Director, WBRC-TV

TRANSPORTING a complete major television station operation to the Alabama State Fairgrounds confronted management with almost insurmountable physical problems but when completed provided a priceless experience in public relations and station promotion.

As the WBRC-TV staff evaluated "Operation Fair," we found we obtained immeasurable dividends which we think will far outweigh the enormous cost to us of carrying out the operation.

We firmly believe that not only will WBRC-TV benefit from this, the first instance of operating a major TV station's complete schedule from a State fair, but that the television industry as a whole will find value in the experiment.

#### Operation in Tent

The operation was housed in a giant 60 by 120-foot tent with a seating capacity of 500 people. A 60 by 40-foot stage was erected with a 20-foot runway extending from the center. Our entire programming was directed and staged from this point. A complete model kitchen was installed for the telecasting of our regular women's programs. Additional facilities were constructed to authentically reproduce actual studio props and commercial backgrounds.

We set our grand opening on Monday, October 3, at noon and immediately found ourselves "tied in" pleasantly with the hundreds of attractions and features on the fairgrounds. Sharon Kay Ritchie, the new "Miss America" for 1956, herself a fair feature, was on hand for the ribbon cutting which was telecast "live."

From that point on we found ourselves entertaining not only our viewers at home but a large portion of the more than 200,000 persons who attended the 1955 Alabama State Fair.

#### New Sparkle

We found new sparkle in our performance, our announcers and our production and technical staff. Playing to a live audience proved of untold value. Every member of our staff found himself or herself, at one time or the other, the absolute center of attraction of the thousands who crowded in to see a television station in operation at their

The glass-enclosed engineer's booth, complete in every detail and actually feeding the programs live from "Television City," proved a most interesting detail for our visitors.

The "behind the scenes" spirit added untold educational and entertainment interest for the visitors.

Then again, the fair offered "talent" which would not have been available to us under any other circumstances.

For instance, our women's program, "Joan and You," presented winners and exhibits from the fair's women's department in cooking, sewing, leathercraft and numerous other divisions.

#### Livestock Exhibit

"Alabama. U.S.A.," our regular farm program feature seen on Channel 6 Monday thru Friday, presented the prize livestock exhibit winners actually bringing the cattle, hogs and sheep directly "on stage."

From the Barnes-Carruthers State Fair Revue came interviews

with the colorful names in the outdoor show world. From the Amusement Company of America midway came additional talent for interviews and participation "live."

Agricultural and business leaders from thruout the State poured in constantly for participation in live programs which were tailored for the individual guests.

Here again the usual reluctance of inexperienced TV guests to perform "dead" was overcome. They were in their medium looking right at the people they were talking to. On the home TV screen every single program was projected with a sincerity seldom seen outside of professional actors and actresses.

#### TV City Greeters

The entrance to "Television City" was enhanced by professional models who distributed 40,000 books of matches, and 20,000 copies of a special "Channel 6 Goes to the Fair" brochure and who also helped scating and welcoming guests througt the week.

It was a pleasure for us to be cited personally by R. H. McIntosh, general manager of the Alabama State Fair, who stated that he gave credit to WBRC-TV's powerful pre-fair promotion on Television City" as a main reason for the high attendance and gross figure of the 1955 fair.

As for myself, the operation from sign-on to sign-off was by far the largest and most successful promotion I have ever seen undertaken by a radio or television station in my 18 years' experience. The mobility of television was certainly vividly proven and the fact that not one minute was lost to transmission or equipment failure, opens up a broad new horizon for television to scan.

We here at WBRC-TV certainly look forward with great en-

thusiasm to a like operation in the coming years.

## **Detroit Names** Directors

Michigan State Fair Board of Man-agers for varying terms by Gov. G. Evart. Archibald McIntyre, of Bad

Elder, C. Resegart, of Drayton term ending in 1959.

Plains, was named for the term ending in 1956-all terms expire April 14-to succeed Billie S. Farnum, of Williams Lake, who was a principal figure in developing the fair's midway growth in recent years.

Mildred Stark, former DETROIT, Nov. 26.-Three new mayor of East Detroit, was named n.embers were appointed to the for the term ending in 1958, suc-Mennen Williams to fill board va- Axe, succeeds Sanford A. Brown, the new State treasurer, for the

## Iowa State Gets Okay On 200G Radio-TV Bldg.

for construction of a new \$200,000 exposition closed. Communications building at the Iowa State Fairgrounds to provide quarters for radio and TV stations moved ahead with the State executive council granting the fair board authority to go ahead with architectural plans for the structure."

Lloyd Cunningham, secretary of the Iowa Fair board, said it is trance to the grounds. It will pleted in time for the 1956 fair.

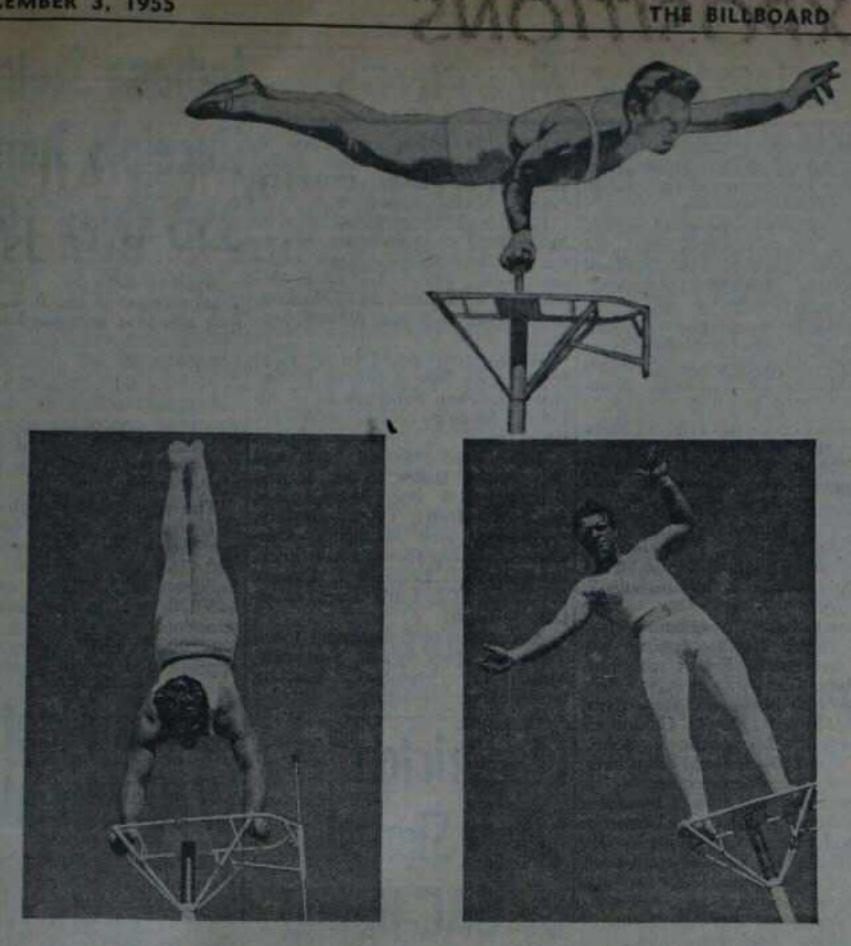
at this year's fair and which was room for the stations.

DES MOINES, Nov. 26.-Plans | destroyed by fire shortly after the

Cunningham said the former building was inadequate to provide suitable quarters for the radio and IV stations covering the fair and that the stations in the past have been scattered throont the grounds. in this part of the nation.

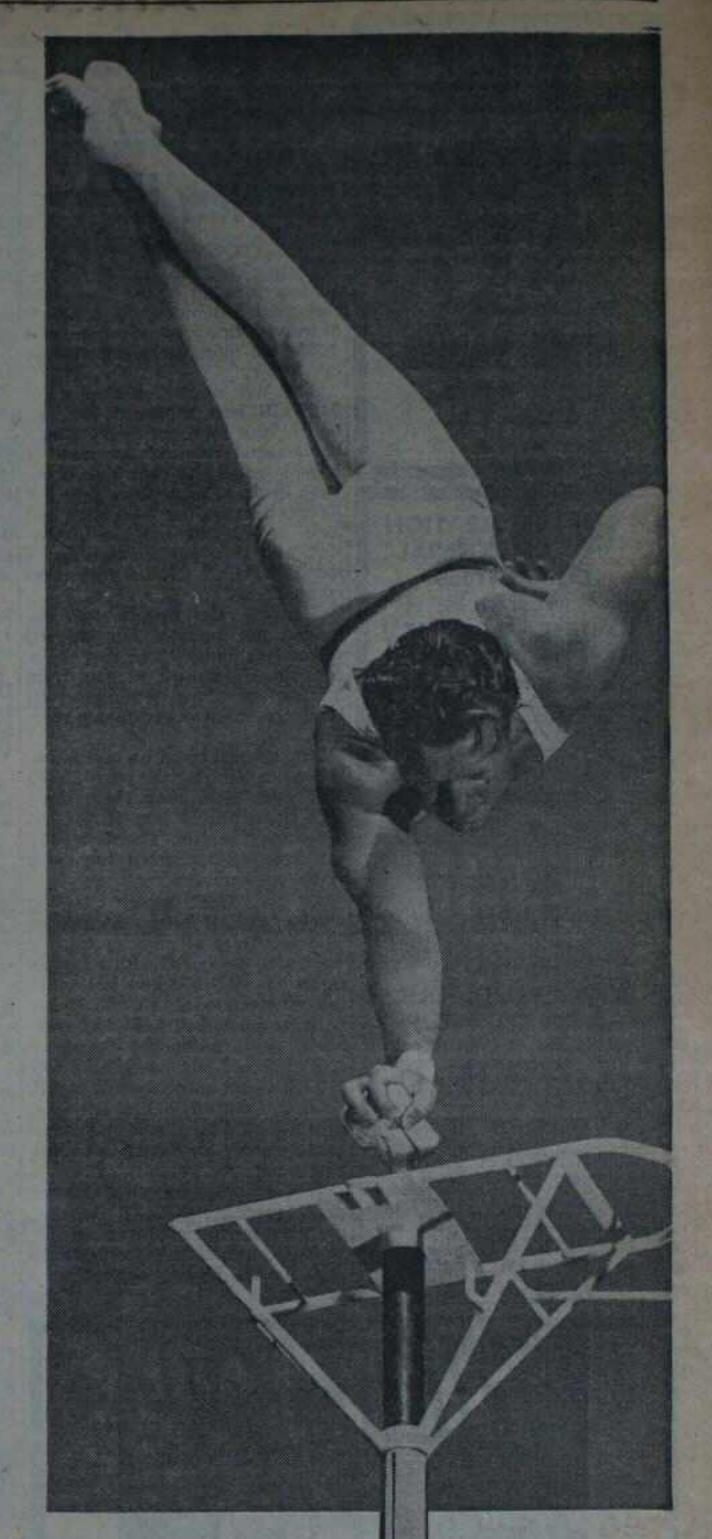
The new building will be one-story with a brick front and located near the Grand Avenue enhoped to have the building com- have at least three studios with -Clarence Fritz was named presiseating capacity of around 200 for dent of the Shaunavon Agricultural The structure will replace a one- each studio. In addition the buildstory building used by WHO-TV ing will provide a general news Vice-presidents are Herb Anderson





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The GREAT SEABRIGHT works on the world's highest rigging, 147 feet in the air . . . the height of a 15-story building . . . which includes a 32-foot sway pole on which he stands flat-footed and sways perilously from side to side.

At this amazing height, he does a body press-out from the pole ... a two-hand stand . . . and is the master of the one-hand stand with a colorful finale of standing on one hand on the top of the sway pole . . . twirling a baton in the other hand.



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The incomparable SEABRIGHT leaves an audience impression that defies description . . . causes comment and comparison for months to come.

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## Saskatoon Ex Nets \$127,210 For New High

SASKATOON, Sask., Nov. 26 .-Reporting to the annual shareholders' meeting of the Saskatoon Industrial Exhibition, R. J. (Bert) Schroeder Hotel, Milwaukee, Janu-Murray, retiring president, termed ary 3-5. Win H. Eldridge, 3151/2 1955 "the most successful year in East Mill Street, Plymouth, secreour history."

of financial returns," he said. "I Corson, Topsfield, secretary have in mind the contribution we girls' camps and 4-H club activi- 9-11. Harold C. Pederson, 3531 the Dairy Calf Club Sweepstakes secretary. competitions."

tended our summer fair enjoyed themselves more than they have ever done," he said, judging from all-time records in grandstand attendance, midway and racing reve-

The amount spent on capital improvements during the year-\$337,-849-was "more than three times that spent in any one of the last 10 years," he said. The new Jubilee Building accounted for much of the expenditure.

378G Gross

The financial statement disclosed revenues from all sources reached \$378,473, compared with a budget figure of \$302,900 and last year's actual revenue of \$336,692. Expenditures reached \$251,262, compared with a budget figure of \$233,025 and last year's \$216,666.

compared with \$120,026 last year, lanta, January 16. Joe F. Pruett, Like the 1954 surplus, it was placed 550 Riverside Drive, Mason, secin the reserve for extension and re- retary.

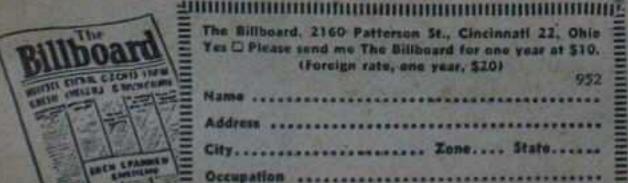
J. A. Mighton was elected president, succeeding R. J. Murray, president for the last two years, Dr. V. E. Graham is first vice-president and R. H. Howes second vicepresident.



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## FAIR ASSN. MEETINGS

Iowa, Hotel Fort Dest Moines, Des Fairs, Rainbow Hotel, Great Falls Moines, December 12-13 C. S. Mont., January 29-31. Clifford D. Miller, Tipton, secretary.

Indiana Association of County & District Fairs, Hotel Severin, In-H. Clark, 360 Walnut Street, Franklin, secretary

Wisconsin Association of Fairs,

The net operating surplus of Massachusetts Agricultural Fairs' \$127,210 was a record one, he Association, Weldon Hotel, Greennoted. "But I am not thinking only field, Mass., January 9-10. Paul

Minnesota Federation of County have made to agriculture thru our Fairs and Minnesota State Fair, livestock shows, our farm boys and Hotel St. Paul, St. Paul, January ties, and thru our sponsorship of 22d Avenue South, Minneapolis 7,

Kansas Fairs Association, Jay-"I think the people who at hawk Hotel, Topeka, January 10-Everett E. Erhart, Stafford,

> Ohio Fair Managers Association, Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 12-Rollo E. Singleton, Department of Agriculture, Jefferson City,

Agricultural Societies, Hotel Syracuse, Syracuse, January 14. Robert Turner, Horsehead, N. Y., secre-

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, Mich., secretary.

Georgia Association of Agricul-This year's surplus of \$127,210 tural Fairs, Atlanta Biltmore, At-

> Tennessee State Fair Association, Noel Hotel, Nashville, January 19-20. L. E. Griffin, P. O. Box 90, Nashville, secretary.

> North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 19-20. Corbin Green, Hickory, secretary.

Virginia Association of Fairs, Patrick Henry Hotel, Roanoke, January 22-23. William E. Finch, Fairgrounds, Riverside Drive, Danville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 22-24. Clifford C. Hunter, Taylorville, secre-

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 23. William C. Lynn, c/o Department of Agriculture, 1 West State Street, Trenton 8, secretary.

Managers, Comhusker Hotel, Lincoln, January 23-25. H. C. Mc- Fair, Boise, August 28-September Clellan, Arlington, secretary.

Western Canada Association of Exhibitions, Royal Alexandra Hotel, Winnipeg, January 23-25; Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 25-26. Roy E. Symons, Skowhegan, secretary.

Pennsylvania State Association of County Fairs, Lycoming Hotel, Williamsport, January 25-27. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Horse Shows, Kentucky Hotel, next year's meeting November 9-10. Louisville, January 26-27. L. Doc Cassidy, State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, January 26-28. A. D. Scott, Box 68, Fargo, secretary.

Fairs, Daniel Boone Hotel, Charles- the appointment. ton, January 28. James T. Hetzer, 307 Bank Arcade, Huntington, sec-

Western New York Fair Managers' Association, Buffalo, January W. Howard Vanderhoef, minimumminimumminimum Hamburg, secretary.

Fair Managers Association of Rocky Mountain Association of Coover, Shelby, secretary.

New York State Association of Agricultural Fair Societies, Sheradianapolis, January 1-3. William ton-Ten Eyck Hotel, Albany, January 30-31. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, sec-

> Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 1. J. M. Dean, Jackson, Miss., executive secretary.

> Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 2-4 Bob Murdoch, Blackstone Hotel, Tyler, secretary,

> Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 6-7. Leonard T. Barnes, P. O. Box 907, Little Rock, secretary-treasurer.

Association of Connecticut Fairs, Terryville High School, Terryville, March 17. Joseph C. Bartlett, North Haven, secretary.

## Fredericton Show Signed Central New York Association of By GAC-Hamid

FREDERICTON, N. B., Nov. 26.—One of the first fair contracts signed by the new GAC-Hamid, Inc., talent office is the Fredericton Exhibition, with Ray Crewdson, secretary-manager, representing the fair, and August C. (Babe) Raab representing the tests, expenses and fairgrounds agency.

Included in the 1956 show lineup are to be Will Mahoney, musi- agriculture; Wilbur G. Colburn, cal novelty; Florida Trio, knockout president of the association; Bob comedy; Wazzan Troupe, tum- Skinner, vice-president; W. E. blers; Irah Watkins' chimps; Terry Freeman, secretary, and C. C. Hun-Sisters, acrobats; Two Mazurs, ter, secretary of the State associaaerialists, and Edna and Leon, balancing. Gordon Sinclair, emsee, to Stanard. now doing hotel and club work in Montreal and Toronto, is well known in Fredericton from a stint George B. Flint, Boyle Woolfolkas staff announcer on CFNB.

# ldaho Assn.

TWIN FALLS, Idaho, Nov. 26. -The Idaho State Fair and Rodeo Association set '56 dates for its members and re-elected most of its officers at its annual meeting here,

Dates for next year are: Eastern Nebraska Association of Fair Idaho State Fair, Blackfoot, September 11-15; Western Idaho State 1; Caldwell Night Rodeo, August 7-11, tentative; Emmett Cherry Festival, June 18-23; Lewiston Roundup, September 7-9, and the Snake River Stampede, July 17-21.

Only new officer is Elmer Terry, of Pocatello, who was elected second vice-president of the association. Re-elected were George W. Cleveland, Caldwell, president; Tom Parks, Filer, first vice-president; Clifford Hinkley, Lewiston, third vice-president, and Erlin Johannesen, Emmett, secretary-treas-

The 125 delegates at the meet-Kentucky Association of Fairs & ing selected McCall as the site of

#### Neely Chairmans Tex. Assn. Program Group

TYLER, Tex., Nov. 26.-Othel Neely, manager of the Heart o' Texas Fair, Waco, has been named Oklahoma Association of Fairs, chairman of the program commit-Student Union Building, Stillwater, tee of the 1956 Texas Association January 27-28. Vera G. McQuil- of Fairs & Expositions convention kin, P. O. Box 3898, Oklahoma in Dallas, February 2-4. President William Petmecky, Fredericksburg, West Virginia Association of president of the association, made

Named chairman of the membership and attendance committee was Allen B. Finnell, manager of Jackson County Fair, Edna.

Petmecky said the convention will conclude with a noon luncheon on Saturday (4).

## Indiana State Receipts Jump 35G Over

INDIANAPOLIS, Nov. 26 .-Total receipts of the Indiana State Fair this year amounted to \$797. 368.14 an increase of more than \$35,000 over last year, the fair's financial report indicated.

Largest single item of increase was from concession space in the Coliseum, which yielded \$116,147 this year compared with \$103,461 a year earlier.

The report showed that \$336,-097 was spent on the new sheep pavilion, leaving a balance due to \$20,475. On the new farmers building, \$371,561 was spent with \$45,278 yet to be paid. Construction was financed thru a \$500,000 bond issue plus \$250,000 appropriated by the board.

## Illinois Meet Well Attended

SPRINGFIELD, Ill., Nov. 26,-Upward of 75 fairmen from 28 Illinois fairs attended the annual meeting of the Central Zone of the Illirois Association of Agricultural Fairs here Sunday (19) in the St. Nicholas Hotel.

Main topics of discussion were State aid, midways, name attractions, free gates, means of increasing attendance, gimmick attractions such as walkathons, beauty conmaintenance. Among the speakers were Stillman Stanard, director of tion and an administrative assistant

A good number of attraction people were also on hand, including Associated Booking Corporation; Billy Senior, Barnes-Carruthers Toeatrical Enterprises; Jimmy Downey, Downey Agency; Aut Swenson, Swenson Thrilleade; Buff Hottle, Buff Hottle Shows; H. V. Peterson, Tivoli Exposition Shows; Earl Baker, Blue Grass Shows; Harry Smith, Schafer Shows; Emil Guldenzopf, Regalia Manufacturing Company, and Wally Baptist, Baptis Sound Service.

#### Miss. Assn. Meets Feb. 1

JACKSON, Miss., Nov. 26.-The Mississippi Association of Fairs & Livestock Shows will hold its annual meeting at the Robert E. Lee Hotel here February 1, J. M. Dean, secretary, announced. Daytime business sessions will be followed by # banquet that evening.

## RODEO ACIS

Want Acts that can double, Family Acts preferred, man and wife; High School Horses, Trick Riding, Ropers, Clown Mules. Also want versatile Cowboy Act that can be featured. State lowest salary and what you octually do. Se explicit, Send photos. 16 weeks' work. Must have own transportation, Contact

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> HAL GARVEN PRODUCTIONS

CARNIVALS

#### WITH THE LADIES.

## Costumes Sparkle At Hot Springs Ball

social season hit its high point from green. A grey jersey cocktail suit, the feminine standpoint here with rhinestone trim, was selected Wednesday (16) at the annual ban- by Millie Wilson, and Evelyn quet and ball of the Hot Springs Moran Olliphant was adorned in Showmen's Association held in the a powder blue floor-length net and ballroom of the Arlington Hotel. tulle strapless number. Sable brown And the ladies, adorned in their floor-length gown was chosen by finest, out-sparkled any past events, Irene Dickens. according to most on-lookers.

crepe and taffeta, while Mrs. sheath-type black taffeta with large blue lace over satin sheath with Holt, past president, came in a silver accessories. A Schiaparelli white metallic gown by Irene, of shrimp-colored taffeta with fish- while another past president, Mrs. tail back was chosen by Josephine Vivian Zimdars, was in a silver Haywood, while Mrs. Alice Block lame cocktail dress by Dior. Mrs. with rhinestones, and Mrs. Bobbie semble was of powder blue taffeta Hymen in a blue crepe cocktail- and coat of paisley print trimmed length gown with matched acces- in sequins, For the event Mrs. Irene sories. White satin trimmed with Ogle selected a grey cocktail numrhinestones was selected by Mickey ber with matching accessories, and Young.

#### Ice Blue Satin

Mrs. Ann Doolan came in an iceblue satin cocktail number with matching slippers. Mrs. Betty Dyer wore a grey-blue Christian Dior number with matching accessories, while Sybil Lashbrook wore an

## Chambliss Sets **Buck Unit for** Rocky Mount

NEW YORK, Nov. 26.-The O. C. Buck Shows have been awarded the 1956 midway contract at the Rocky Mount (N. C.) Fair, it was announced here this week by Norman Y. Chambliss, fair manager.

The Buck unit succeeds Prell's Broadway Shows which furnished attractions at the fair for several years. Chambliss said the need for a change influenced the decision.

Awarding of the midway contract at the Pitt County Fair, Greenville, N. C., which Chambliss also manages, will not be made until the annual meeting of the governing group December 5. Usually the same show plays both events.

#### Chicago Showfolks Elect Lucian Kapp As '56 President

CHICAGO, Nov. 26.-Lucian S Kapp was elected president of the Show Folks of America here for 1956 and Henry C. Rieck was named first vice-president. George B. Flint was elected second vicepresident and Sophie Tucker third vice-president.

Named to the post of recording secretary was Florence La Mar, while Mildred Cusick will take over as corresponding secretary and Tom Coulthard as financial secretary. Isaac T. Chapple is treasurer and Walter F. Driver treasurer

Board members for one year are Clara Paulsen, Charles Stewart and Robert Hughey. Those named for two years are Eugene Bradley,

William Hetlich, Emily Zabel, Etta Coulthard, Howard Olson, Bess Tibbils, Estelle Flint and Walter F. Driver. Hold-overs are Edgar Bradfield, Mizpah Chenier, Billy Kiefer, Antonette Nechville and

The club will hold its annual Christmas dinner at Ricketts here December 18. Installation is scheduled for January 17. Club's "Night of Stars" will be held December 8 in the Civic Opera House.

HOT SPRINGS, Nov. 26.-The Adele Simpson original of emerald

Mrs. Alice Hennies, president of The out-of-town contingent in- the Ladies' Auxiliary, graced the cluded Mrs. Margaret Pugh, who speaker's table in a toast rose gown wore a Lily Dache original of black of nylon net and lace with mutiple lace, very bouffant with rhinestone rows of tiny net ruffles. Mrs. Ethel trim. Mrs. Grace Tinder was Booth, Auxiliary president-elect, charming in a black cocktail-length was sophistication personified in a MODEST AFFAIR Edythe Conklin came in periwinkle side bow and drape, Mrs. Caroline appeared in blue velvet trimmed Bonnie Wheatley's imported en-Mrs. Daisy Fritts, club mother, was in a royal blue velvet dress set off by rhinestones. A floor-length black taffeta and net gown was worn by Mrs. Elsie Powell, while Mrs. Joanne Fairly came in a plumcolored velvet with buffant petti-

#### Princess Style

White faille in a princess style was worn by Mrs. June Reynolds, and Mrs. Marie Sorenson came in a sheath cocktail gown of imported and disposed of it piecemeal, blue lace over pink taffeta. Mrs. Marion Shuford wore black net over taffeta with velvet bodice, with the skirt decorated in roses of varied colors. One of the many outstanding groups included Mrs. Gloria Pearson in a shocking pink sheath number with gold acces-(Continued on page 74)

## World of Mirth Sets Hermine's Midget Troupe

NEW YORK, Nov. 26. - Hermine's Midget Troupe will return to the World of Mirth Shows next season after an absence of two years, Frank Bergen, show general manager, reported here this week. The show will replace Nate Eagle's Hollywood Midgets.

Other changes and additions to the attractions line-up are also under consideration, Bergen said. Discussions of available features were under way here this week, as most of the World of Mirth execs were in town for festivities staged by the National Showmen's Association.

#### TWO NSA PRIZES FIND WAY HOME TO DONATORS

NEW YORK, Nov. 26 .-Two odd ones, at odds of some 17,000-to-1 on the basis of total tickets sold, marked the annual National Showmen's Association prize awards Tuesday night (22). In one case a ladies diamond ring found its way home to jewelry salesman Walter Fried. He had sold it to George Ross, who donated it as a prize. In the other instance a \$200 government bond, donated by George A. Hamid Sr., and his son, George Jr., was won by Bess Hamid, "My men may have donated it," Mrs. Hamid quipped, "but they aren't going to get it back!"



MR. & MRS. C. GUY DODSON

## C. Guy Dodsons Celebrate 50 Wedded Years

gether at their home. Dodson has lived in retirement both here and at his Savannah, Ga., home since 1948, when he and his brother, Mel. C. Dodson, sold their Dodson's World's Fair Shows to John

#### TOP TALENT PERFORM

## Food & Fun Liven Bang-Up NSA Fete

NEW YORK, Nov. 26 .- Wednes- | were the McGuire Sisters, who ofday's (23) 18th annual banquet by fered a few bars of their theme, the National Showmen's Associa- "Good Night, Sweetheart," then retion, climaxing a week of gettogetherness by Eastern showmen, drew some 700 persons to the Ho- stints were offered by comedienne tel Commodore for one of the club's Jean Carroll and songstress Lillian most successful affairs. Many of Roth, both of whom made a solid those present will carry the frivol- hit with the many showmen in atous post-season attitude over into tendance. Miss Carroll's rapid-fire next week's yearly Chicago sessions.

The night was notable in several respects. The food was excellent and promptly served, speeches were brief and to the point, and the entertainment topped everything within recent memory. Chairman Max Tubis and his committee came in for congratulations several times before the night's festivities drew to an end after 2 a.m.

Pointing up the talent power of the newly formed GAC-Hamid office, the entertainment included a host of impressive names, and the dais guests included Jackie Bright, of the American Guild of Variety MIAMI, Nov. 26.-The C. Cuy Artists, which recently concluded a Dodsons will observe their Golden pact with CAC-Hamid. Cetting the Wedding anniversary on Sunday program off to a rapid start was (4) with a small family get-to- the Wazzan Troupe, crackerjack tumbling and pyramid-building outfit.

#### Ray, McGuires Show

Johnnie Ray, as promised, made a next-to-closing appearance lasting R. Ward. Two years later the some 10 minutes. Ray sang "Dogbrothers again acquired the show gone Nice to Know You" after spending several minutes building The 50 years of wedded life, an up a friendly atmoshere with the (c. 74) crowd. Also in a brief appearance

turned to the Copacabana.

Lengthy and well-appreciated delivery included many side-splitters. Miss Roth, freely plugging the upcoming movie based on her book, "I'll Cry Tomorrow," starring Susan Hayward, sang "Sitting on Top of the World"; "Red, Red Rob-(Continued on page 74)

## NSA Memorial, Open House Big Success

#### Phil Davis Cops \$400 Award, One Prize Unclaimed

NEW YORK, Nov. 26.-One of the largest turnouts in recent years attended this week's open house and memorial services at the National Showmen's Association. The memorial end, executed under the chairmanship of Joe McKee, was fittingly solemn and appropriate, lasting exactly an hour.

The balance of the evening was taken over by the annual award activity and refreshments. As was the case last year, one prize was unclaimed, and the winner is unknown. A case of Philip Morris cigarettes is being held at the club office for the holder of ticket (Continued on page 74

## Chuck Moss Heads Dallas Club Slate

DALLAS, Nov. 26.-Chuck Moss was this week nominated as the Runners-up to Miss Snobar, all Miss Snobar is scheduled to first male president of the Lone Star Show Woman's Club of Texas here, which is to be known from now on as the Lone Star Showman's Club of Texas. A slate of officers was announced at the Monday (21) meeting that included both men and women who will operate the club for its first year as a mixed organization.

> Also on the slate were Mrs. Katie ESCANABA, Mich., Nov. 26.- Little Eutah, first vice-president;

will be appointed.

Nominated to the board of govinces include T. C. Sands, Bob A midget cow, purchased late Harris, Red Kearns, Paul Julien, Bonney (5-Star General) Allard, Pat

Templeton and Pearl Ledel. The installation of officers will, as usual, be held at the annual banquet held during the fair meet-

ings here in February.

## May Snobar Wins Coast Club Crown

LOS ANGELES, Nov. 26.-May of whom attended princess ratings. Snobar, of Monte Young Shows, included Flossie Fitzgerald, Foley top honors in the 10-month con- dieland, 15,500 votes.

Defense Bonds as prizes.

## Bergen Slates Added Unit for Dominican Fair

NEW YORK, Nov. 26.-Details involving the participation of World of Mirth Shows equipment in the Dominican Republic's World's Fair were completed here and manager.

will accommodate around 1,000 under 54 grosses.

morrow with a full crew of foremen equipment

was crowned Outdoor Show Queen & Burk Shows, with 55,200 votes; of the Gold West at the home- Evelyn Lantz, Crafts Shows No. coming dinner of the Pacific Coast 2, 53,000; June Sutton, Crafts Showmen's Association here Mon- Shows No. 1, 52,300 votes, and day night (21). Miss Snobar took Mary Helen Graham, Doolan's Kidtest by amassing a total of 71,400 | Secretary Al Flint and Lucille Dolman were co-chairmen of the More than 400 members, friends contest assisted by Grace Merkle

and guests attended the home- and Betty Coe. Sam Dolman was coming which was held in the in the chair for the homecoming clubrooms, and the queen, along festivities assisted by Lou Baciwith other contestants, received galupi, John Snobar, Eddie Harris, Jockey Moore and Gene Wilson.

leave here today (26) for Chicago where she will be feted at the outdoor conventions.

#### Altenburg Shelves **Big Animal Shows** For Grind Units

R. Neil Altenburg, animal trainer, W. A. (Junior) Schafer, second said here this week that he will vice-president; Mrs. Bette Harris, shelve his big animal shows for next third vice-president; Johnny Obyear in preference for one unit of luck, secretary, and Ed Meek, grind shows. All surplus animals treasurer. A recording secretary will be housed in a Midwest zoo.

The one unit is scheduled to opyesterday by Frank Bergen, owner erate on E. E. (Emie) Farrow's ernors were 12 past presidents of Wallace Bros. Shows next season. the women's club, Beth Anderson, In addition to 53 wagons of Of the three Altenburg units on the Mary Ellen Liberman, Edna equipment already in Giudad road in '55, the one with Farrow's Hacker, Ketta Linsey, Margaret Trujillo, Bergen said he had con- show was the only one that came Pugh, Sally Murphy, Alyne Mortracted to send Club 18, a featured up with a good profit, Altenburg ency, Millie Cepak, Helen Rees, show unit, to the exposition. Club said. The other units showed a de- Mabel Welshman, Milly Hudspeth 18, which houses the girl revue, crease of as much as 50 per cent and Marie Obluck. Additional nom-

Bergen was here this week with this season, died on arrival here at J. D. Taylor, Simmie Carroll, Herb Bernard (Bucky) Allen, show con- the show's winter base. Pat Henry Crangle, Joe Murphy, Tex Chamcession manager and midway man- left for Chickasaw, Okla.; Chief bers, Jack Ruback, Curley Reynager at the Dominican event, to Poneytail went to New York; Pro- olds, Curiey Vernon, Tobe Macattend the National Showmen's fessor Hansen to Green Bay, Wis., Farland, Grace Tinder, Ira Burdick, Association banquet, Allen left here and Sam Prestay to Chicago, Altenyesterday for Miami. He will plane burg plans a trip to pick up some from there to Ciudad Trujillo to grind shows while his brother Tom handles winter quarters. Dolly to supervise the setting up of the Altenburg left recently to visit friends in Detroit.

## Food, Fun Liven NSA Fete

· Contir ed from page 73

title song of the picture.

The Treniers, frantic musical group, came over from Cafe Society for several numbers. The Copa also offered comic Morty Cunty. Comedy dance teams Elsa and Waldo, and Helene and Howard also performed, as did the Jones Boys; Denise Lor and Dolores Hawkins, vocalists, and emsees Allan Drake and John Cummings. Music during the night and for dancing was conducted by Boyd Rayburn, Joe Basile and Nick Francis.

President Emertius George A. Hamid Sr. gave credit from the dais to Al Rickard for helping line up the evening's entertainment. The dais list also included famous toastmaster Harry Hershfield, and James Farley, chairman of the board of the Coca-Cola Company.

#### Two Gold Cards Awarded

A widely representative list of guests graced the dais, several of whom made remarks, including Tubis, who thanked his committee; Farley Hershfield, who again pleased all with his quips, and Bright, who appealed for co-operation among show people. Margaret McKee, president of the NSA Ladies' Auxiliary, who was introduced by Hamid, presented a gold life membership card to Evelyn Batalsky. Hamid also gave one to outgoing President John Weisman.

raised during the season included and Harry Sandler, representing the following major items: Cetlin the Pacific Coast Showmen's As-& Wilson Shows, \$1,493, Connec- sociation.

in": "Sing You Sinners" and the ticut Boys, \$1,500; James E. Strates Shows, \$1,000; World of Mirth, \$1,000; I. T. Shows, \$500; O. C. Buck Shows, \$350; Ben Weiss, \$250. Bess Hamid raised its weekly drawing, award books, and Yearbook ads, came up with \$4,934 this season.

The dais list included John Weisman, president; Gerald Smellens, Morris Batalsky and Ben Weiss, vice-presidents; J. Jeff Harris, secretary; Harry Rosen, treasurer; Louis D. King, chaplain; Sidney H. Levine, counsel; Dr. Jacob Cohen, club physician; George A. Hamid Sr., president emeritus; James A. Farley; Norman Y. Chambliss Sr., president, North Carolina Association of Agricultural Fairs; Max Cohen, counsel, American Carnivals Association; Sam Prell, president, Miami Showman's Associa-

Also, Edward Hardeman, president, New York State Association of Fairs; Jim McHugh, The Billboard; Bernie Mendelson, representing the Showmen's League of America and the Greater Tampa Showmen's Association; Max Tubis, banquet chairman; Rev. Allen E. Claxton, Broadway Temple Methodist Church; Past Presidents Bernard (Bucky) Allen, James E. Strates, Oscar Buck, Phil Isser, Frank Bergen, and Joseph A. A rundown of benefit money McKee; Jackie Bright, of AGVA,

## Dodson Golden Anniversary

showbusiness, started in 1905 aggregation numbered 40 cars, when Guy was a dramatic show and carried some 30 rides, 14 operator and Katie Hoffman was shows and 60 concessions, tourin the cast. He proposed that ing virtually all parts of the winter on the first passenger train country at leading fairs. run between Louisville and Philadelphia. Miss., where they were was a bit of advice from Buffalo married on December 5.

During the brothers' show ownership Katie gave birth to a daughter, Lucille, in South Bend, Ind. A second girl, Ruby, was born train in Fairmount, W. Va. The Dodsons have three grandchildren.

#### Started as Talker

C. Guy Dodson was born in Defiance, O., in 1884 to Samuel death in 1898 Doc took their the Lunette Show, a featured unit. matic show operator.

Mel operated the Dodson's World's rived from their friends in outdoor Fair Shows, they were always to- showbusiness.

imposing milestone in outdoor; gether as partners. At its peak the

An early inspiration to Dodson Bill Cody, then president of the Showmen's League of America. Hearing that Dodson had a signed contract for several dates in Mexico, Cody said, in effect, that in their private car on the show anyone who couldn't make a living in the United States ought to get out of show business. The brothers never left the country after that.

The Dodsons have settled back now, resting at their homes in (Doc) and Myrtle Dodson. Doc Georgia and Florida, and Guy and Dodson was a medicine show man Mel own one of the South's betfor many years. Upon his wife's ter motels, in Savannah. Guy is a regular at the Miami Showmen's three sons, C. Guy, Mel G. and Association, was recently nominat-Artie, on the road with him. Guy, ed to the board of directors, and at the age of 18, joined the just gave the club a gold presi-Gaskel-Mundy Shows as talker on dent's chair in honor of his 50 years of marriage. A larger cele-Later he went into the concession bration was decided against, Mrs. end, then became a girlie and dra- Dodson not being active enough for such an affair. Many expres-During the many years Guy and sions of congratulations have ar-

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#### MIDWAY CONFAB

Among the show folk around the fishing bole at Aransas Pass, Tex., last week were Mr. and Mrs. Chuck Moss, Mr. and Mrs. Tea Chambers, Mr. and Mrs. Paul Juhlin and their \$2,700 by sale of award books, and sons, Mr. and Mrs. Snipy Kolb, Paliisades Amusement Park, with Mr. and Mrs. Bill Bonta, Mr. and Mrs. Charley McCarthy, Mr. and Mrs. John Scott, Mr. and Mrs. Wap Davis, Mr. and Mrs. Cliff Knox, Mr. and Mrs. Harry Brown, Mr. and Mrs. Dixie Glasco, Mr. and Mrs. Bob Perry, Mr. and Mrs. Whitey Dixon, Mr. and Mrs. Billy Dixon, Mr. and Mrs. Harry Fitch Mr. and Mrs. Slim Griffith, Mr. and Mrs. Jimmie Byers, Mr. and Mrs. Ike Wolfenburger, Bill Rideing, Ab Lave, Tye Kolbb, John Johnson, Mr. and Mrs. H. P. Hill, Mr. and Mrs. C. O. Hill, Mr. and Mrs. Bobby Jacobs, Mr. and Mrs. Andy Wedimer, Mr. and Mrs. Jack B. Moore, Mr. and Mrs. Harvey Moore, Mr. and Mrs. Fred Kuhn, Mr. and Mrs. Delbert Norton, Mr. and Mrs. Ed Meeks, Mr. and Mrs. Joe Palooka and Mr. and Mrs. Leon Rider.

> Roy (Scrubboard) Wallace and wife, Bernice, recently took a threeyear lease on one of the Johnny J. Jones hotel and motel units at Bamberg, S. C. . . After a twoweek visit at his home in Louisville, Billy Logsdon has returned to Alfredo's Side Show quarters at Long Island, Hebrew Congrega-Pascagoula, Miss.

Dick Martin, who recently underwent an operation, is convalescing at the home of his son at 17 Bagnell Avenue, Raleigh, N. C. He'd like to hear from friends. . . Bertram (Junior) Hassett, of the Charles Hodges Side Show, was married recently, reports Pinky Pepper. Hassett and his wife are living at Camp Campbell, Ky., where he is stationed with the 11th Airborne Division. He is skedded to leave for Munich, Germany, in February. . . . Al (Whitey) Hunt is due in Pascagoula, Miss., soon to help Billy Logsdon build a new show for the 1956 season. Hunt will operate a Single-O-Show, and Logsdon will be featured in a Side Snow annex. . . . John H. Sperling, who is in Veterans' Hospital, Baltimore, writes that he expects to be there another year. He would appreciate a line from friends.

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RIDES AND CONCESSIONS FOR CENTENNIAL CELEBRATION et Lake City, tows - July, 1954. Centact

CHAMBER OF COMMERCE

## NSA Memorial, Open House

42301. The \$400 first prize bond | following day, climaxed by the was won by Phil Davis.

NSA, presided over the memorial services, which had on the dais the Broadway Quartet, of the Broadway Memorial Chapel. Their hymns were spaced thruout the program and gratefully received by the large audience which filled the clubrooms.

#### Final Roll Called

King's opening prayer followed the first hymn, and was in turn followed by the reading of Catholic prayer by Eileen Weisman. John Weisman and Margaret McKee, presidents of the NSA and its Ladies' Auxiliary, read the final roll call of those who have departed during the last year, each being memorialized by the presentation of a flower and turning on of a light alongside the names on the club's memorial board. prayer was also offered by Flo Thompson, Auxiliary chaplain.

The final roll was called for Gloria C. Jones, Jean Dellabate, John Kravitz, Pete Burkhardt, Joseph Hughes, I. Reichenthaler, Israel Nathan, Robert Laurence and Ben Merson. Taps were played by Joe Basile, followed by addresses by the Rev. Leon Claston, of Broadway Memorial Chapel; Rabbi Jacob Radin, of Inwood, tion, and President Emeritus George A. Hamid.

on the gathering next, and the having copped the first prize bond frivolity was to extend over the last year.

traditional Thanksgiving Eve ban-Louis D. King, chaplain of the quet, in the Hotel Commodore. Representatives of numerous Eastem shows were on hand for the open house, including I. T., World of Mirth, Amusements of America, James E. Strates, Virginia Greater, Prell's Broadway, Morris Hannum, Coleman Bros., Mullins Royal Pine, Continental, King Reid, Metropolitan and others.

#### Winners Listed

With Weisman presiding, an additional \$289 was raised in award tickets prior to the climactic prize event, bringing the grand total to close to \$7,000. Winners were as follows:

Government bond of \$400, Phil Davis; \$200 bond, Bess Hamid; \$100 bond apiece to Col. Bob Morton, Glenn Creamer and Neal Feld; Gilbert electric train, Ruth Ann Rinaldi; ladies' watch, Arthur Rothbard; case of Philip Morris eigarettes, unclaimed (ticket 12301) ladies' diamond ring, Walter Fried; portable Phileo TV, Tony Vitale; case of Scotch whisky, L. G. Kelly; cultured pearl necklace, Burkard Coal Company; case of Royal Crown whiskey, Virginia Klein; \$50 bond apiece to Teddy Van Vliet, Joe McKee, Mrs. Bert Nevins, D. Lakin and Thomas L. Gleen, Inc.

Also, Columbia bicycle apiece to Ted Stillman and Mrs. George Rector, and a radio, won by the Ralph Flanagan band. One of the A lighter atmosphere descended winners is a repeater, Mrs. Nevins

## Hot Springs Gowns Sparkle

sories; Mrs. Billie Owens in red with net ruffles. Pat Gee was in a nylon with velvet trim; Mrs. Ollie toreador style gold lame model, Glosser in polished Italian cotton while Mrs. Evelyn Phillips wore in blue; Mrs. Geneva Hazen in a turquoise shantung taffeta. Also cocktail gown with full taffeta skirt, among the out-of-towners were white background with blue roses, Mrs. Peggy Steinberg, who came in and Mrs. Shirley Bazinet in an a Hattie Carnegie gown of tur-Adele Simpson gown of old rose quoise taffeta, and Mrs. Kay Rocco lace with full skirt and tight in an apache dress of purple with

Seen chatting together were Mrs. Belle Roberts in a Navy blue tafteta and crepe cocktail dress; Mrs. Virginia Gamble in a black taffeta Mrs. Maudie Burnett in a white number embossed with braid and metallic sheath with rhineston trim rhinestones; Miss Sharon Gamble and accessories; Mrs. H. A. Tucker, in a debutante number with black Mrs. Roy Owens, Mrs. Leonore and white net skirt; Mrs. Ann Rice Ellis, Mrs. F. Huff, Mrs. Bryant in ice blue taffeta with unusual Hurst Mrs. Billie Lowe and Mrs. neckline; Mrs. Evelyn Rinalid in Sydney McMatch, whose gowns toast tulle, a Benheim original; matched their sparkling personali-Mrs. Jerry Dwyer in black velvet ties. with multi-rhinestone stole; Mrs. Charlene Hardin in Navy blue lace, very boulfant, and Mrs. Peggy Charneski in a blue cocktail gown with tight bodice and rhinestone trim.

#### Irene Originals

Gowns by Irene were chosen by both Mrs. Jessie Howe Anderson, in rose lace over taffeta, and by Mrs. Violet Howe Martin, whose gown was brown taffeta with jeweled trim. Mrs. Alden Mooney came in black and pink in a taffeta creation, while Lela Howey came in black taffeta with halter top and cocktail-length skirt. Ollie Shelford was in black taffeta with full skirt, and Rosalie Martin in a black dinner gown of black taffeta with rose design trim. An Adele Simpson number, solid with sequins, was selected by Carolyn McJunkins, Ida Lee Knight chose a Navy blue floor-length model with velvet bodice trim, and Mrs. Della Rogers a Hattie Carnegie original. Mrs. Kathleen Maki came in a sleek black sheath with matching stole.

Mrs. Lucille Donoflio chose black lace with an unusual bodice arrangement, while Mrs. Helen Stale was a study in beige with full skirt and tight bodice. Mrs. Clementine Moss came in black lace over white, with scoop neckline. Her daughter, Nancy Lee Moss, was in pink taffeta, very bouffant. Junior Ray was a picture in blue brocaded satin,

White, Black Net

Another charming group in-cluded Rose Marie Stein in black and white net over satin with Because of the inblack velvet top; Nita Weaver in
a white tulle floor-length number

silver stripes. A floor-length formal of black over ivory was worn by Mrs. Rose Klatzko.

Hot Springs residents included



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#### Greater Tampa Showmen's Association Willow at Carmen, Tampa, Fla.

TAMPA, Nov. 26. - President O. J. (Whitey) Weiss was in the chair for the Monday (14) meeting. Also present were Sam Gordon, first vice-president; C. C. (Speeks) Groscurth, third vice-president; Vernon Kurhn, secretary, and Harry Julius, treasurer.

George Ringlin reported the sick list included Vern Zieman, George Long, Eddie Lemay, Doug Bush and Pat McGee. A moment of silent prayer was observed for the late Pete Burkhardt. Pallbearers had been raised. at his funeral included Tommy Arger, Silent Kelly, Paul Sprague, Dick Gilsdorf, Jack Wright Jr., and Dave Schwartz. At present there are 26 members buried in the club's cemetery plot.

President Weiss appointed Maury Brod and Dick Gilsdorf to the house committee and Earl Maddox, Emie Wenzik and Bill Clain to the bar and card room.

The first dance of the season Saturday night (12) was a big success with close to 200 members and guests enjoying themselves. Acts were provided by Sammy Paxton's Coral Club.

A total of 96 new members were voted into the organization. Sam Gordon spoke on the needs of the blood bank and 100 pints were pledged for a total of 426 pints in the bank. Jack Wright, public relations man, had local radio and television stations welcome the show people back to Tampa for the winter.

First outdoor event of the season is scheduled to be held at Bob Florios' Ralston Beach. The new bar and cocktail lounge has been opened and a new card room, added to the rear of the clubhouse.

is being enjoyed. mittee busy. Members at the meet- Mary Ruth Tillery and Ann Beasing donated \$573 for the Christ- ley for their efforts in behalf of the mas party for underprivileged Auxiliary. children. Irish Gaughn, chairman of the yule party, announced that reported 118 members present. a party for show children will be Refreshments were served by Maxheld the following day. Col. Tom cine Cyr. Mae Oakes and Nancy Parker, of Nashville, donated a live Young.

## CLUB ACTIVITIES

pony to be raffled off, with the proceeds to go to the Christmas party fund.

Royal American Shows reported two TV sets had been raffled off during the summer and presented the club a check for \$1,526. of Blue Grass Shows, reported a on his show and that a large sum

Ladies' Auxiliary

President Hazel Maddox called ain Ella Stophel delivered the Horstman and Peter Siebrand.

Gray, Thelma Butcher, Sadie Chastain, Deloris Brewer, Margaret Glover, Betty McReynolds, Charlett Schaffer, Billie Macolly, Sadie Wilson, Selika Surrey, Ethel Mitchell, Margaret Farrell and Laura Shulman,

Mickey Wenzik, ways and means chairman, lauded the girls who had helped raise money during the summer. Ella Stophel, sick list chairman, reported ailing members included Jeanne Thompson Boos, Donna Ritter and Mrs. Jean Lloyd Serfass arrived recently Thompson. A vote of thanks was and has the ways and means com- given Joy Purvis, Kay Horbett,

Myrtle Jeter, sergeant-at-arms,

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#### Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, Nov. 26.-The an-

th first meeting of the fall season Mrs. Ruby Freeman, Rose Merrow. to order. Also on the platform Margaret Hanna and Ann Horstwere Esther Young, Vera Hauck man as hostesses and Earl Salter represented the men. and Olive Sprague, first, second in charge of registration. Harry and third vice-presidents, respect Lucas heads the program commitand Elsie Owens, treasurer. Chap- Siebrand, Jack Terrell, Ralph

President Millard Freeman was Bessie Norman, membership in the chair at the meeting, which chairman, reported new members was attended by 52 members. The included Frances Florio, Nancy clubrooms were entirely re-decor-Murray, Mildred Sowards, Esther ated in green and gray. Secretary Blackmon, Rebecca Proctor, Edith Earl Salter is to be in charge of Sullivan, Jean Higgins, Eleanor the clubrooms during the winter

> Visitors during fair week here included Orville Crafts, Jimmie Lantz, Frank and Roger Warren and Eddie Rood, Mr. and Mrs. Babe Gallimore and children are wintering here. Mrs. Rose Morrow is in Phoenix but plans to go to California after Christmas. Mr. and Mrs. John M. (Marguerite) Stone are managing the Washington Street Trailer Court. M. Buckley the fair. Harry Lucas has recov- total of 38 members present. ered from injuries received this Committee reports were favorfrom a hospital stay.

Wayne Barlow visited friends up here after a busy season. P. W. A. Clayton. Siebrand left for Chicago to attend the outdoor meetings.

books will be awarded December the president. 5. Clubrooms are currently open from noon to midnight.

Horstman and the meeting closed all officers and a good number of with a buffet supper served by Mrs. members present at the first meet-Millard Freeman.

#### Lone Star Showman's Club of Texas

3105 Forest Avenue, Dallas Tex.

DALLAS, Nov. 26.-Main topic of the Monday (21) meeting was the reading of the nominations for 1956, the first slate to be comprised of both men and women. Complete story will be found elsewhere in this issue.)

Grace Tinder read the minutes and

the club since its change to include both male and female members. No auxiliary will be organ-Lone Star Showman's Club of Texas.

Installation of officers and the memorial services will again be held during the meeting of fair managers here in February, Clint Davis ork will provide the music at the banquet with all dates to be announced later.

John Carroll was reported as very because of illness. ill, and Ed Meek's sister was hospitalized.

wauski and Barbara Ann Helmin- auxiliary with a book case conski. Martha Moss is handling the taining over 400 books. It will be tunds for the Renee Gordon Me- used as a circulating library. Past morial fund, with proceeds to go President Sidney Thomas announcto the Cancer Fund. Robbie Pon- ed that the testimonial dinner, ton is supervising the sale of given for out-going presidents, will Christmas cards with proceeds to be held December 19 at the go to the club's furniture fund, and Bonfire Restaurant. Installation of Margaret Pugh, chairman of the new officers will be held at the arthritis and rheumatism fund, re- Biscayne Terrace Hotel, January minded members that contributions 11. Lola Kochenour reported.

#### Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Nov. 26.-The club's nual banquet and ball was one of cemetery plot was the topic of dis-C. C. (Specks) Groscurth, owner the major points of discussion at a joint meeting of the the Monday (21) meeting. The boards of directors of the men's couple of benefits had been held event is scheduled for December and women's clubs held prior to 19 in the ballroom of the guest the Monday (21) meeting. The resort at Cudia City. Dinner, a session was held to formulate a Lunch was served by the house floorshow and dancing will be on policy relative to the cemetery and committee to 123 members present. the program, with ducats priced at to discuss final payments of the | the finest joint ever built. plot and improvements. Frances Don Hanna is chairman, with Moran, president of the auxiliary, served as spokesman for the ladies and Chaplain Cal H. Lovejoy

Frank Blooming, who operates Operator works from the back of the the lunch stand, now prints the counter. tively: Grace Fillingham, secretary, tee and will be assisted by Bill next's day menu each day. Harry Pelletier is spending his spare time repairing the clubroom

Charles Schimmel announced that gold membership eards would be presented to several past presidents at the installation banquet

Ben Morrison drove in from Hot Springs in time to make the meeting. En route he stopped off at Battle Creek (Mich.) Sanitarium to visit Charles Lloyd Westerman, who's confined there.

#### Heart of America Showmen's Club

913 Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 26. -The regular meeting was called is here visiting friends, Bob Ber- to order by President F. W. (Boxie) nard and Harry Baron were in for Warfield with all officers and a

summer in an auto crash, but his able, with the house committee rewife, Nora, is now recuperating porting plans to purchase a pool table for the recreation room.

The annual banquet and ball here recently. Mickey Lloyd Wil- was progressing well, according to son and his wife, Betty, are resting a report by the chairman, Joseph

L. K. Carter resigned as chairman of the house committee and The main prize from the bazaar a replacement will be named by

Ladies' Auxiliary

The Ladies' Auxiliary got its Pot of gold was won by Ralph full season off to a good start with

Several new members have joined. Plans for the club's regular luncheon, tacky party and annual ball were reported progressing well.

#### Miami Showmen's Association

1799 N. W. 28th Street, Miami

Ladies' Auxiliary

The first meeting of the season President Beth Anderson called was called to order by President the meeting to order and Secretary Ada Cowan. Six officers and 130 members were present. With Presialso delivered the treasurer's report | dent Cowan on the dais were Freda due to the illness of Pearl Vaught. Wilson, first vice-president; Agnes The new bylaws and constitu- Grosso, third vice-president; Elization were read for the operation of beth Murphy, secretary; Kitty Glosser, treasurer; Charlotte Wright, corresponding secretary, and five ized. Title has been changed to Hilda Roman, Mae Levine, Ruth past presidents, Mrs. Ralph Endy, Schriber and Sydney Thomas.

Names of 67 applicants were read. Officers for 1956 are Freda Wilson, president; Agnes Grosso, first vice-president; Kitty Glosser, second vice-president; Frances Deemer, third vice-president; Hilda Roman, secretary; Lois Weiss, treas-Sick list, in addition to Pearl wer, and Ann Whitehead, cor-Vaught, included John Curran, responding secretary. Irene Moore who is in Parkland Hospital here: declined the first vice-presidency

Bea Truesdale reported many members were on the sick list. New members are Lenore Kol- Lucille Leonardson presented the

Following members gave to the

club blood bank: Ann Tara, Sidney Thomas, Evelyn Taylor, Charlotte Wright, Dora Pierson, Judith Soloman, Julia Saima, Gertrude Abull, Beatrice Truesdale, Frances Deemer, Peggy Heiman, Pauline Thompson, Jeanne Katz, Rosita Dell, Lil Norman, Ina Weiss, Jean Lampell, Pearl Ridings, Kay Leisure, Ann Ressell, Mollie Strauss, Ada Cowan, Agnes Grosso, Esther Hornfeld, Ruth Schreiber, Ricky Applebaum, Katy Dodson, Hazel Zabriskie and Charlotte Eulie.

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## KING-COLE CLOSES;

Partners' Future Alignments Unsettled; Winter Destinations of Personnel Told

day's business at Columbus, Ga. son's plans, still not officially com-(19), the King-Cole Circus made pleted. Both have homes here and a 100-mile run into winter quarters will spend the winter here. here, with all units reaching Central City park by noon Sunday (20).

11,964 in 14 states and one province of Canada.

It was a rough season, but nearly insurmountable obstacles were overcome and the show returned gone to Zanesville, O. to quarters with practically all of the opening here.

Co-Owners Floyd King and Arnold Maley were greeted by many Macon friends as a welcoming committee Sunday afternoon.

The last week on the road was one of the worst, with had weather a handicap. The closing stand was an exception with a capacity matinee and a two-third house at night despite extremely cold weather.

During the season show had a total of 204 playing days, including 11 Sundays. Extra performances were given in Knoxville, Tenn.; Charleston, S. C.; Tampa, Fla., and St. Petersburg, Fla. Best business of the season was reported during the last 10 weeks in the southeast.

Cancel Chicago Trips

Both King and Maley, who had scheduled trips to the Chicago

Ruins Remain

## FINAL DAYS COLD

MACON, Ga., Nov. 28.-After meetings, canceled the visits to be closing the season to an excellent on hand here to discuss next sea-

Ora Parks, general press agent, left for Marion, Ind., while Walter The season ran exactly 32 weeks Nealand and Charles T. Under- 10 months of the year, and some and one day, with total mileage of wood, story men, plan to winter here. J. C. Rosenheim, contracting Danish Artists' Federation reports. agent, will leave soon for home in Ogdensburg, N. Y., and Harry Kackley, contracting agent, has

the equipment and most of the wife, Sylvia, will go to York, S. C. Norway, due to an exceptional man, advertising car manager, will unavailable to Denmark. go to Chicago.

> remain here for about two weeks being American. Some others in and go to Fryburg, Pa. Howard the nationality break-down, show-King, superintendent of tickets, and ing where Denmark gets its foreign wife, who had charge of front door, talent, include: Germany 431, 1 Butch Cohn, of the front door staff, 110, Austria 93, Italy 87, Holland Business Fair left for Gonzales, Tex., traveling in 56, Switzerland 31, Belgium 26, a car with Mr. and Mrs. Paul Pyle. China 20, and Greece 18. Swedes Cliff Schell, also of the front door, and Norwegians do not need per- 26.-Ringling Bros. and Barnum & left for Searcy, Ark.

early Saturday (19). Heavy pro-

name contest for two kangaroos.

given away. More than 10,000

test. The animals were given to the

This was Hamid-Morton's last

stand for the season. The animals

publicity resulting.

Fairgrounds.

(Continued on page 81) paid the rest of the \$517,000.

BIG INCREASE

## 1,343 Foreign **Acts Perform**

COPENHAGEN, Nov. 26 .-There were 1,343 labor permits for alien vaudeville and circus acts issued in Denmark during the first \$517,000 paid out in salaries, the The increase in foreign talent is more than double the number appraring in this country in 1952.

Many of the higher-priced acts Treasurer James Hirschberg and have been playing Sweden and personnel that it had on hand for Hughie Hart will be bookkeeper boom of big-time vaudeville and in the winter office. Elmer Kauff- club spots, and have thus been

> The bulk of imported acts came Legal Adjuster Mal Fleming will from Europe, only 42 of the artists mits to work in Denmark.

rector, will go to London, England, courtry appeared in the eight cirhis home, as will the 12 English cuses, which paid out \$203,685 tour by entering its home State Rockettes. The three English to them in salaries. The short-seadwarf clowns, Sonny Riley, Harry son amusement parks paid out season by playing its home town, Berman and Roy Smith, will work \$61,418 and vaude-cabaret spots Sarasota, Fla., on December 4.

## PACKS' UNIT WINS Danish Boom: WESTERN STANDS

Wallendas Sign With New Organization; New Orleans Shrine Draws Big Starter

NEW ORLEANS, Nov. 26 .- will be with the new show, doing Tom Packs' Circus has contracted their high-wire act and two other all of the Shrine Temple and club aerial numbers. Karl Wallenda, circus dates in Montana and Wyo- who 'completed the deal with ming, according to an announce- Packs while back in this country ment made here by Tom Packs.

show's new Western unit while the U. S. from South America, its regular dates are to be made where they have been with the by the established Eastern unit. The new unit is tentatively scheduled to open in mid-April in show, was in New Orleans to con-Texas.

At the same time it was re-

# Ringling Moves

DAYTONA BEACH, Fla., Nov. Bailey Circus played to fair busi-Geoffrey Taylor, equestrian di- Most of the top acts hitting this ness in the South this week. The show entered the final stage of its Tuesday (22). The show ends its

> A late-season staff change was the departure of James Powers. He came on the show in mid-season as comptroller and with the task of reorganzing the show's fiscal sys-

In Charleston, S. C., Friday (18), the show had half and near-full houses in cool weather. Savannah, Ga., on Monday (21) had threecontinued cool weather. Show used the Central Empire Fairgrounds and gave the fair a parking concession as well as cash payment. A few seasons ago the fair and circus were at loggershead because the fair thought R-B wait paper, aimed at another cir-Morton is in favor of a certain cus, was directed at the fair and the annual sought to bar the circus

> three-quarter houses on Tuesday the World-Herald, aided once the (22), three days after the close of circus arrived. World-Herald critic the fair there. Daytona Beach on Glenn Trump gave it an excellent Wednesday (23) had half and two- review. thirds houses against football opposition.

## Refurbished

SARASOTA, Fla., Nov. 26 .-General refurbishing of winter quarters of Ringling Bros. and Barnum & Bailey Circus con-

Buildings are being redecorated and repaired. Some are being remodeled to serve new purposes. Cages are being painted and decorated with jungle scenes. Elephant barns are spruced up with of the 21st annual Shrine show murals on the walls. A new hippo pool is built. Walks are repaired and landscaping is expanded.

Part of the improvements are in anticipation of the December 16 IV show, but most are included in a long-term plan for improving the quarters:

cus scored heavily here starting chini's cannon act, who joined after Monday (21). Crowds were so large the Beatty show closed to replace that the show moved from a down- Flo Zacchini, injured. Phil Doto's town park location to the more three-piece band backs the show. HUGO, Okla., Nov. 26.-Jack spacious airport midway in the run. Moore, marager of the Tex Carson Publicity in the Aiken Standard show had a big afternoon and half-

briefly, also will be arena director. The dates will be played by the He and the troupe will return to Circus Royal Dumbar, in March.

Bob Stevens, agent for the Packs fer with Packs and other staffers.

Packs said the organization was yealed that the Great Wallendas looking into prospects for playing a number of dates about which the organization had received inquiries in the past several years.

Meanwhile, the Packs show for the Shrine in New Orleans enjoyed its biggest opening attendance, when more than 7,000 were in Municipal Auditorium. The first weekend was big, with the Sunday afternoon show a turnaway. Monday was light. Over the holiday weekend; starting with Wednesday night (23), all reserved seats had been sold out in advance.

## Bailey-Cristiani Closes Season

PEORIA, Ill., Nov. 26.-The Bailey Bros. & Cristiani Circus closed its season with a two-day stand here. Show's home base is in Sarasota, Fia.

Prior stand was Omaha, where it had Sertoma Club auspices. In two days it drew 6,341 paid and 1,500 safety patrol kids to the four performances at the new City Auditorium Arena, which has 6,500

While probably no parties took too great a financial beating, the turnout was disappointing. Lust year's Shrine show built steadily and a couple of the crowds exceeded Cristiani's total. Lack of advance work was a major factor in the poor advance sale. However, Jacksonville, Fla., had half and local press and radio-TV, especially

#### Program Detailed

Since the outfit underwent some changes late in the season, here is the running order as seen in Omaha:

Display 1-Parade of five elephants and girls. 2-Aerial bears presented by Nicolas Raspini, who had taken over for Rahna Keo. 3-Manuel Barragan, stilts, balancing: Frederica, unsupported ladders. 4-Clowns. 5-Portis and Mary Sims, jockey dogs. 6-Truzzi, juggling, assisted by Marian Cristiani, 7-Elephant and pony, handled by Marian Cristiani. 8-Hodgini and Company, Funny Ford, 9-DeLila Zacchini, heel catches, and four web girls. 10-Clowns. 11-Senior Daviso and dressage horse, 12-Freddie and Ortans Canestrelli, roly-boly. 13-Flying Roberts, flying return.

Intermission, 14-Sims and pony drill 15-Clowns, 16-Baragan, cloud swing, and four ladder girls. 17-Clowns, 18-Cristiani Family, bareback with five men and one girl, featuring Lucio's comedy riding. Two horses were injured in Omaha, necessitating some slashing of the act but it still won an

Enrlier, at Waterloo, In., the

### Lush Boston Date Ends Ringling Resort OK Hamid-Morton Tour

In W. Florida from Holt are a few sections of wall, the water tower and power house that comprise the ruins of a dream the late John Ringling held for a place where performers could retire.

Ringling planned a spacious 42,000. hotel for the 360-acre tract in the Floriddale community. He saw it the show finished strong deas a place not only for retired circus people, but also for those idle during the off season.

Cottages were to surround the attendance all thru the week. Ringling Hotel. Several miles of Block ticket sales to factories and the ruins sometimes ask if it is \$1.10 seats. an old Spanish mission.

Holt area residents tell of the any performance except the late interest Ringling showed in the show Saturday. A big promotion place and of the great sums he was was carried out by Alan Radeliff, spending to furnish the hotel with New England manager of Top antiques. Even the doors were Value Stamps. The idea of

The dream was only starting to Stamp Elephant, invites you to take shape when the depression America's greatest circus, proved balted all work. Additional down- a big draw with the kiddies. fall came later, when John Ringhing North gained control of his uncle's estate. Then the doors, furniture, appliances, and all other Prizes of \$100, \$50 and \$20 were salable materials were sold. The land was disposed of, and now a highway divides the site. A gasoline station now occupies the water tower building.

## **Business Fair** For Miller Unit

WILLIAMSON, W. Va., Nov. 26.-The new Miller Bros. Indoor Circus played the Field House here Saturday and Sunday (19, 20) in the advertising.

First day drew two one-third had turned away nearly 3,000 23 concessions. houses of 700 each. On Sunday afternoon the attendance was estimated at 1,500. There was no night show scheduled. Booster Club was the auspices. Weather in Boston on Tuesday (15). the second, One truck was late in a bad business year for outdoor arriving. An incorrect date had circuses, Morton said it was time Amusement Company here and been used in some advertising.

The second, One truck was late in a bad business year for outdoor quarters property of the Strong tied to the arrival of the merchants' Second day there (6) brought a been used in some advertising.

The second, One truck was late in a bad business year for outdoor quarters property of the Strong tied to the arrival of the merchants' Second day there (6) brought a the show into Florida.

BOSTON, Nov. 26.-The Ham- methods" and tone down advance quarters and near-full houses in id-Morton Circus, under auspices sale approaches. He said telephone HOLT, Fla., Nov. 26.-Not far of Allepo Shrine Temple, closed a sales using high pressure have six-day stand Sunday (20) with a sacrificed good will for the sake gross of \$100,000, compared to of revenue. He also voiced the \$87,000 when the outfit last opinion that circuses must get played the Garden in 1950. Mem- back to the old system of using bership sale at that time was plenty of billing, giving people the 35,000; this time it was reportedly "real feel" of the circus. While amount of radio and TV adver-The opening was only fair but tising, he says more outdoor ads is the solution to any decline. spite a four-inch snowfall that hit

The show this year featured 24 motion gimmicks helped keep up displays in a three-ring set-up with Joe Basile leading the band. Among the acts here were: Pat streets and walks were paved. The offices sent the figures up and a Anthony, lions; Los Wladas, 50 main building was to be of Spanish 35-cent special ticket, given out in trained doves; Aerial Chapmans, architecture, and those now seeing schools, allowed moppets to sit in Davie Crockett 3d, Great Lacy Troupe, Karpis Trio, the Amazing Albion (Hoger), George Wong The school ducats were good Simru Duo, and Bill Buschbaum's R-B Quarters Liberty Horses.

#### Hike Advance Toppy, the lovable Top Value For Macon, Ga., Also helping sales was a tie-in Shrine Annual with The Boston Post, which ran a

MACON, Ga., Nov. 26 .- A 5 p.m. street parade Monday (21) kicked letters were received in the conoff Shrine Circus week in Macon and preceded the first performance Franklin Park Zoo here, with good

W. J. Bailey, chairman, said the advance sale topped \$14,000, a were to go to the Trenton, N. J., new high. First night's audience packed Macon Auditorium. Show Bob Morton reported has two intermissions for accent on business for the season had shown concession play. Admission is 25 an upward trend of from 5 to 10 and 35 cents.

Program included Valencianos, Dovenport in South per cent. He said the show had had picked up the biggest gross there in years. Morton said they had turned awar much 2000 Cretonas. Shrine operated Davenport's Merchants' Free Cir-

## persons both days, despite the fact that they played against Ring-

longest run, 1,100 miles, to open Commenting on what he called Circus, has purchased the winter was strong. Show's appearance was house at night in the 6,000 seat

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## UNDER THE MARQUEE

THE BILLBOARD

· Continued from page 61

Franks, Andy McLaughlin, Albert Marx and Doud. . . . Dick Doud, Billie Burke and Lew Kish are clowning at Disneyland's Mickey Mouse Club Circus.

Pete Lindemann, Art Heller, the Frank Van Epps, and John H. Wilson were among those catching Jake Jacobsen's circus at Sheboygan, Wis., Sunday (13). Acts included two from Sheboygan, Erv Lange's teeterboard troupe and clown Percy Rademacher.

Robert D. Good, Allentown, Pa., caught Polack Eastern in Philadelphia and visited with Jorgen Christiansen. Christiansen had the 24horse Liberty act on Ringling in the early 1920's, when Good also was with that show,

Cyril and Bernard Mills are extending invitations to a luncheon and initial performance of the Bertram Mills Circus at Olympia, London, on December 20. The Lord Mayor of London will open the show officially. Formal invitations include a color reproduction of an old print showing the Courier of St. Petersburgh act at a French

Dolly Varden, former circus performer, is critically ill at City Hospital, St. Louis. Her husband, Raymond O'Dell, died last August. . . Adolfo and Nelida, knife-throwing act, was named one of the top acts of the year on the TV show, "You Asked for It.'

Buck Leahy, who is wintering in Boston, caught Hamid - Morton there and visited with Bumpsy Anthony, Sa-So, Dime Wilson and Slim Collins.

Clowns making the Evansville, Ind., Shrine show last week were Gene Randow, Jack Klipple, Larry Benner, Jackie LeClaire, Ernie Burch, Lew Christie and Joe Mad-

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Other spots follow. Ed Smith, phone me.

flat cars in the Wabash yards at Hospital, Biloxi, Miss., Arizona Peru, Ind., having arrived some Jack Campbell was on the lot of weeks ago from the Sullivan carni- the King Bros.-Cele Bros. Circus val. . . George Davis Hensley, veteran circus, carnival and vaude Valencianos, Capt. John Smith, the man, is wintering in New York Gibsons and Butch Cohen, reports after a season with several Eastern Dorothy Gibson. In Mobile carnivals. He reports he is now a great-great-grand uncle. . .

William E. Green, owner-manager of the Rare Bird and Animal Farm, Fairlee, Vt., delivered a 983-pound Eva Hinckley, wife of a Lee Hinck-Kodiak bear to the zoo at Quebec ley, band leader, served as Bill-City, Que., this week.

Chicago's Atwell Club, now meeting at the Toffenetti restaurant in the Greyhound Terminal across from the Sherman Hotel, has been drawing large turnouts as showmen assemble in the city for outdoor conventions and for the winter.

Freddie Freeman writes from Ringling-Barnum that as the show nears the end of its longest season many performers have picked up their autos at Sarasota and are making the moves overland. . . Everyone enjoyed the Ringling Sunday off at Savannah. . . . At Fort Lauderdale a reunion and Thanksgiving Dinner for the original Wirth Family riding act was held at Frank Wirth's home. The Wirth Family was a center ring attraction with Ringling for years and then included Frank and May Wirth, Stella and Phil Wirth and Ethel and Freddie Freeman, The head of the act, Mrs. Martin Wirth, died some years ago. The Freemans were with the Wirths for 15 years. . . . Ringling people are looking forward to Sarasota sunhave only two weeks rest ahead of time. . . . Birthdays: Frederick Edward David Andrew Freeman, who winds up his season's columning and extends holiday greetings.

Ringling visitors included Ralph Holt, T. L. Lucas, Herman Joseph, Joe Minchin and the Wirths.

Bob Printy writes that he and Terrell Jacobs exchanged visits, and that Van Binkherd, former elephant man, now in Peru, Ind., visited the Printys at Lagro, Ind.

. . Ray Bickford caught Hamid-Morton in Boston and renewed acquaintances with the clowns. The Rev. Ed Sullivan visited the show. He entertained clowns at his home Thursday (17). Bickford also caught Marcel Marceau, French pantomime star, in Boston.

A trio visiting the Tom Packs show in New Orleans included Bill Moore, Beatty agent, with Bob Reynolds and W. E. Lawson, both formerly with Ringling.

Nellie Vaughan and Viola Me-Leod, of Polack Bros ' Chicago offices, caught the Western unit at Springfield, Ill. . . . Justus Edwards, Polack press chief, was in Chicago a few days between Springfield and Charleston, W. Va., dates. . . . Prof. George Keller lost a leopard recently.

Wayne Newman and family visited Mack and Valla McCall at Emporia, Kan., and Don Page at Hutchinson, Kan., recently. The McCalls have 32 weeks of dates booked and are presently on tour for the University of Kansas. They recently visited the Miller Troupe at Springfield, Mo.

Harold Cortiss has been ill and would enjoy reading mail. . . . Hardtimes Leonard is in Florida on business for his new circus. . . . Tommy Buchanan and Matt Laurish are among those with the Miller indoor show. Frankie Lou Woods is scheduled to join later. Henry Vonderheid has the Miller concessions. Jack Lampton, Fred Pfening, Buck Saunders and Jack Sweetman caught the Miller opening at Huntington, W. Va.

William A. Matthews, for many years a clarinet player with P. G. Lowery and Arthur Wright Side Show bands, is teaching music and playing clubs around Wilmington, Del. . . . Lee Jackson, who was in Harry Crigler's band on the original Centry show, is living in www.americanradioh

Terrell Jacobs' cages are aboard | Altho still a patient in Veterans' at Mobile, Ala., to visit with the Georgina Scott, oldest daughter of the Riding Dorchesters, suffered a broken nose in a fall from her pony, which bolted in the spec. board and mail agent on the show during the past season. The show closed Sunday (20) in Columbus, Ga., and the following night a farewell party was held in the Side Show top.

> Col. Robert Morton stopped off in New York for a visit with Ben Weiss, bingo operator, while en route from Boston to Miami Beach, Fla. Morton was bubbling over as a result of the successful Hamid-Morton Circus stand in Boston, It was the first time Hamid-Morton had played the Boston Carden since 1950.

Frank Sutherland, publicity clown with Miller Bros., appeared Friday (18) on Fanny Boon's Play Shop kiddie show over WDBJ-TV. Roanoke, Va. Also, on Friday (26), the chimp, Tonga, appeared with Irving Sharp's Little Rascals show, to publicize the date. Station promotion man Mike Schaeffer donned whiteface that night and joined Clown Alley.

Albert and Paulina Schumann, accompanied by bookers Julie and Aksel Glaesner, have left Copenshine. Those who go to Cuba will hagen for Italy, France and Germany on a search for talent for next season's program of Circus Schumann. They will only hit the high spots as Albert and Paulina are set to open with their high school and Liberty horses at the Palais des Sports, Paris, December 15, for a holiday run thru Janu-

> Circus Franz Althoff, of Germany, is set for a two-month season at the Cirque Royal arena in Brussels, starting January 15. Althoff will feature horse and animal numbers, with 120 horses, 13 elephants, 15 lions, 13 camels, 10 bears and various other groups of

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## Denver's Skateland Hits Nov. Jackpot

eration of Skateland here was re- classes have nearly doubled in size. ported by owner Carl Johnson this week as he estimated nightly crowds more than double the usual attendance. Cold weather, including two nights of light snow, helped push skaters inside the rink, which accommodates more than 1.660.

Friday and Saturday nights during all of November have seen Skateland jammed, with only a small percentage of the crowd consisting of clubs or groups that regularly attend Skateland. Week nights have brought out an excep-

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## DENVER, Nov. 26.—The biggest conally large number of clubs and Racing League week in more than 14 years of op- organizations, and even regular Racing League

Concession Business Good

are shaping up for regional and run its season total to 58. national meets, and that beginning

hibits youthful spectators unless group using the rink. "Adults, par- posed of Capitol Arena, Trenton, ents and relatives, of course, are al. N J., 30; Florham Park Rink, 28; We like to have the parents attend Levittown (L. L.) Arena, 6. these skating sessions and look forward to showing off our facilities 3 at Hackensack Arena. and our operation, but, as in all rinks, we have to watch our door closely and we sometimes turn away youths who obviously aren't interested in skating." He went on In Event at to point out that servicemen are among his best customers and that he has had no liquor problem for Gelfand Bowl a long time.

## 0. Skaters in **Bronx Events**

NEW YORK, Nov. 26.-First out-of-town entries have arrived for December 17 events at the Fordham Roller Skating Palace, 190th Street and Jerome Avenue, the Bronx. Both from Roll-Arena Speed Club, Elyria, O., they are Don Wood in the marathon (26-mile, 385 yards) and Carol Buchholz in the women's two-mile. Local entries have been coming in at a good clip, Manager Jim Ferris notes.

#### **Local Grid Greats** At Hartf'd Palace

HARTFORD, Conn., Nov. 26 .-In a traditional Thanksgiving weekend gesture, Irving Richland and Harry Neckes, of the Hartford Skating Palace, extended invitations to members of the city's high school football teams to participate in Thanksgiving Day skating sessions as guests of the management.

The rink ran matinees Thursday and Friday because of school holidays. Normal schedule calls for evening operation only during school months. The rink was appropriately decorated for the weekend, with Jimmy Morgan providing organ music.

ing pro, was featured on Art Baker in the Rocky Mountain area, is get-TV show, "You Asked for It," on ting the lion's share of trade, which the ABC network Sunday (20).

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## Twin City Kids

## **Get Hot in AOW**

ELIZABETH, N. J., Nov. 26.new highs. Carbonated drinks on Wheels chain's inter-rink racing

Boulevard Arena, Bayonne, N. J., classes also have some good pros- in the No. 2 spot 'wo weeks ago, accumulated only four points for a and maintain order Johnson pro- place, a shade ahead of Paterson (N. J.) Arena with 38 points. The they are part of a club or special remainder of the league is comways welcome," Johnson asserted, Eackensack (N. J.) Arena, 26, and

Competitions resume December

## Bird Awards

OMAHA, Nov. 26.-Three turkeys, seven roasting chickens, an real vaudeville. We played nine Northern Maine. extended skating session and special skating numbers were the attractions offered at the Roller Bowl's November 24 Thanksgiving imboree by operator, Jack Celand.

quartet number. Browne said that Crescent Drive-In, Abilene, Tex. was injured when his car struck an both numbers pack the floor.

such as bowling parties, wiener roasts, etc., on Monday nights vate parties. These events have increased interest in club work, be said. "The skaters learned quickly that the key to a good time is membership in one of the rink clubs.

## Good Biz for Denver Icery

DENVER, Nov. 26.-Hedy Lou Testa, long-time roller skat- Stemuf's Ice Rink, the newest icery until this fall was confined either to membership at local country clubs or limited open nights at the University of Denver rink. Business clubs, service groups and private parties have been making the Stenuf rink a busy place. Classes for all ages have increased in size, and a sharp jump in private parties has been noted by Aiss Stenut, one-time Olympic skating champion and member of ice show

About 25 classes are now being conducted by Miss Stenuf and four assistants, who are instructing in everything from beginning skating to work for professional appear-

program Miss Stemuf is beginning ticipating in racing, figure skating, www.americanradiohistory.com

## ROADSHOW REP

recent issues of The Billboard 1936 to offer a 10-people musical about old-time repertoire shows be- unit that played the Fox and F&M ing corny, as one person said circuits." Terrell, who now lives in the November 12 issue," writes in Roseland, La., points to his nu-Billy Terrell, veteran repertoire merous business enterprises and man. That person is absolutely various properties there as indicacorrect about some broken down tions of his success. Not had for The sharp jump in attendance Altho the Mount Vernon (N. Y.) actors who had seen their best an old-timer from the rouring has kept the cash register at the bacing Club retained its lead in the days and could not modernize. '20's," he concludes. There were concession stands ringing to set Northern Division of the America Some of them joined shows with plenty of good repertoire shows old wardrobes, and their personal on the road that were making from bottles, soft water drinks and league, the big noise in the Satur- appearance was terrible. Yet they money then, and several of the candy and gum are about equal in day (19) contests held at Florham came on, regardless, and we were older ones that were getting by, sales. Pinball machines located at Tark (N. J.) Rink was the Twin forced to use them one night, fire So when they use the word, corny, the front of the sink have had City Arena team of Elizabeth. In them and give them two weeks the term shouldn't include everycrowds around them consistently fourth place two weeks ago with 32 salary and fare back to the point one." with the take running higher than points, the Twin City aggregation where they joined. In addition, the Roul Melanson and wife are won 12 points to take over the run- manager was usually stuck for playing schools in Central Oregon Professional Clay Briggs re- ner-up slot with a total of 44. tickets he had wired them. Then to fair business that has been ported that several good prospects Mount Vernon took 10 points to they went away grumbling and hampered by cold weather and knocking the show. However, I snow. They are moving toward hate to think of 20 or 30 real California for the holiday season. performers who put in a summer . . . Earle Anderson is working on of tent theater and a winter on some minstrel promotions in the In an effort to police the rink + al of 40 and dropped into third the best vaudeville circuits out Pittsfield, Mass., area. . . . From of New York being called comy Ardmore, Okla., Jay Friend reby some hams who couldn't hold ports that he is temporarily out of a job on a third-rate repertoire showbiz to do sales work with show. I am sure that the Livesay cosmetics. Sisters, who played with me for D. F. Cornell has been making two years and then played the school show dates in the Laramie, best in vaudeville, and the late Wyo., area and reports the weather Jimmie Rodgers would not care frigid and the going tough. . . . to be called comy. There were After a fair summer in small towns other great performers, too, such of Oregon, H. H. (Hy) Rathburne as Babe and Verne Malone, Roe has been picking up a few dates and Nell Nero, Brooks Terrell, Al around Portland. He is preparing Russell, Paul and Evelyn Reno, to trek toward California for the Charles Maynard, Jack Woods, remainder of the winter. . . Leon-Bonnie and I and dozens of others ard Alian, solo show operator, has who would resent the insult of experienced light business in the being called corny. We were posi- Samia, Ont., area. He blames most tively the first tent theater in 1921 of his bad luck on stormy weather. to cut down scripts and feature Allan put in the past summer in

"I have read with interest in successful years before closing in

## Drivin' 'Round the Drive-Ins

Two new skating numbers re- agement of the Starlite Drive-In, owners of drive-ins participating cently introduced by Jack L. Tyler, Tex., according to C. D. in Drive-In Theater Week, spon-Browne, Bowl professional, have Leon, owner. He replaces George sored by Texas COMPO, revealed met with good reception from Glover. . . . Kenny Morris has been an almost overwhelming response patrons. One is a conga trio num- named manager of the Cherokee to hold another such event next ber (two girls and a boy or vice- Drive-In Theater, Longview, Tex. year. . . . William H. Butler, manversa) which features skating in He was formerly at the Buckner ager of the Alamo Drive-In, San single file or in threes to a conga Drive-In, Dallas. . . . Bill Ellis has Antonio, was treated for a comtempo. The other is a singing taken over duties as manager of pound fracture of his right leg. He

Class work has grown to such duties as manager of the Rice gone asleep at the wheel of his car. extent that Browne has had to halt Drive-In, El Campo, Tex., where enrollment for dance instruction he is also manager of the Normana ager, Bronstein Drive-In Enteruntil January, 1956, at which time Theater. He replaces Ralph Langs- prises, Hartford, Conn., and Mrs. enrollment will be accepted on a ton, who resigned to move to New Bronstein will return to Connectithree-month course basis. New Jersey to join Walter Reade Thea- cut around December 15 from a dances introduced by Browne has ters. . . . A new 1,200-car drive-in vacation in Arizona. . . . Bernard swelled the classes and increased is being planned at Harlingen, Tex., the popularity of regular skating to be constructed on a 20-acre plot sessions. Browne has also intro- by Lew Bray, owner and operator duced outside activities for clubs, of the Lew Bray Valley Theaters. The drive-in will be opened when ramps for 600 cars are completed. when the rink is operated for pri- William O'Donnell, formerly of the Interstate Theater Circuit and Trans-Texas Theater Circuit, will be associated with Bray.

John H. Flache has opened the new 400-car Fiesta Drive-In Theater at Lamesa, Tex. He also operates the Charro Drive-In, San Antonio. . . . A recently completed

#### Mineola Turkey Night

MINEOLA, N. Y., Nov. 26 .-Operator Earl Van Horn put up 10 owner of a "million-dollar operaturkeys as door prizes at the rink's tion" in Houston. Catacalos alleges annual Turkey Night party held this proved to be fraudulent. His to men and five to women. The at a loss of \$10,500 and threw into management is now preparing for the deal 30,000 yards of gravel its annual Winter Carnival, the date worth \$4,500. Catacalos also asks of which has not yet been set.

#### 300 at Holyoke Party

HOLYOKE, Mass., Nov. 26 .cent masquerade party at the Win-Some 300 persons attended a reter Palace Roller Rink here, with g-mes and door prizes among the evening's highlights. Refreshments of cider and doughouts concluded the program.

presented each year in the Coli-As part of the city recreation seum with more than 500 kids par-

Jack Owens has taken over man- survey reveals that managers and . . . Bob Yancey has taken over overpass after he apparently had

> Joseph Bronstein, general man-Cauley, formerly assistant manager at the E. M. Loew's Riverdale Drive-In, West Springfield, Mass, has taken a similar post at the Meadows Drive-In, Hartford, . . . Bronstein Drive-In Enterprises, Hartford, Coon., has disclosed plans for 1,000-car capacity drivein theaters at Trenton, N. J., and Scranton, Pa., both projects to be ready for operation by spring

Louis S. Catacalos, former ourses of Varsity Drive-In Theater, San Antonio, has filed suit asking \$40,-000 damages in Special 37th District Court against Mrs. N. V. Christensen. He alleges he sold Mrs. Christensen the drive in for \$12,000 after she told him she could arrange for him to become November 23. Five were awarded suit asserts he sold the drive-in \$25,000 exemplary damages.



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Bas 341, Ocean Drive, South Carolina

## MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Called Paint-Roller Spin-Dryer, versal size, Interchangeable with a new device announced by the either hand, with pile on each side Star Sponge & Supply Company, providing a double cleaning sur-Chicago, attaches quickly to any lace. Retail price is \$1, but your electric drill so that anyone can inquiry will bring you quantity spin-dry a paint roller in 15 sec- prices. onds. Made of one-eighth-inch rod, it has an over-all length of oneeighth and one-half inches and is equipped with spring prongs which hold the roller securely yet permit easy attaching or removal. The big advantage is that the use of the Spin-Dryer permits only one or two roller covers being used for different color jobs. Not only is work speeded, but loose wool, which may mar a paint job, is automatically removed in the spinning. Retails for \$1.

Of interest to those who use men's boxed watch and jewelry sets is one recently introduced by Cel Max, Inc., Memphis. Called the Knight, this set consists of jeweled Swiss watch with sweep second hand and expansion band, gold plated and attractively designed cuff links, tie holder, distinctive money clip and collar holder. All six pieces are displayed in a handsome box at the low price of \$5.15. per set. This is only one of the values featured by this firm which invites inquiries.

Eisendrath Glove Company, Marinette, Wis., has just perfected an all-purpose dusting, polishing and washing mitten which should be a must for every housekeeper and car owner. U-Cleen-Mitt is learn that Style Guild and Caseight inches long and seven inches seifni,, both of Providence, R. L. wide, and comes equipped with a have joined forces to give faster formfit cotton wristlet. It has a delivery, lower prices and imone-inch thick acrylic pile, which is proved creative thinking. They soft, dries quickly after washing, claim they have new packages and and does not shed or harden, new ideas. Write for literature on U-Cleen-Mitt comes in one uni- the combined lines.

Hall of Distributors, Inc., Detroit, reports heavy shipments of fruit cakes, nationally and internationally. Repeat orders have been received from all over the world, the firm states. This is an exclusive item offered to Billboard readers, and is considered a holiday sensation. Bakers are working 24 hours a day to keep up with demand, according to a firm spokesman, who urges that you get your order in early for this money maker.

The low retail price of \$1.50 is announced for a new 12 inch by 16-meh children's blackboard introduced by Decotone Products Company, Inc., Collingdale, Pa. Included with the blackboard are a box of three white chalks and a cellulose sponge eraser. Construction is of tempered pressboard with writing surface either green or black, specially developed to simulate the feel and action of slate. The arabic numerals 1 thru 0 are printed in white down the left edge of the board, while across the top and down the right side is printed the complete alphabet in lower case script letters. Information on quant tv discounts will be furnished promptly on request.

The trade will be interested to

## PIPES FOR PITCHMEN

HERE WE GO AGAIN . . . first time at the Paris International Exhibition in 1900, at the time that in Paris. It was called the sevenin-one scope because it featured seven major uses. 1-as a regular scope. 2-As opera glasses. 3-As imported in this country."

KAY AND BUSTER DOSS . . . | a mirror. 4-As a magnifying mirof Kay and Buster's Variety Show, ror. 5-As a magnifying glass. 6pen their regrets upon hearing of As a compass, and 7-as a stereothe passing of Edith Kincheloe, scope. At that time it was made of That makes the second loss in the a culluloid material of various col-Doss' circle of friends within the ors. It had a terrific success and past year. The other being Little manufacturing rights were granted Mama Pearle Johnson, who bowed to other European manufacturers. out last December 13. They also The item was imported to this report that since September 14 they country thru a defunct New York have teamed up with Doc and Babe firm. It is therefore very possible Sherwin. The pursome framed a that the scopes sold in America small med show for the winter, sell- were imported by some country ing a lot of med for chilly weather, other than France. So far as I They intend staying out until the know, the item is now only manugoing gets too tough weatherwise, factured in France and is sold on A lot of people will probably be the boulevards in Paris by pitchinterested to know that Doss and men for Christmas and Bastille Sherwin have also hooked up for Day. It is now made of a black the med season of '56, with Doss plastic similar in appearance to using his own label. Plans are un- regular binoculars, and it is packed der way for construction of a new in an attractive transparent case. stage plus numerous other things As soon as I read of the interest that have to be done. Sherwin's for that item, I asked for informasemi and the big show are stored tion and samples. Since you pubin Cushing, Okla., but a lot of new lished my name and address, I have equipment and new ideas will be been flooded with inquiries and I used. Personnel will consist solely take the opportunity to thank here of Doc Sherwin, banjo; Babe Sher- all the boys who have written so win, accordion and parts; Buster many nice letters to me. I never Doss, guitar, vocals, comedy, magic | thought there were so many pitchand vent; Kay Doss, featured vo- men in the country and that they calist, bass fiddle and straights, formed such a family. I apologize Doss and Sherwin will do the lec- to them for not being able to answer more promptly but the factery in Paris has been closed and besides I had problems to solve S. C. Maurel adds this further fuel with the U. S. Customs. I am now to the seven-in-one scope fire. in a position to give them informa-Maurel letters: "I have read James tion and quotations that they will E. Miller's comment on the old find in the advertising columns of seven-in-one scope in Pipes and I The Billboard Pamphlets are gowould appreciate it very much if ing to be printed with description you would pass on the following and instructions. I am also having pitch item that was sold for the various pitches mimeographed for them. I hope that they will be able to make money with this item and the Eiffel Tower was built. The wish them the very best of luck. manufacturer was Ets. Daugniaut However, I advise them to let me know their requirements in advance so that we don't run out of stock

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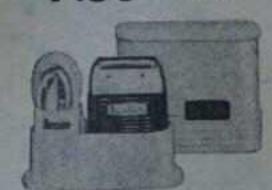
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Adams. John
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Alien, Casey P.
Andles Jr., Gene
Annin, Ralph J.
Antalek, Valorie
Babb, J. W.
Halley, James
(Walter)

Baker, Bennie Baker, James Baker, James L.

Baker, James L.

Bariow, Gjenwood or Kenneth
Holman, Bob & Mrs.
Holman, Bob & Mrs.
Hoover, Jack
Borrett, Martin
Walter
Barry, Don
Beard, Joe
Benesh, Frank
Beppier, Kenneth
Betzold, Edw.
Hetnid, Edw. Jr.
Bible, Roy
Bimbo, Johnny Nice Barry, Don
Beard, Joe
Benesh, Frank
Beppier, Kenneth
Betrold, Edw.
Hetrold, Edw. Jr.
Bible, Roy
Bimbo, Johnny Nick
Bimbo, Jon
Blat Jr., John B.
Bloom, Leo (Mug.

Blyden, Frank
Bouchard, Paul A.
Boudreau, Samuel
Bourque, Wm.
Boyd, Frank
Brady, F. J.
Brady, L. P.
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Browning, Louis
Brozio, Walter
Rudd, Charite
Rurkiow, Billy
Burns, Robt.
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Burridge, Frank H.
Bush, D.
Butler, John
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Campbell, Sam
(Curley) or S. B.
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(Bingo)
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Laren, Frank

Cave, Lester
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Chambers, Earl
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Otsen, Paul Owens, Red

(Ginsburg)

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Mime, Joseph Jr.

Moll, Eddie

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O'Connor, Mrs. Betty
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Houdreau, Mrs. Pete
Hrenneman, Nelson C.
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(Chick)
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Howard, George
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Little Wolf, Earlene
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Carpenter, Walter E.
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Gesty, Raymond Jos.
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Girourd, Mrs.
Mrs.
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Rebinson, Robert
Conrine
Rose, Levin
Rosen, H. E.
Sanders, Saundra
Sandusky, A. D.
Sayer, Nick
Selle, J. R. & Martha
Sellers, Jack
Shankle, Floyd M.
Shoffer, Mr. & Mrs.
Shoffer, Joe
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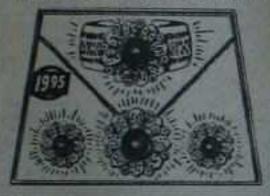


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King-Cole Show to Barn · Continued from page 76

Stamper will also clown the Macon winter at the quarters. date and then go home to Cope, S. C. John Facer, clown, went home to Fairfield, Ia.

to California, then Mexico City, stored in Peru, Ind., will be moved John Dubsky's Hungaria troupe to Macon around December 1. will play the Macon Shrine date and go to Mexico. The Manos Duo will play the Shrine show here and go to Germany. The Valancianos will play the Shrine date and go to Tampa, The Hugh Aytori high- San Diego-Electric and Home Appliance wire act will go to Tampa.

Toni and Inga Smaha will remain in quarters where Toni will break a new horse act. Bert Pettus. elephant boss, will also remain here. The Riding Dorchesters, English act, will remain here, as their option for a second year has already been taken up by the show. The Moroceans, tumblers, left for New York. Bandmaster A. Lee Hinckley and wife, Eva, will go to Florida for a vacation and return to Macon. Leona Teodora. wardrobe mistress, will go to Chi-

Transportation bosses, Bill Gehn and Jack Hoover, will remain on the job in Macon, as will Harry Rooks, prop boss. Charles Luckey, carpenter, will go to Miami for a vacation and return to Macon. Tommy Hart, Side Show manager, will winter here. Ted Porter, Side Show band leader, has gone to Americus, Ga. Tom Kennedy, superintendent of concessions, will go to St. Petersburg, Fla., and Red Larkin, who had the pie car, goes to Sarasota. John Smith, superintendent of ring stock, will remain at quarters, as will Napoleon Reed, who has charge of the cookhouse.

Douglas Brown, of the promowill winter here. J. R. Fremont has gone to Galway, N. Y. Herbert M. Knight will also winter here. Other destinations of promotional managers: Dorothy Clements, Richmond, Va.; Joe Haworth, Wilkes-Danville, Ill.; H. A. Myers, St. Petersburg, Fla.; E. S. Michel, Pittsburgh: Al Ladieux, Bloomington, Idaho; Homer Canter, Sarasota, and Bob Allen, East Liver-

Lucio Cristiani, formerly a partner with Floyd King, spent the Toranto-Elks Motorshow and Christmas last week of the senson with the Fiests, Dec. 5-10. Al Dean, Suite 601, Vicshow, and will remain in Macon for several days before joining his Saskatoon Meat and Poultry Show and Sale. Dec 14-15

Visitors at the closing performance included R. Elmer Yates, Larry Agee, Columbus newsman; Paul M. Conaway, the show's attorney from Macon; O. C. Cox and wife, Phyllis: Frank DeRizkie and family, Charles K. Blaum and Paul Stevenson.

R. E. McAfee, who had the baby elephant pit show, will vacation in Florida and return to Macon. Ben Thomas, 24-hour agent, will vaca-

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the Macon Shrine Circus and then | tion in Miami and return here after leave for England. Bill Brickle, the holidays. Jack Neville, who producing clown, and James had charge of the squadron, will

The troupe of King-Cole elephants playing the indoor date at Fort Worth is due to return here Phil and Betty Escalante will go November 28. Some equipment

#### COMING EVENTS

Show Nov 25-30

Florida

Klasimmer - Klasimmee Valley Livestock Show, Feb. 15-15. Carlysie Bronson. Madison - Madison Co. Livestock-Show, Peb. 27-26. O. R. Hamrick Jr. Orlando-College Park Merchants' Festival, Dec. 1-24.

Plant City Fig. Strawberry Pestival, Feb. 20-25. P. W. Nulter. Quiocy-West Fix Pat Cattle Show & Sale. Jan. 17-19. Tampa-West Coast Dairy Show, Jan. 38 Charles E. Loe Jr.

Georgia Atlanta-Southeastern China, Glass & Gift Show, Jan 15-18, Foster B Cteward, 1401 Peachtree St., N.E.

Chicago-International Livestock Exposttion, Nov. 28-Dec. 3. William Oglivie Cameron-Fur Ceinbration, Nov 29-Dec. 3.

Michigan Bay City-Poultry Show, Jan. 12-15. Ben. M. Mau, 2009 Second St. Detroit-Junior Livestock Show Dec. 6-8. Clinton S Titcomb, 6750 Dix

New Jersey Newark-Moose Circus, Dec. 18-11 A. Hymes, 455 Schenectady Ave., Brook-

New York

Bronx-Sports, Travel & Vacation Show, Feb. 17-26 White Plains-Glibert's Big Show Carnival-Pair Dec 26-31

Cincinnati-Sports, Vacation & Travel Show Jan 28-Fen 5 W 8 Bain co Cincinnati Garden. Texas

Brownaville... Charro Dave, Feb. 9-12, M. G. Dennis, 1006 Van Buren St. Dallus-Exposition of Modern Living, Feb. 19-26, Louis L. Young, 4611 Cole Ave. tional staff, and his wife, Bessie, Pred Sands, 3108 S. Joplin, Tulsa, Okla. Dallas-Allied Gift & Jewelry Show, Feb. 19-24. Mrs. M. Dalton, 3822 Wilshire

Blvd., Los Angeles. Radeo, Feb. 6-12. Chamber of Commerce. El Paro-Southwestern Sun Carnival Dec.

Port Worth-Southwestern Breeders' Rabbit Show, Dec. 10-11. boro, N. C.; Raymond A. Walton, Fort Worth-Southwestern Expo & Pat Stock Show Jan 27-Feb 5 W R Watt.

Houston-Houston Pat Stock Show & Livestock Exposition, Peb. 22-March 4. Heraredo - Washington Birthday Celebration, Peb 16-36. J. George Loos, Box 455. ian Antonio-San Antonio Livestock Ex-

position, Feb. 10-20, W. L. Jones. CANADA

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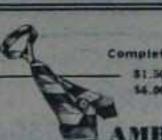
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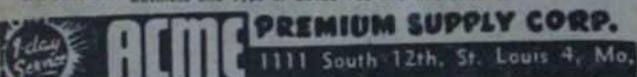
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KARRINGS — ASSORTED STONED AND LILL N. MINING NALE-BLOND COCK-tailared \$6 per gross plus postage, c.o.d. FREAK DOG FOR SALE-BLOND COCK-tailared \$6 per gross plus postage, c.o.d. or Spanis), born May 1, 1955, with both gross lots only. New England Jewsley, 121 del sexes. Address C. H. Raden, 3112 W. Mor-Empire St., Providence, R. I. del sexes. Address C. H. Raden, 3112 W. Mor-Empire St., Providence, R. I. Dennison, Tex.

forming in act with 10 others. Gentle, obedient, no had habits wear ciothes, work an tightrope, tecterboard, tricrele, jump rupe and ride punies, and many other acts. Adults smaller chimps to act reason for sair, Detroit Zoo, Royal Cak, Mich.

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nic Propire Making and Small capital re-forme made candles. Small capital re-spatred. Valuable information free after Greek Sold West 122 St., Hawmerst Schools a 717-B, Penn St., Butler, Pa.

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Box 362, Lyndhurst, N. J. de18

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HERE'S WHAT YOU'VE BEEN WAITING for Large elaborately illustrated brochure of 1,500 successful money-making ideas and plans. The Write: Box 521, Waterloo, Jowa

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blinds Start home, spare lime, Hulld life-time business. Heverling book free. Burtt, 243CR. Wighlits 13, Kan. Chas.

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ABOUT ALL MAKES OF POPPERS CARA-mel Corn equipment Floss Machines, re-placement Kettles for all Poppers Kriury Korn, 120 S. Halsted, Chicago, III. 16455

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M.O.). Free directions in make. Circus,
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white do you have or want. Smith Tent.

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ATTRACTIVE THREE-COLOR 14x22 WIN-dow cards, 58 hundred, Larger 17-28 size, \$12.50. Posters for all occasions, many il-lustrated, Tribung Press, Dept. ND, Earl Park, Ind. de31

"BE YOUR OWN BOSS" OPERATE YOUR business with new ideas. Complete plans. Counsel, Stuart Printing Service, Box 115B2, Philadelphia 5, Pa. del0

PHOTO OFFSET 5000 812x11, 318. NO CUTS needed, Just a paste-up of your copy, pictures clippings, etc. Free sample, price list. Maurice Fischer, 711 S. Boulevard, New York 55.

PRINTED REPRODUCTIONS - ANYTHING written, typed, printed, photoed, drawn. Also sutograph music printing and mimeographing. Kennedy Printing, 173 Washington, Barre, Vt. del

SPECIAL 2000 EMBOSSED BUSINESS cards, \$5 postpaid. Maximum six lines. Expires December 31. John Peper, Box 822. Chattanooga, Tenn.

#### SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS, 10, 30, 30, 40 and 200-light book matches, Bigger and east commissions; every husbers a prospect Low prices for high quality. Repeats. Start without experience; even, women; full, part time. Buy nothing naive hit furnished. Match Corp., Dept. D.50, Chicago 32, III. np

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NEW TYPE TATTOOING MACHINES— Money making designs, outfits, colors, enneentrated Pelican, \$12 sharps; illustrated brockness free Milt Zeis, 728 Lesley, Rock-

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WANTED TO BUY-12 FT. MILK BOTTLE Ball Game. Must be complete and priced right. No rags. John St. John, 716 E. New York St., Indianapolis, Ind.

2 STUFFED BUFFALOS AND BUFFALO heads, Long Horn Steer heads, Condition and price. Write Danbury Fair, Inc., 130 White St., Danbury, Conn.

5 KID AIRPLANES WITH OR WITHOUT lines. motors and propellers, Arcade equipment, 822, kid rides and Eli 5. Shafers Rides, Wash-del0, inglon, Ind.

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Forms Close Thursdays for the Following Week's Issue

CARNIVAL MAN NEEDED TO SELL HOT toy item in dept. store. Excellent salary plus commission. Call Diversey 8-4368.

NIGHT CLUB ACTS WANTED FOR EAST-ern Florida, Write: Buddy Bernstel, Hlawatha Court, Melbourne, Fla. del

SECTION TENOR MAN WANTED, STEADY work, weekly salary, Contact Jess Gayer Orchestra, 1612 Broadwell, Grand Island, Nebraska.

BASS MAN FOR REPLACEMENT ON TELEPHONE SOLICITOR FOR NEWSPAPER organised commercial orchestra. Others write, Del Clayton, 1611 City Nat'l Bank perinneed men or women. Phone: HY Bldg., Omaha, Neb. del 5-8516, Brooklyn, N. Y. anniversary laue. Big commissions; ex-perienced men or women. Phone: HY 5-8516, Brooklyn, N. Y. ch

TRUMPET FOR STEADY WORKING Mickey combo. Sing harmony in vocal trio. Double violin preferred. Write-Leader, 9128 Grand, Duluth, Minn.

WANTED-ALTO OR TENOR MAN, ALSO bass horn for Midwest polks band, immediately. L. A. Berg, "Vikings," Albert Lea, Minn.

WANTED GIRL ABOUT IS YEARS TO join well-known family act, with knowledge of acrobats preferred. Box C-323, c/o Billiboard, Cincinnati 22, O.

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Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

#### CIRCUS & CARNIVAL

PRESENTING COO-COO THE CLOWN AND his complete show. Fun, games. Playing nanquets, clubs, theaters, kiddle parties, house parties. Toy animals, balloons and prizes for kids of all ages. Box 1105, New London, Conn. de3

#### MISCELLANEOUS

AT LIBERTY-PITCHMEN, DEMONSTRA-tors, austionser. Need work? Do you have location and plenty stock? Charile Hudson, Hutlmon Hotel, Birmingham, Ala.

PIANO, READ, PAKE, TRANSPOSE, VERY good rhythm, plenty experience, single, Mudcian, 180 Washington Blvd., Oshkosh, Wis, Phone, Stanley 5675.

TRUMPET, NAME BAND AND COMBO EX-perience, December 15, Henry Jones, 120 5, 12th St., Minneapolis, Minn.

AT LIBERTY — COLLEGE GRADUATE wants permanent position with park or other permanently located organization. State full particulars in letter to H. A. Hollister, North East, Pa.

HERE IS YOUR OPPORTUNITY TO CRASH
the entertainment barriers. Break old atlendance records, gain prestige and win respect, not ridicule. Now for the first-time
this Fox Movietone Feature is available
to one and all, not to just a few and you
don't have to wait weeks or years as in
the past. Contracts are being signed now.
Remember a successful celebration can be
yours if you have the determination to
make good and will invest dollars, not
pennies. Clear logic suffocates the aforementioned statement. Only the sound of a
muffied cough breaks the allence of the
great crowd below as Capt. McDonald, the
High Diving Sensationalist, is about to bring
to a climax a great feat that has crippled
the few who have altempted it. Free literature, Blasing gasoline, sharp spears, back
somersauits, suicide pool, etc. Large threecolored posters available to advertise this
act. Capt. Earl McDonald, 456 Lamphier
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I'm a hard worker and I have some pretty good ideas, but I never had the capital to go into business for myself. Today I still work pretty hard but now it's different . . . now I am working for myself; making big money. And believe it or not, I started my own business without investing one cent. I sell the bestknown famous-brand products and there's no risk, no inventories to tie up my cash!"

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1 regular scope 2 opera glasses 3 mirror

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AVAILABLE NOVEMBER 27, TENOB Alto, Clarinet and Flute, prefer locations. Lee Dickson, 1817 E. Laurel, Sprinfield, Dr. DRUMMER, EXPERIENCED, AVAILABLE immediately, age (wenty-nine, read well, play shows, all styles and Latins, Prefer location, Dick Glerum, 1941 West Mc-Nichnia Road, Detroit 3, Mich. Telephone University 4-4237, de10

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PIANIST—WELL EXPERIENCED FAKE OR sight read, chord, symbols and lead Double electric guitar. Good voice. Sing sole or harmony. Prefer small combo on location in south. Can work alone, Male, white, union, Musician, Her C-MT, clo Billboard, Cincinnati 22, 0. del7

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if You Want impressive results find them something above average. As sensation High Diving as featured by Foz Movietone and the New York Press Somer-saulting backwards through space, blazing vocals, fiddle, wash board, novelties, comedy, etc. Willie (Coot) Barfield, c o Billing tank known throughout the show world toard Letter List, Cincinnati 22, O.

PIANO, READ, PAKE, TRANSPOSE, VERY good rhythm, plenty experience, angle. Capt. Earl McDonald, 456 Lamphier Studelan, 180 Washington Blvd., Oshkosh.

www.americanradiohistory.com

Communications to 188 W. Randolph St., Chicago 1, Ill.

## Yule Season Disk Rush Is Under Way

CHICAGO, Nov. 26. - The Christmas rush is on.

until after Thanksgiving before dusting off the seasonal favorites, tunes are not placed on the malet alone checking the new crop of Yuletide times, went into action yesterday.

However, with Christmas still a month off, the big problem con- will receive the bulk of their holifronting operators was not what's new, but what's old. Record inventories had to be checked carefully, replenished, and set up for route Thanksgiving is over. distribution, which begins Monday

## AMI, BAL-AMI, IMA-AMI Name Belgium Outlet

GRAND RAPIDS, Mich., Nov. 26. - C. Van Brabrant, head of Tonalty Ets., Autwerp, Belgium, has been appointed distributor of the AMI, BAL-AMI (England) and IMA-AMI (Denmark) phonograph lines covering all of Belgium, John Continued on page 15 Haddock, president of AMI, announced here this week.

BAL-AMI and IMA-AMI are non-selective. manufactured under license from the plant here.

ish AMI models would all be dis- music machine. played in the showrooms of Tonhas a complete up-to-date service

department.

## Kansas Assn. To Boost '56 Dime Campaign

KANSAS CITY, Kan., Nov. 26 .-Members of the Kansas Music Association will take an active role in the State's 1956 March-of-Dimes campaign, according to plans approved at the annual election of

highly trafficked office buildings, import of non-essentials. ing posters proclaiming that all distributor here and who was for to a standstill. money placed in the juke boxes will merly connected with the State

drive, the association thruout the as of last June, when Austria re- pean countries whose currencies

The scramble for the holiday tunes was particularly felt by oper-Juke box operators, who wait ators with stops operating on twoweek collections. If the Christmas ing at the Fort Wayne Hotel. chines next week, the season will the program as follows: almost be over before the locations are visited again.

Locations being serviced weekly Juke Box." day music the following week, and taxes. altho there are always a few spots which call for the tunes as soon as MOA Contest."

launched into Christmas merchan- build up this practice. ites for the most part. Now, with (Continued on page 87) separate story).

Sked 5 Topics To Key Dec. 5 **Detroit Meet** 

DETROIT, Nov. 26. - The United Music Operators of Michigan has scheduled a five-point program for its December 5 meet-

Roy Small, conciliator, outlined

1. Extensive discussion of Reader's Digest article, "Racket In The

2. Discussion of local restrictions

3. Plans for the next "Miss

4. Airing UMO co-operation A few record companies with disk jockeys and methods to

ALLUVOT VS. MILLER

## Location Contracts Approved by Court

of written contracts to a music op- vot in an effort to regain three locaerator were clearly demonstrated tions lost to the Miller-Newmark here last week when Circuit Judge firm. John V. Brennan issued a temporary injunction against the Miller- United Music Operators of Michi-Newmark Distributing Company, AMI outlet here, and several loca- was a principal witness in Alluvot's tion owners in a suit filed by Frank behalf. Alluvot, head of Frank's Music

The injunction restrains the defendants "from interfering with, or dising nearly a month ago, but 5. Further plans for extensive soliciting in any manner, any locaefforts were restricted to old favorteen-age public relations parties. tion owner for the purpose of rent-Small said that he will also re- ing, selling, displaying or operating Thanksgiving over and operators port on UMO's two public relations said parties' music boxes' during and deejays holiday conscious, the events staged this week (see the life of a written contract or its

extension.

DETROIT, Nov. 26.-The value | The action was brought by Allo-

Supporting the plantiff was the gan, whose conciliator Roy Small

Small said that the UMO was

## Sales Bonanza In Ireland

LONDON, Nov. 28.-Automatie Musical Instruments, Ltd., manufacturers of the BAL-AMI phonograph, is finding the juke box market in Northern Ireland a sales bonanza. During the past 14 weeks, more than 50 new machines have been sold there for approximately \$1,700 each.

Sales have been to operators, who spot them in cases and tavems, giving the location owners a percentage of the collections, and to milk bar and restaurant proprietors. The latter group have found customer traffic increases considerably after an installation is made.

The machines are 80-selection

The man behind the interest now being generated in Northern Ireland for the automatic phonograph business is J. H. A. Swinson, managing director of a firm in Belfast which supplies catering equipment.

When the firm took delivery of 10 new Model "G" phonographs at the Nutts Comer Airport recently, the occasion attracted both press and radio coverage.

#### MONEY-BACK Mrs. Rose, the widow of Jack GUARANTEE ON MINSTREL

LONDON, Nov. 26.-The Minstrel juke box, which sells here for \$1,190 including tax, now carries a five-year moneyback guarantee.

If at any time the customer is dissatisfied with the muchine he can get the full purchase price back, less \$11.20 for each week the machine has been used.

## U. S. Market Sought for Selective, Coin-Operated Tape Music Machine

Swedish Firm Starts Production; Lack Pop Tape Library Hinders Development

Austria's Juke Market

Grows Despite Checks

The Swedish machine, built library seems dim. along the lines of a standard juke | The Swedish machine was in- On music machines with a pre-

alty Ets., Belgielei 134. The firm classic one of the hen or the egg. European market. Without tapes to play, a manufacturer would be reluctant to go into player.

Prospect Dim

ZITHER STILL BOSS

pense of building up a pop tape five inches a second.

Haddock said that the new AMI box, is envisioned as a substitute vented by G. K. Tolnai, Hun-selector device, the tape is about Model G and the English and Dan- for the record-playing, selective garian-born engineer, who sold the 760 feet long and divided in 12 patent to Stalex. Stalex has re-The problem appears to be the cently started production for the channels. Thus the player may se-

> used, with the head adjustable mechanism. production on the selective tape crosswise over the tape by a device allowing contact with one of 16 knob for the channel and another channels selected. High fidelity Without coin-operated selective tape which normally takes an hour tape recorders on location, the pros- to reproduce takes only 45 seconds

> program background music and are pect of any firm going to the ex- to rewind. Normal playing speed is

#### 192 Selections

sections, each section containing 16 lect any of 192 tunes after inserting Only a single recording head is the coin which activates the

Selection is made by turning one knob for the number on the channel. The chassis is built along the same lines as the Wurlitzer 1800. Coin chute is set for Swedish 25ore coms.

If more than one coin is inserted, the machine plays the first piece selected and continues with the following pieces on the same tape.

Sole U. S. Rep

Rose, who spent 35 years with the DuGrenier organization, is the sole U. S. representative of Stalex. She has discussed the tape machine with American juke box manufacturers and is currently negotiating with a U. S. firm for purchase of

Mrs. Rose pointed out that the actual mechanism of the tape recorder weighs only 40 pounds and tured could be considerably smaller than the standard juke box.

## Michigan Assn. Backs Youth Show, GI Dance

DETROIT, Nov. 26. - The Classmates, Silhouette, and the United Music Operators of Michi- Chuck Leonard Quartet. Others ingan applied the old "one-two" cluded Stan Wisniak, Adele Storm, technique to its public relations the Starlets, Cy Walters and the program this week when it spon- Ted Wyatt combo, Wally Trusk's sored two talent-packed shows in accordion band, Jerry Ansama,

The first event, staged Sunday etta Fecker. (20) at the suburban Center Line | The Department of Recreation High School Auditorium, drew a co-operated with the UMO in crowd of teen-agers numbering sponsoring the show. following day, was staged at near-by Selfridge Air Base for the was set up as a result of a phone Sales Confest by Selfridge Air Base for the call from the field's USO to Bob benefit of enlisted men.

The teen-age show was the biggest of its kind sponsored by UMO, lasting for over three hours.

light; Pattie Jerome, Wing; the the show.

Jerry Pali, Phyllis Fox and Henri-

Maxwell, who in turn called the UMO. The event combined a

ties were disk jockeys Bob Max- ance by Sonny Graham and Pattie by the Phonograph Department of well, WWJ-TV, and Paul Dean, Ann Morris, both of whom were WIR; recording artists Sonny Gra- on hand for the previous evening's ham, RCA; Patti Ann Morris, Spot- event. Small doubled as emsee of

VIENNA, Austria, Nov. 26 .- strictions on customer financing American juke boxes continue to be became so tight that it made sales officers meeting here November 12. imported into Austria despite almost impossible. Then, a subse-Thruout the State juke box oper- stringent government restrictions on quent ruling by the Commerce ators will spot phonographs in customer financing and on the Ministry which made the direct importation of music machines manufacturing rights here. banks and department stores bear- John Cotton Merrill, Wurlitzer from the U.S. illegal, business came

But importers, Merrill continued, be contributed to the polio fund. Department's radio station, Red- got around the law by importing that the music machine manufac-As part of its public relations White-Red, told The Billboard that U.S. machines from other Euro-(Continued on page 88) ceived her sovereignty again, re- were not as tight, thus avoiding a drain on Austria's slim supply of

Merrill states that there are approximately 400 automatic phonographs operating in Austria, estimates the country can absorb nearly 10,000 before reaching a saturation point.

He claims that the majority of

## Winners Named In Wurlitzer's

NORTH TONAWANDA, N. Y., Nov. 26.-Seven days of mid-winter talent show and pre-Thanksgiving vacation in Mexico City and dance for the enlisted men. Acapulco today awaits the 12 win-Sunday Show

Roy Small, UMO conciliator, ning distributors of the summer arranged for the personal appear- sales round-up contest sponsored The Rudolph Wurlitzer Company

Announcement of the results of the three-month contest which end-(Continued on page 106)

## Pick 'Leaves' on MOA Show; Emsee Shift Set

OAKLAND, Calif., Nov. 26 .-(Continued on page 105) Emsee duties on the ABC network radio show, "National Juke Box", of the Music Operators of America, will be rotated regularly on a two-week basis, George A. Miller, president, announced here this

> The program, which got under way October 15, has been emseed to date by three officers of MOA-West Coast favorites. Snodgrass listed as promising. introduced the regional favorite in the Southwest, while Denver listed the week's best times along the Eastern Seaboard.

vice-president, taking over for the most promising time was Snodgrass and introducing the fa-Rocky Trail to Peaceful Valley." vorites of the Midwest.

(Continued on page 87) M-G-ML

NEW YORK, Nov. 26. - The Roger Williams version of "Autumn Leaves" on the Kapp label was selected as the nation's top juke box tune tonight (26) on "National Juke Box," the ABC radio network program prepared by the Music Operators of America. "Shifting, Whispering Sands,"

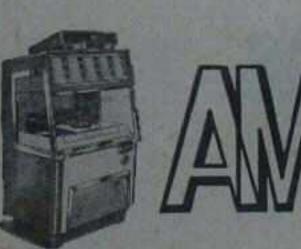
with Billy Vaughn on Dot, was the Miller, Harry Snodgrass and Al West Coast regional choice, with Denver. Miller reported the top "Rock-a-Beatin' Boogie," with Bill tune of the country along with Haley and His Comets on Decca

Favorite of the Midwest was Sixteen Tons," with Tennessee Emie Ford on Capitol, while "Love Is a Many-Splendored Thing," with Tonight's show marked the first the Four Aces was the East Coast change in the format, Clint Pierce, selection. Eastern nomination for with the LeRoy Holmes ork on



You never have to cover up when you have a string of "G's" working for you . . . no excuses, no alibis. The AMI-Fidelity Sound System is true hi-fi, capturing every nuance of the recorded music . . . capturing more dimes and quarters at every location.

## There's no HI-FI like AMI-FI!



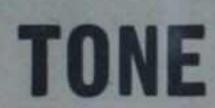
Incorporated

General Offices and Factory: 1500 Union Avenue, S. E. Grand Rapids 2, Michigan

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1. England—building the BAL-AMI Juke Box

# THE WORLD'S MOST WANTED PHONOGRAPH

BECAUSE
IT'S THE
LEADER IN
BEAUTY



DEPENDABILITY

EARNINGS





RLITZER 1899

WURLITZER THE OFFICIAL MUSICAL INSTRUMENTS IN Disneyland

THE RUDOLPH WURLITZER COMPANY NORTH TONAWANDA, NEW YORK

Established 1856

## COINMEN YOU KNOW

#### Chicago

#### By KEN KNAUF

NAAPPB SHOW PULLS COIN CROWD. Coin machine operators. distributors and manufacturers from around the country began flocking into town over the weekend for the National Association of Amusement Parks, Pools and Beaches Show at the Hotel Sherman, Sunday thru operators began ordering Christmas Wednesday (27-30). (See story in Amusement Machines section). Local favorites two weeks ago, but that manufacturers and distributors were expecting a flow of visitors to their Friday was a mad scramble. He plants and showrooms this week,

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, returned this week from a trip to Portland, Ore. . . Frank Mencuri, Exhibit Supply vice-president and director of sales, journeyed to St. Louis, Kansas City, Mo., and other points during the week. Sam Lewis, Exhibit president, says the firm is still swamped with orders for coin pool games. . . . Art Weinand, Williams Manufacturing Company sales manager, traveled all the way from Louisville to New York and back on his latest sales jaunt.

United Manufacturing Company roadmen, John Casola and Al Tholeke, finished a service school for operators at Baltimore, and headed out to Philadelphia for another school this week. Bill DeSelm, United sales manager, reported a big crowd of United distributors coming into town for the show. . . . Al Stern, World Wide Distributors head, reports Rock-Ola phonographs, shuffle games, pinballs and pool games all moving at a fast clip. . . . George Wrenn, Chicago Coin Machine Company sales representative for the State of Texas, dropped in at the Chicago plant this week.

John S. Conroe, J. H. Keeney & Company vice-president, returned from a trip to Detroit, while Bill Coan Jr., of the vending division, returned from Philadelphia. Bill Bolles, Keeney eastern representative, is touring the New England territory, and Al Allbritten is traveling thru Pennsylvania and Kentucky. . . . Joe Kline, First Coin Machine Exchange, witnessed a record number of trucks pulling up to the First headquarters for game shipments this week. Pool games, he says, are responsible for a big share of the business. Wally Finke took time out recently for a vacation at Grossingers, New York State resort.

Stanley Mack, of Jane Sales Company, subsidiary of Allied Coin Distributors, walked off with top honors this year at the Harvest Moon Festival dance competition. He and his dance partner, his wife, Jane Mack, will appear at the Chez Paree this month. . . . Visiting manufactures here recently was Paul Brower, young Denver amusement game operator. Getting a line for 1956 expansion, Brower visited plants of Bally, Genco, Northwestern and Williams.

#### Miami

#### By RAOUL SHAPIRO

ROUTES BOOSTING GROSSES. Collections here are showing a decided increase. Norman Rogers, of R&S Music, says his locations have really shown increased activity in the past couple of weeks. Buddy Kanfman, C&L Amusement, says his stops have picked up too in the past two weeks. Harry Silverman, Ace Music Company, says his games have picked up a little, but his music route is still lagging behind.

Ted Bush, Bush Distributing Company, is back on the job after spending a week in the hospital undergoing minor surgery. Ted says he feels fine again. Another returnee to Bush Distributing Company is Ken Willis. Ken has been a pretty sick boy, and tho he has not completely recovered from his illness, is anxious to get going again. Arthur Zuker, of Budisco, readying for a trip up north. Arthur says he is not anxious to hit the cold up New York way, but is anxious to see his folks.

Sid Nathan, head of King Records, down from Cincinnati for a visit to his Miami branch office. Ralph Bass, a &r. man for Federal Records, flew in from Los Angeles to record the Midnighters, now working at the Palms up in Hallandale. Marvin Novak, King Branch office manager, showed Ralph the town. And no smog, of course. Mrs. Emie Reyer bought herself a boat. She is the wife of Distributors' crack salesman, Ernie. He is on the road so much the decided she would spend her leisure time fishing, a sport she loves. Mel Schwartz, of Mellow Music Company, is another guy who loves boats. Mel was seen recently towing his big boat thru downtown Miami and holding up traffic beautifully.

Bill Rogers, of E. C. Rogers, Fort Myers, in town on his weekly record buying trip. Bill was a bit under the weather with a nasty cold. Bill says every time the temperature drops to about 60 degrees he is sure to catch cold. No use giving him any remedies. He's already tried them all. Gale First, of First Music Company in Naples, also in town buying records. Gale says business is fair, but should get better shortly. . . . Both Moe and Harry Steinberg sporting big smiles. Seems they have started converting their machines to dime play, and tho they have only changed over a few locations, claim that those locations that were changed over have shown increases as high a 35 per cent. ... The hottest record to hit this town in many of a year is Tennessee Emie's "Sixteen Tons," with every operator covering his complete route with the disk.

Bobby Schwarts, of B&B Vending, says business is good and should get better from now on in. Harry Zimand, of Acme Music Company, is another operator who reports that collections have started to climb. . . . Red Gurkin, of Belle Glade Music Company, plagued with a bad cold for several weeks, had to forego his weekly record buying trip into Miami. . . . Red reports business good, with many migrant workers in the area. The same observation was made by Jim Robbins, of the Robbins Electric Company in Okeechobee. Jim says there are thousands of Mexican and Puerto Rican farm hands helping with the tomato picking, and they are keeping the machines jumping. Jim was accompanied to town by Mrs. Robbins and his two lovely daughters.

Gale First, of First Music Company in Naples, reports business is not as good as he hoped it would be, but is setting out a lot of equipment in locations that were closed for the summer season, and has high hopes for a big season. Marvin Turner, of Palm City Music Company in Fort Meyers, reports business should really boom in the next couple of weeks. Marvin says his leg feels fine. Missed hearing from Bill Rogers, of E. C. Rogers in Fort Meyers. Hope everything is okay with him. Every juke box operator this writer spoke to reports that Capitol's disk of "Sixteen Tons" has boosted the take on machines from \$2 to \$6.

Ozzie Truppman, of Advance Music Company, reports that his route of pool tables is averaging over \$20. Ozzie says that any operator not setting out this new type of game is missing the boat. . . . Every

#### Yule Season

big promotional guns were oiled and readied for action.

#### Christmas Favorites

Fred Sipiora, head of Singer One-Stop here, reported that many said that he thought operators would continue to order the standbys for another week, at that time

#### 'Leaves' Picked

During the MOA executive meeting in Chicago several weeks ago, six officers appeared at the ABC broadcasting studio, where transcriptions were made for future programs. Those making the transcripts were Miller, Snodgrass, Denver, Pierce, who operates in Wisconsin; Martin Britz, of Colorado, and Howard Ellis, Nebraska.

Meanwhile, Miller urged operators thruout the country to send in suggestions and ideas for improving the program. He pointed out that the show was designed to give local color as well as furnish national appeal and therefore needed fresh ideas all the time.

switching over to the new crop of

Following is an alphabetical check list for operators of the 10 top seasonal favorites:

- 1. All I Want for Christmas
- 2. Here Comes Santa Claus
- 3. I Saw Mommy Kissing Santa
- 4. I'll Be Home for Christmas
- 5. Jingle Bells
- 6. Rudolph, the Red Nose Rein-
- 7. Santa Claus Is Coming to
- 8. Silent Night
  - 9. White Christmas
- Winter Wonderland.

Worth More When You Buy It **Worth More** When You Trade It

GIVE TO DAMON RUNYON CANCER FUND

Seeburg \$59.50 CONVERT NOW!

**NELSON MODERNIZATION KIT** 

Change Over Your Seeburg M100 A's to 45 R.P.M. Records and Watch Your Profits Grow! Easy Installation. Complete Kit, No Special Tools Needed, Takes Only One Hour.

Clip and Mail This Coupon Today!

D. W. Price Corp., Mfrs., 11167 W. Pice Blvd., Los Angeles 64, Calif. 1-1/3 deposit, balance C.O.D. | 2-Check in advance, kit shipped prepald | KIT SHIPPED ON OUR MONEY-BACK GUARANTEE. 3-Send literature & guar.

Address\_ Zone State\_ 

#### THE MARKET PLACE for the COIN MACHINE INDUSTRY

The Malional Exchange for Coin Machine Parsonnel, Products, Services and

CLASSIFIED ADVERTISING

#### ADVERTISING RATES

#### REGULAR CLASSIFIED ADS

Sot in usual want-ad style, one paragraph, no display. First line set in egular 5 pt. caps.

RATE: 15g a word-Minimum \$3.00. CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

CASH WITH ORDER Unless credit has been established.

IMPORTANT INFORMATION In determining cost of regular Classified

Ad be sure to count your name and address when computing cost of ad When using a Box Number in Care of The Billboard allow for 6 additional

On Box Number Ads a special service charge of 25¢ per insertion is made for

ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

#### **Business Opportunities**

nities for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-del

#### Help Wanted

ATTENTION, VENDOR SALESMEN, DIS-ATTENTION, VENDOR SALESMEN, DIStributors New high-speed, hot sandwich
machine for route sales; not a vendor; retalls at half the price of infra-red machines
to operators; cooks twice as fast, electrical
operation, semi-automatic; \$2600 commission
paid one salesman for three weeks sales.
Write full details previous experience,
vendor or promotional, first letter. No
cards answered; a new deal for men willing
to sell or clean deal clean, able to finance
self. Box M-150, c/o Billboard, Cincinnati
22, O. ch-de3

#### Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUfacturer, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

#### THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

#### **Used Coin-Operated** Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. Established over 28 years. 1952 Milwaukee Ave. Chicago 18, III.

ADVANCE MACHINE OPERATORS-MA-chines and Merchandise at rock bottom prices; immediate shipment. McDonald Distr. Co., 2416 Davis St., Dallas, Tex.

CIGARETTE MACHINES—DU GRENIER, 7
col. S. \$45; 7 col. V. \$50; 9 col. W. \$55;
Rowe Imperial, 6 col., \$45; 8 col., \$50;
Uncedapak E. 6 col., \$45; 8 and 9 col., \$55;
Quarter operation, refinished, ready for location, One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 39677 Parrish St., Philadelphia, Pa. EVergreen 5-4344. ch-tfn COIN-OPERATED ART SHOWS, 4 SHIP-man, 6 peck, Good as new, Make offer, First letter, 2112 South Kansas, Wichita.

MERCURY 13-WAY STRENGTH TESTERS and parts, springs, gears, other parts. Dial Decals, \$2. Complete machines, good condition, \$75. Playland Arcade, Macon, Mo. del

SCALES-1r, 12 MILL LOWBOY STYLE, execilent shape; I Rock-Ola, 2 Pace, 1 Caille, Watting Guesser, Watting Horoscope, All 5-1, ready to operate, \$29 to \$47.50. Quantity discount; also counter games, \$12.50. R. Osburn, 635 Knower, Toledo 9,

VENDING MACHINES, PARTS, ALL SUPplies, Ball Gum all sizes, 1s Tab Gum, 5s Parkage Gum, Spanish Nuta, Virginia's Red Skina small Cashews, small Almonds, Mixed Nuta, all in vacuum pack or bulk Panned Candles, 1s Hersheys, 320 or 520 ct Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders, Write for prices and order blank, King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

#### WANT RELIABLE PROMOTIONAL SALE ORGANIZATIONS

Paten "Non Coin" hot nut displays. Cotar-ful, has action. Perfume Vendors, 25c, solid pack, purse size, new! IQ 1s Ticket Vender, locations everywhere; sell in direct routes, to new operators. Buy samples Drop slip under label. Write for set-up.

74 W. WASHINGTON

WHITE FOR CATALOG. MOST COMPLETE range machines and parts for all makes of equipment; much not available eisewhere. All types Arcade equipment, pinball machines, electrical and mechanical parta. Electric signs: moving figures illuminations same as used by all Municipals at leading sesside places in England. We can accept any currency. Chicago Automatic Supply Co., Equipment Engineers & Exporters, 11-15 St. George's Hoad, London, S.E. L. ch-del

and Brackets 5e or 10e play \$10 each or entire lot for 1 Seeburg Model G Phonograph. Modern Music, 2348 Euclid, Cleve-

#### Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND-ing machines; give full description and lowest prices. Box 672, The Biliboard, Chi-

WANTED — BINGO AND SHUFFLE ME-chanics; good pay and good working conditions. Persons must be sober and fur-nish references. Write Box \$13, The Billboard, Chicago, IIL

WANTED-50 LATE MODEL SEEBURG 100
Wallboxes, Seeburg Model B-C or G Phonographs Modern Music, 3348 Euclid,
Cleveland, Ohio. dell

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- 1. Clip your ad to this form.
- 2. Check classification you want your ad to appear under.
- Business Opportunities
- Help Wanted
- Parts, Supplies & Services
- Positions Wanted
- Routes For Sale Used Coin-Operated Equipment
- Wanted To Buy
- 3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
  - Regular Display

4. Count all words, then enclose check or manny order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard Coin Market Place 2160 Patterson St. Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Mext 6 issues Mext 4 issues Mext 3 issues Mext issue only Payment enclosed

Name.

Address\_

City\_

## Paster Weighs Disk One-Stop

MILWAUKEE, Nov. 26.-Paster Distributing Company, AMI outlet in this area, is considering opening

Cooper, the firm has been studying tion will occupy space in the presthe possibilities of such a move ent quarters.

possible the move might be made within the next two months. Said Color Wheel Chart Cooper: "We've had experience in the one-stop business in St. Paul, To Aid Juke Sales found that a juke box distributorship and operator record outlet can work well together."

Cooper added that if the plan is According to Manager Sam instituted, the new one-stop opera-

### S.H.LYNCH & CO. EXCLUSIVE Seeburg DISTRIBUTOR

DALLAS - 2900 GASTON AVE. HOUSTON - 910 CALHOUN ST.

SAN ANTONIO - 414 DOLOROSA



DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD-LAST WEEK?

DIME JUKE BOX PLAY MOVES SLOWLY AHEAD IN N. Y. Mid-town Manhattan spots easily converted. Neighborhood bars, teen-age stops pose problem. Ops give various views on move. (Page 100, The Billboard, November 26.) COLORFUL ARRAY OF GAMES, - RCADE UNITS TO BE SHOWN AT NAAPPB. Eighteen coin machine and related product exhibitors compete for coveted Henry A. Guenther Award. Details present picture of newest equipment to be unveiled. (Page 106, The Billboard, November

MICHIGAN'S UNITED MUSIC OPERATOR CRITICIZE MOA

ACTION. MOA supports publie relations efforts, but tears into the Music Operators of America's commercializing in juke boxes. (Page 100, The Billboard, November 26.)

ARCADE OP BUILDS 34-ACRE FUN PARK. Chicago op adds new twist to Areade expansion move, outlines plans for \$250,000 fun park in hinterlands to be known as "The Enchanted Forest," Midwest's reply to Disneyland. (Page 106, The Billboard, November 26.)

ARCADES MUSHROOM IN NEW LOCATIONS. Reports reveal expansion move lies in outlying districts. Detailed are "dream locations" discovered by Arcade operators. (Page 106, The Billboard, November 26.)

FAIRS, PARKS, POOLS HIKE OPS' SEASONAL INCOME. Outlined are details of vending

operators' move to outdoor loeations, a successful move in increasing over-all summer sales and profits. (Page 96, The Billboard, November 26.)

IF YOU MISSED READING THE NOVEMBER 26 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD. Only The Billboard Gives You News While It's New A CONTINUING STORY OF Leadership in Action

## for some time, that it was quite AMI Bows Location

GRAND RAPIDS, Mich., Nov. 26.-AMI, Inc., has introduced and is distributing a new juke box distributors.

The sales aid, called a color wheel visualizer, is a card, measuring approximately eight inches in circumference, which consists of Boston translucent plastic discs that can be rotated to show eight different of the eight AMI juke box colors. There are 512 possible color com-

binations. Types of locations represented are restaurants, diners, clubs, cocktail lounges, ice cream parlors, dance halls, bars and taverns. Background colors are white, grey, yellow, light green, brown, sand, red and light blue. The op plastic disc shows the eight AMI juke box

Color visualizers are available to all operators and can be obtained either thru local distributors or by

#### Neb. Phono Assn. **Backs MOA Safety** Driving Campaign

OMAHA, Nov. 26.-The Nebraska Phonograph Operators' Association, Inc., has gone all out to support the national safe driving campaign recently launched by the

Music Operators of America. Howard N. Ellis, secretary-treasurer of the Nebraska association, this week sent a letter to every operator in the State, urging 100 per cent co-operation in the campaign. Ellis pointed out the advantages of a national public relations program could participate.

The record, "Please Take Care of Yourself," which is tied in with the MOA campaign (The Billboard, November 19), is being ordered by operators thru the association and by direct contact with Deed Rec-

ords in Chicago. Ellis said that local operators had already placed their orders.

#### Anthracite Assn. To Mull 10c Play

dent announced today.

"Opposition which always arises when any price increase is imminent will disappear if the cost hike is justified and properly explained to the public," Sterling said.

Increased cost of machines, operating expense and labor, he said, make is necessary for the association to discuss the move to make the operation of automade phonograph self-supporting.

#### Kansas Assn.

· Continued from page 84

coming year will present a number of automatic phonographs to com munity organizations and hospitals.

New Officers Ivan Martin, Winifeld, was elec-

ted president for the ensuing year; R. M. McClanathan, Salina, vicepresident, and Harlan C, Wingrave, Emporia, secretary-treasurer. Elected to the board of directors for a two-year term were Glenn Williams, Topeka; Ed Upshaw, Junction City; Lou Ptacek, Manhattan; Louis Prell, Bremen; Byron McCullough, Great Bend, and Don Fooshee, El Dorado,

Elected to the board for a oneyear term were Mrs. Hatcher, New York Garden City; Charley Newkirk, Parsons; Stan Chilton, Wichita; Al Phinney, Salina; William C. Ingram, Hayes, and Bob Allen, Hut-

chinson.

## COINMEN YOU KNOW

Continued from page 87

operator who has set out the Seeburg V200 on straight dime play reports collections excellent. Buddy Kaufman, of C&L Amusement, reports he experimented with dime play in a teen-age location and location sales aid to operators and collections jumped over 40 per cent. . . Lucky Skolnick, of Music Makers, Inc., reports collections the highest since last winter, with his white route leading the way. Bert Blatt, of Music Makers, tiring of the coin machine business, thinking of going into the printing business.

#### By CAMERON DEWAR

types of locations in eight different PUSHES NEW DISTRIBUTORSHIP. Now that Ed Ravreby, of World Fair & Associated Amusements, has taken over the distributorship of Rock-Ola in this area he is busy negotiating for larger quarters. In the meantime he has redecorated his present plant in red and plans to hold a big showing soon. . . . New girl in Ravreby office is Connie Bianca. Ray Davis, of the Ravreby staff, just returned from a trip to Greenwood, Miss.

> At Redd Distributors (Wurlitzer), sales chief Bob Jones says Exhibit's new pool game has arrived and business has started to spurt on the item. Redd's sending phonographs and games to global spots. Singapore, South America, Europe and the Caribbean are all on the list. . . . Louis Blatt, of Atlas Distributors, reports sales booming in the new AMI. He and Tom Byrnes, of his sales staff, just returned from the north country taking orders.

Irwin Margold, of Trimount Automatic Sales Corporation (Secwriting direct to the AMI plant burg), happy over business on both games and phonographs. Says the firm is doing a big volume, especially in Vermont with the new Seeburg 200. . . . Jerry Flatto, of Boston Record Distributors, entertaining the song spinners, Tony Bennett and Sherm Feller, of WVDA. Jerry has booked his new singer, Dick Roman, into Bronzo's in Shrewsbury and is pleased with the results. . . . Dick Mitchell, of Dick's Records, buckling to tackle the advance Christmas business. Dick had a visit from the Rover Boys this week.

> Hank Petect, Wurlitzer field engineer, doing the rounds, . . . Guy P. DiGiovani, of Commonwealth Distributors, reports coinoperated pool tables going well, and late model phonographs are moving at a good speed. Guy has been spending a lot of time calling on the trade. . . . Jim and Ray Magee, of Magee Music, Winthrop, worried over a lady patron in one of their locations. Seems she ripped her dress on the edge of a music machine and is demanding \$25 damages. . . . Jerry Belliveau, of Fitchburg, who owns a diner in Wayland, is getting into the restaurant business in a big way. He has now bought himself a luncheonette in Leominster. With all his enterprises, Jerry still finds time to coach basketball at St. Bernard's High School in Fitchburg.

Ray Shea, of Worcester, enjoying the show at Bronzo's, Shrewsand explained how each operator bury. . . . Al Yourkewicz, of Ambrose & York, Brockton, who used to play professional hockey, is assisting with coaching at Boston University for the tryouts for the 1958 Olympics. Al expects to go along with the team when it gose to Moscow for the 1957 Olympics. Many operators were doing the rounds this week. Among them were Harry Baker, of Portland, Me.; Harry Walker, of Newport, R. I.; James O'Connor, of Danielson, Conn.; Charles Sharpe, of Portland, Me.; Al Dolins, of Hyannis; Al Riquier, of Williamantic; Sol Robinson, of Newton: Ralph Lackey, of Roxbury; Bert Howell, of Norwood, and Eddie Germandie, of Bristol, Conn.

#### Milwaukee

#### By BENN OLLMAN

GEIGER CONGRATULATED. Vending machine operators here are extending congratulations to Herb Geiger, who was named treasurer SCRANTON, Pa., Nov. 26.-A of the National Automatic Merchandising Association at its recent 20th public relations program designed annual convention. . . . A statistical report issuing from United, to boost dime play for juke box Inc., Wurlitzer stronghold on Vliet Street, according to Harry Jacobs operators will be discussed at a Jr.: "We have sold music equipment to 111 per cent more customers meeting of the Anthracite Music this year than in 1954." Further indication of healthy conditions at Operators' Association Monday, United, Inc., includes the recent purchase by Harry Jacobs Jr. of a pink December 5, Ben Sterling, presi- Cadillac. "Our big worry now," adds Harry, "is whether we can get enough machines from the factory from now to the end of the year."

Carl Karl, of the Wurlitzer factory credit department, stopped in briefly this week at the United office. . . . Reports from the Marinette, Wis., area indicate that music-games operator Lawrence Egener is expanding his territorial coverage. Another Marinette. Wis., operator, Frank Szymusiak, after a lengthy spell of illness, is back on the routes again. . . . Bill Doyle, marking his 10th year as a sales representative for Mars, Inc., reports that business keeps holding up nicely. Sales, especially to the vending machine trade, is well up over last year, he adds. Bud Rutherford, Mars, Inc.,'s new western sales manager, spent several days recently calling on key accounts in the Madison, Wis.,

territory. L. R. Distributors' music routeman and record buyer Carl Staska is up in the North Woods this week deer hunting. Other coinmen in the deer hunting grounds included Jerry Groll and Woody Hoefner, of the Paster Distributing Company organization. Back first, Woody Hoefner reported that he shot a six-pointer. . . . Mrs. Beverly Black is back at her old job at the Major Distributing Company, filling in for office manager Phyllis Kappenman, hospitalized for an emergency appendectomy at Misericordia Hospital.

Bally and Keeney pool games are selling in big volume, according to Sam Cooper, of Paster Distributing Company. "Most of the pool table games are being bought by up-State operators," says Sam, "but they are also showing some new strength in the Milwaukee area." Visitors at Paster Distributing Company's new headquarters at 38th and Fond du Lac Avenue this week included Herman Paster and Allen Nilva, both of the St. Paul office. . . . The recent mink jacket and stole promotion run by Wurlitzer was taken seriously by a number of State operators. Among those whose wives are now proud possessors of the coveted for garments are Carl Klein, Bert Liesch and Ken Kulow, Milwaukee commen, and Harold Ristow, of Kaukauna.

#### By AARON STERNFIELD

HOLD MONY DINNER. Music Operators of New York, Inc., holds its annual dinner meeting and election of officers November 29 at the Park-Sheraton Hotel . . . Ernie Levine and Art Gochman have broken The association will hold its next up their partnership in Pacific Music Company. Levine now operates meeting in Salina on January 28-29 under his own name and Gochman operates Argo Music. with McClanathan as the host. Mrs. Al Denver, wife of the head of the Music Operators of New

#### THE BILLBOARD INDEX

## Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs in-volved. West Coast buyers, for example, should add 10 per cont to prices shown Any price obviously depends on condition of the equipment, age, time on location, tetritory and other related factors.

Where quantity discounts are advertised, as in the case of bulk wenders, only the single machine price is listed.

The Most Active Equipment list tto the right) indicates which machines have occoadvertised the greatest number of times for the period indicated. In the case of Pinlisted for manufacturers with 10 or more games tisted. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised

PINBA	LL (	SAMES	
	WHAT		Times
BALLY	HIGH	LOW	Advisid.
Atlantic City			
(5/52) Beach Club (2/53)	175.00	\$ 65.00 110.00	37
Beauty (11/57	140.00	85.00 425.00	16 15
Bright Lights (5/51) Bright Spot (11/51)	95.00	75.00 85.00	5
Coney Island (9/51).	95.00	75,00	9
Dude Runch (9/51) Fraic (10/52)	199 00 135 00	119.50 80.00	26
Garety	445.00	275.00 425.00	18
Hi-Fi (6/54)	225.00	149.50 139.50	31
Palm Brach (11/52) Palm Springs	180.00	65.00	22
(11/52)	225.00	129.50	31
Stap Lite (1/52)	75.00	195.00 29.50	20
Surf Club (3/54) Variables	235.00	135.00 265.00	27
Yacht Club	125.00	69.50	27
CHICAGO COIN			
Basketball Chains (3/47)	95.00	95.00	2
Talliti (10/49)	175.00	75.00	3
GENCO			
Baiketbell, 2 player. 400 (10/53)	75.00	185.00 55.00	13
Galden Numbet (2/53)			
Invader	95.00 125.00	95.00 125.00	6
Wild West	395.00	395.00	11
GOTTLIES			
Chinatown (10/52) Cinderella	95.00	75.00 49.50	6 2
College Date	49.50 85.00	49.50 75.00	2
Diamond Lif (12/54)	199.50	195.00	3
Firing High (2/53).	175.00 135.00	149.50	3
Gold Star (3/54) Grand Stam (4/53).	200.00	200.00 85.00	4 5
Green Pastures (1/54)	145.00	135.00	
Sura & Dolls	135.00	65.00	5
Quartet	225,00	225.00 110.00	3
Southern Bells	245.00	95.00 235.00	2
Skill Pool (8/52)	135.00	135.00 75.00	4 5
Stugging Champ	225.00	215:00	3
Stage Couch Twin Bull (1/55)	185.00	200.00	3
Hamilian Bemily (4/54)	164.50	140.00	3
int & Run	55.00 49.50	65.00 49.50	1 2
Jackey Club (5/54). King Arthur	149.50	135,00	3
Enackout (1/51)	49.50	45.00	2 3
Lady Lock (9/54) Lovely Lucy (2/54)	190.00	165.00	3
Province (11/53)	135.00	135.00	2 5
Puler Face	119.50	115.00	2
UNITED			
ABC	75.00	29.50 75.00	7
Rawail? (6/54)	175.00 125.00	95.00 125.00	10 5
Leader (10/51)	45.00	39.50	4
Mexico	225.00	300,00 95.00	12
Rie (11/53)	225.00 175.00	145.00 89.50	14
Stars (6/52)	75.00	65.00 175.00	5
Triple Play	495.00	325.00 210.00	3 8
Trapics (7/53) Zingo (10/51)	150.00 35.00	70.00	. 8
dissection .	35.00	35.00	1
WILLIAMS	245.00	155.00	6
Big Ben (9/54)	90.00	90.00	2 4
Colores	115.00	115.00 174.50	4
Delger Bareball	150.00	150.00	1 1 7
Draier Disk Jocker	125.00	99.50 85.00	3
Eight Ball	95.00	95.00 65.00	6
Faut Corners	90.00	30.00 49.50	7 3
Grand Champion	125.00 89.50	89.50	5
Replaner Jaiony (R/51)	85.00	50,00	9
Lary Q (2/54)	85.00 125.00	50.00 99.50	7 5
Lucky Inning	229 50	49.50 229.50	-
Pallitade	90.00	90.00	3
Sarateps (10/49)		75.00 49.50	5
Singapore Say Way (9/54)	225 00 150.00	225.00	2

317 WKY 19/543.... 160.00 160.00

MOST	ACTIVE	EQUIPME	NT
tame to the second second			

(For	four-week period ending	with issue dated October 22,	1955)
ARCADE EQUIPMENT  1. SEEBURG—Shoot the Bear  2. UNITED—Carnival Gue  2. GENCO—Rifle Gallery  2. GENCO—Sky Gunner  3. EXHIBIT—Dale Gue	MUSIC MACHINES  1. AMI—Model E-120  1. SEEBURG—M-100-A  2. SEEBURG—M-100-B  3. AMI—Model A  3. AMI—Model C  3. AMI—Model D-40	SHUFFLE GAMES  1. UNITED—Cascade Shuffle Alley (6 player)  2. UNITED—Olympic Shuffle Alley 3. UNITED—Chief Shuffle Alley 4. CHICAGO COIN—Triple Score Bowler  5. UNITED—Royal Shuffle Alley	VENDING MACHINES  1. North estern 33, Ball Gum  2. Colombus 16 LOTE  2. Master 16 & 56 Bulk  3. Electro (8 col.)  3. Stoner Canda (8 col.)  3. Unceda Model E (6 col.)  3. Victor Model V, B/G Whenl
		ALL GAMES or more games listed below)	
BALLY	GOTTLIEB	UNITED	WILLIAMS
1. Beach Club	1 Chinatown	1. Nevada	1. Hayburner
2. HI-FI 2. Palm Springs	2. Grand Slam 2. Guys & Dolls 2. Skill Pool	2. Mexico	2 Dealer 2 Four Corners

		HIGH	LOW	Time Adv't
	Star Pool	49.50	49.50	1
	Thurderbird	125.00 165.00	125.00 140.00	4 3
	Twenty Grand (12/52) Wanderland	85.00	85.00 225.00	4
ĺ	RICHMOND			
ı	Mighty Mike	395.00	358.00	3
ı	MANUFACTURER			
i	Spittire Three Deces	65,00 185.00 235.00	65.00	2
l	10000 MINUTES	235,00	235.00	1

Mighty Mike	395.00	358.00	3		
	S NOT	LISTED			
	65,00	65.00	1		
			2		
three proces	235,00	235.00	1		
ARCADE	EQU	IPMEN'	r		
ART MILE					
	20.00	F 20.00			
Advance Shockers			- 2		
Air Raiders	145.00		1		
ARCADE EQUIPMENT  ARCADE ARCADE ARCADE  ARCADE EQUIPMENT  ARCADE ARCADE ARCADE  ARCADE TARCADE  ARCADE EQUIPMENT  ARCADE EQUIPMENT  ARCADE EQUIPMENT  ARCADE EQUIPMENT  ARCADE EQUIPMENT  ARCADE ARCADE  ARCADE EQUIPMENT  ARCADE ARCADE  ARCADE EQUIPMENT  ARCADE EQUIP					
MANUFACTURERS NOT LISTED October 65.00 65.00 1 Spittire 185.00 65.00 2 Three Deuces 235.00 235.00 1  ARCADE EQUIPMENT  ART Challenger (5/46) \$20.00 \$20.00 4 Michael Shockers 245.00 15.00 5 Mic Raiders 145.00 145.00 1 Michael Shockers 245.00 100.00 2 Michael Shockers 245.00 100.00 2 Michael Scientific 79.50 79.50 4 Michael Deliane 299.50 150.00 8 Michael Deliane 325.00 375.00 2 Minus Gua 325.00 375.00 2 Minus Gua (United 10/51) 395.00 395.00 3 Michael Sam (Second) 175.00 150.00 100.00					
MANUFACTURERS NOT LISTED Cyclone					
Bat-A-Score (Exam)		200.00			
Big Broncho (1/51).			5		
(6/54)	305.00	777.00	1		
Bonss Gun					
Bonus Dejuxe		2000			
(United)	395,00	395.00	3		
	205.00	225.00	- 44		
Chicken Sam	273.00		13		
(Seebury)					
Coon Hunt (Seeburg)	175.00	175.00	14		
(2/54)	275,00	145.00	6		
Dale Gun (Exhibit).	89.50	50.00	-12		
Derby (Exhibit)	10,00	10.00	1		
(3/52)	195.00	135.00	8		
Drep Kick Football.			3		
	245.00	727.00			
Electric Skill Gon		485.00	3		
Flash Hockey (Coines)	20.00	20.00	2		
(9/46)		75.00	4		
(Mutoscope)					
(6/50)	149,50	149.50	4		
Goalee (Chicago Coin)	23.00	05.00			
Gun Patrol (Exhibit)	SHARM	.95.00	3		
(5/51)					
			- 5		
Hi-Ball (Exhibit)	10.50	18.50	3		
(2/38)	75.00	75.00	4		
Mome Run, 6 player.		200.00	4		
HOL RUDI			3		
Jet Fighter			2		
Jet Gun (Exhibit)	and the same	113.00			
Jumping Jack	125.00	125.00			
ARCADE EQUIPMENT					
MANUFACTURERS NOT LISTED Cyclone					
(Williams)	175.00	175.00	1		
Mercury Counter	20.00				
Metal Typer			- 54		
Midget Maries			5		
Photomatic Deluxe					
Photomatic	445.00	445.00	1		
(1/50) ((ata)					
Pitch'm & Bat'm	44.50	15.00			
(Scientific)	150.00	150.00	2		
Coin)	99.50	50.00	2		
Play Ball			3		
		-			
			3		
Ranger			3		
Red & White & Blue		2000000			
Rifle Gallery (Genca)	20.00	20.00	3		
(6/54)	SA-Score (Exam)   SB-Score (				
Rocket Patrol	### ##################################				
Royal Mustans Horse	375.00	375.00			
	345.00	245.00	-		
Shoot the Bear					
ARCADE EQUIPMENT					
VESSION NO.	175 AA	124.16	1985		

(Exhibit) ...... 175.00

Shooting Gallery (Echibit) ...... 175.00 Silent Salesman Card Vendor (3/52) ... 35.00

124.50

165.00

35.00

			20 1	
N I THE LET			Times	
Silver Bullets	HIGH	row	Adv t'd	100
(Exhibit)	95.00	95.00	4	
Six Shooter (Exhibit) Skill Gun (ABT)	20.00	125.00 20.00	2	10.00
S. K. Grip Vue	20.00	20.00	3	
Sky Gonner (Genco) (9/53)	150.00	100 00		Ace B
Sky Gunner	175.00	125.00	13	Advance
Sky Flutter	110.00	110.00	1	(Ch)
Sky Rocket	445.00	10.00	4	Americ
Space Gun	125.00	125.00		5hul
Space Ranger (Deco), Spark Plug (10/51).	325.00	325.00	4	Bannes
Sportland (Exhibit)	75.00	50.00	4 -	Bikini
(11/54)	250.00	195.00	11	Broady
Sportsman (Keeney) (13/54)	295.00	199.50	10	Capita
Star Sories (Williams)	1	1	-	Carniv
(4/49) Star Shooting Gallery	79.50	79.50	10.0	Carniv
(Exhibit)	225.00	225.00	1	Cascad
Steeplechase Super Home Run	50.00	50.00	3	6 p
(Chicago Colo)	225.00	125.00	9	Chief
Super Set (Chicago Coin) (4/53)	-			tun
Super Jet (Williams)	295.00	225.00 295.00	7	Classic
Super Pennant	150.00	150.00	2	Clippe:
Super World Series (Williams)	99.50	99.50	4	Clipper
Target Skill Gun	47.50	77.50		Clover
Telegula (1/49)	20.00	20.00	3	6 p
Ten Strike (Evans)	115.00	100.00	8	Club 3
Ten Strike (Evans) (46)	75.00	75.00	- 4	Comes
3-0 Theater (12/53) Three-of-a-Kind	199.50	199.50	4	Comet
Total Roll	95.00	95.00	2	Criss i
Three-Way Gripper (Gottlieb)	20.00	20.00		(12)
Touchdown	50.00	50.00	4	Criss (
13-Way Athletic	70.70	144.54	9	Criss (
Scales	79.50	79.50 125.00	3	Regi
Voice-O-Graph				Crown
(Mutoscope) Wizard Fortune	495.00	495.00	3	Diamo
Teller	15.00	15.00	32	Damin
Witard 5t Witzard Whit	20.00	19.50	4	Dootste
tig Zag Skill	20.00	20.00	4	(¢hi
		11/15/17		Fratur
MUSIC	MAC	HINES		Fifth Five P
AMI				Alle
Model A (46)		\$ 69.50	17	Firebal
Model B (48) Model C (50)		125.00	9	Flash (Chi
Model C-40		175.00	17	Genco,
Model D-40 (51)	295.00	195.00	17	(9/3
Model D-80 (51) Model E-40	395.00	325.00	15	Gold
Model E-80	495.00	395.00 440.00	2	Holida
Model E-120 (53)	750.00	435.00	20	CON
Model F-120	750.00	645.00	6	Hullyw
	,30.00	075.00		Coin
ROCK-OLA				Imperi
Comet 1438 (54)		475.00	12	Jet 80
1428 (48)	49.50 95.00	49.50 49.50	3	King-5
432	169.00	149.00	4	League
1432 Rocket	150.00 250.00	150.00	1 5	(8/5
1434 Rocket	200.00	195.00	5 2	League
434 Fireball	195.00	195.00	1	Leader
1436 A-Fireball	315.00	275.00 275.00	5 8	(Uni
1446 HI-FI	725.00	650.00	6	Lightm
1448 Comet	599.50	599.50	1	Lightni Magic
17 (47)	50.00 75.00	50.00 75.00	1 2	Mars
47 M	65,00	44.50	5	Mars I
HM-100-A Hideaway.	95.00 275.00	95.00 275.00	2 2	Match
M-100-A (76 rpm.)			200	(Chic
(50)	345.00	199.50	20	Match

M-100-8 (50).... 525.00

M-100-BL (51).... 525.00

M-100-C (52)..... 645.00

M-100-R ..... 835.00

HF-100-R ..... 795.00

HF-100-G ..... 735.00

M-100-G ..... 695.00

1015 (46) ..... 95.00

1100 (481..... 160.00

1217 Hideaway .... 250.00

1250 (50)...... 165.00 1400 (50)...... 325.00

1450 (50)..... 250.00

1700 HI-FI...... 759.50

WURLITZER

395.00

450.00

475.00

769.50

795.00

649,50

695.00

44:50

95.00

250.00 100.00

225.00

250.00 325.00

450.00

395.00 295.00

425.00

450.00

795.00

769.50

WILLIAMS			
1. Hay			
2 Drai	Corners		
	HIGH	Law	Time Adv's
SHUFI	FLE G	AMES	
Ape Bowler (5/54)	\$275.00	\$225.00	9
Advance Bowler (Chicago Coin) (5/53)	. 185.00	- 110.00	11
American Bank Shuffle	250.00	250.00	1
Banner Shuffle Alley (United) (B/54).	310.00	310.00	2
Bikini (Kenney) Bunus Bowier	445.00	195.00	4 8
Broadway Alley Capital	425.00	90.00	3
Carnival Bowler (Keepsy) (5/53).		85 00	9
Carnival Deluxe (United) (10/54)		1100000	7
Cascade Shuffle Alle 6 player (United)	Ta.		100
Century (Keeney)		65.00 250.00	25
Chief Shuffle Alley (United) (11/53)	235.00	145.00	19
Classic Shuffle Alley & player (United)	135.00	99.00	14
Clipper Deluzz	410.00	375.00 395.00	1 5
Clover Shuffle Afley			
(1/53)		75.00	12
(Keeney)	65.00	65.00	4
Comet (United) Comet Deluxe		275.00	8
Criss Cross Bowler (Chicago Coin)			
(12/53) Criss Cross Target	260.00	175.00	1
Deinze Criss Criss Target	. 200.00	200.00	1
Regular		175.00	6
Crown Bowler (Chica Coin) (4/53)	125.00	89.00	3
Diamond (Kerney) Domino Bowler		110.00	5
(Keesey)		110.00	1
(Chicago Coin) (3/53)		75.00	14
Feature Frame	275.00	255.00	4
Fifth Inning Delane Five Player Shuffle	395.00	385.00	3
(1/51)		40.00	3
Fireball Flash Boxier		425.00	- 1
(Chicago Colo) Genco, 8 Player		250.00	8
Gold Cup Bowler	65.00	65.00	1
Gold Medal (Bully) Holiday Match Bowle	425.00	425.00	1
(Chicago Coin)		15000	
Hallywood (Chicago		359.00	- 1
Coin) Imperial Shuffle All	ex	425.00	7
(United) (9/53). Jet Bowler (Bally).	195.00	175.00 350.00	8
King-Bowler (Chicago Coin)	The same	175.00	1
League Sowier (8/50)		195.00	
League Bowler			147
(United) (1/54) Leader Shuffle Alley		195.00	14
(United) Lightning (United)	375.00	195.00 335.00	16
Lightning Deluxe Magic (Bully)	425.00	350.00 365.00	7
Mars Delum		275.00	9
(United)	375.00	335.00	7
(Chicago Coin) (8/52)	45.00	45.00	
Match Pool (Genco)			3
Mercury (United)		99.00 285.00	13
Mercury Delize Shuffle Alley, 11t		DESCRIPTION AND ADDRESS OF THE PARTY OF THE	
Frame Mystic Bowler		279 00 375 00	1
Name Sowier (Chicago Coin)			
(1/54) Olympic Shuffle	125.00	60.00	2
Alley (United) (6/53)	120.00	85 00	22
Pacemaker (Keeney).	125.00	100.00	8
Playtime Bowler		350.00	-
(United) (8/54) Royal Shuffle Alley		225.00	
(United) (9/53) Shuffle Alley Delune,	180.00	139.00	17
6 player (United) (10/51)	75.00	50.00	11
Shuffle Alley, 6	ころから かんし	1000000	-

	HIGH	LOW	Firmes Adv sh
Shuffle Aller, 10			
player (Kerony)	75.00	65.00	
Shuffle Alley, 11th	335.00	335.00	1
Shuffly Pool (Genco)			
(11/53)	99.50	65.00	15
Six Player	45.00	45.00	1
Speedle (United) (8/54)	310.00	250.00	13
Star, 6 player			200
(United) (7/52)	65.00	45.00	7
Star, 10th Frame, 6 player (United)	85.00	50.00	7
Starlite Bowler			
(Chicago Coin) (5/54)	255.00	225 00	13
Super Frame Bowler	20.00	-	- 45
(Chicago Coin)	250.00	210.00	10
Super Match Bouter			
(Ohicago Pain) (10/52)	65.00	55.00	5
Soper Six Souffle			
Alley (United)	89.50	50.00	6
Super Triple		365.00	4
Targette (United)		The translated	10
(Deluxe) (B/54)	285.00	250.00	5
Targette (United)		250.00	5
Team Bowler (United			
11/541	235.00	199.00	13
Team Bowler	49.50	49.50	1
Teith Frame Spoler	3		
(Chicage Coin)	75.00	50.00	15
Triple Score Bowler (Chicago Coin)	195.00	89.50	18
Triple Strike Souler	205.00	205 00	- 14
(Chicago Coin)	395.00	395.00	- 4
Thunderbolk (Chicago	125.00	425.00	7 1
Vinus Bowler	385 00	375.00	1115
Victory Bowler	295.00	275.00	5
The state of the s	S. C. C. C.		

Victory Bowler	295.00	275.00 275.00	3.55
VENDIN	G MA	CHINES	To the second
Acorn 5c or 1c Advance D 1c B/G. Advance No. 11	5 10.00 6.45	\$ 10.00 6.45	43
Mdse	5.95	5.95	3
Ajax 3 col. Hot "let Columbus 1c Bolk	5.50	25.00 6.50	6
DuGrenier (7 col.) DuGrenier Candyman,	67.50	14.50	2
74 Cap. DuGrenier Tab Gum	67.50	67.50	2
04 col.)	14.50	14.50	3
(6 cof.)	17.50	17.50	2
Cigarette		55.00	2
Electro (8 col.)	125.00	85.00	5
Exhibit Post Card Jewel Vendor, Sc Keeney Electric	7.50	15.00 7.50	2531
(9 col.)	135.00	85.00	3.0mm
Master 1s & 5s Bulk		5.50	6
Master Ic Bulk	6.50	6.50 6.50	3
Mills Cardy (5 cal.). Mills Tab Gum		55.00	3
(6 col.)	17.50	17.50	3
National 918	75.00	75.00 95.00	24
National 930	110.00	110.00	3
Northwestern 39, 1c. Northwestern 33, Bal	7.95	7.95	3
Sum Northwestern Deluxe	6.50	6.50	7
Ic & Sc		12.00	3
3 col. Shipman		-	
Stamp Vendur	23.50	23.50	NAMAN
PX (10 col.) PX Electric	85.00	115.00 85.00	3
Rome 7 Col. Sc	32.50	32.50	2
Rowe (10 col.)	32.50	32.50	1
Rowe Candy (8 col.). Rowe Candy Merchant		50.00	3
(7 col.)		165.00	3
Rowe Crusader (10 col.)	150.00	150.00	4
Mowe Diplomat		160.00	4
Electric (8 col.) Rowe Imperial		160.00	9
(8 col.)	90.00	90.00	3
(6 col.)		85.00 135.00	4
(B col.)		15.00	2
Silver King, 1s Silver King 1s Ball	8.50	8.50	5
Gum	7.45	7.45	2
Silver King Ic Mdsc. Silver King Sc	7,45	7.45 7.45	2 3
Silver King Hot Nut.	9.50	9.50	1
Stoner Candy (6 col.)	135.00	90.00	4
Stoner Candy (8 col.) Unceda (6 col.)		110.00	5
Cigarette	50.00	90.00	1
Unceda (8 cml) Unceda Model A Unceda Candy	90.00	90.00	3
(6 col.) Uneeda Model E	65.00	65.00	3
(6 col.) Uneeda Model 500	75.00	50.00	3
(9 col.) Victor Model V, Ic	100.00	100.00	1
Cabinet	9.50	8.50	3
TILLIAN MINISTER TO DATE			

67,000

Wheel ..... 9.50 ictor 1c Baby Grand 7.50

ictor Rocket Sc. . 10.00

read The Billboard classified columns each week.

----

7.50

10.00

Communications to 188 W. Randolph St., Chicago 1, Ill.

## Iowa Seeks Op Aid To Draw Model Law

State Invites NAMA Help to Insure Fair Fees, High Sanitation Standards

Department of Agriculture is seek- vending operators and the National ing a model statute to govern the Automatic Merchandising Associaage vending machines thru help law. from the vending industry in an unprecedented move.

ulations of high sanitation stand- in the annals of vending history. ards and licensing fees that will not Lamper the growth of vending in- the vending industry are drawn up dustry in the State, L. D. Liddy, chief of the dairy and food division, figials without consultation with Department of Agriculture, has in-

## **Uneeda Begins** Production on Conversions

NEW YORK, Nov. 26.-Anticipating increases of State eigarette Uneeda Vending Service has gone into production on its new line of 25-cent and 30-cent coir mechanism conversions.

The line includes 25 and 30cent conversions for Rowe Imperials, Royals, Presidents and Crusaders, to list for \$16.50.

35 cents, will sell for \$4.50. Na- poration. tional coin mechanisms, including \$22.50.

Continued on page 107) pressed.

DES MOINES, Nov. 26 .- Iowa's | vited the co-operation of Iowa licensing of food and bottle bever- tion in drawing up the proposed

In seeking the aid of the vending operators and the NAMA, Iowa's Determined to establish fair reg- officials have set a new precedent

Ordinarily, laws pertaining to and passed by city and State ofthe operators or the national association.

#### No Hindrance

"We are not interested in revenue," Liddy emphatically declared. "We only want to retain jurisdiction in regard to sanitation, and in no way hinder the growth of the automatic vending industry

"I am convinced after inspecting the latest food and beverage vend-(Continued on page 101)

#### BULK OPERATOR: CIVIC LEADER, PROUD FATHER

CHICAGO, Nov. 26,-Sam Schnayer, owner of the Circle R Distributors, a bulk gum and charm vending firm, is active in community and civic affairs, and is president of the Young People's Club of Congregation B'nai Zion.

Married and the father of three youngsters - two boys and a girl - Schnayer has been in the bulk vending field for 21 years. He established his own firm more than three years ago (see story in this

The fifth in a family of seven children, he quit high school after his sophomore year to help support his family, working as a salesman for several months before joining Confection Specialties.

Prior to the birth of his daughter, Joann Lynn, his wife, Lillian, was active in the business. Today she maintains their six-room apartment, and watches over their daughter and sons, Robert, 121/2, and Ronald Harold, 10.

## 250 Coke Bottlers Use Pre-Mix Units

Franchised Outlets Woo Industrials With Glasscock Venders; Sales Hit New High

NEW YORK, Nov. 26.-More manufacturer, and being able to than 250 Coke bottlers thruout the offer a complete vending package nation are currently using the new to locations, the bottler was at a pre-mix vending machine devel-oped by Glasscock for Coca-Cola, traffic locations. according to William E. Robinson, Coke president

increased sale of cup drink machines for industrial locations, are felt to be a factor in the record gallonage sold in the third quarter or this year by the firm.

mix unit will help them out of their tions as outlets for plus sales and quandary-how to compete with diversified operators on their own terms.

#### Low-Volume Stops

Traditionally, the bottlers have stuck with bottle venders, usually with limited capacities on locations which didn't do enough volume to support a cup vender.

With diversified operators buying the sirups directly from the

months on games. For music it

will earry paper as long as 24

months and will go to 36 months

Bushnell says that finance

charges to purchasers of coin ma-

chine equipment are about the

same as they were a year ago, but

the firm is coming out with a lesser

profit margin. He explained that

bank interest rates have risen 33 to

40 per cent, but rates to operators

have remained the same. As the

inance house gets its money from

in some cases on vending.

#### Plus Sales

On gas-station-type locations, the The pre-mix machines, and the bottler had the edge Most of these stops will not support cup machines, and the diversified operator can't very well go into them with bottle machines, as the local bottler is his only source of supply. So the Many bottlers feel that the pre- bottlers used these marginal loca-

(Continued on page 98)

## **Promoters Get** 18 Months in Vending Fraud

KANSAS CITY, Mo., Nov. 28,-Cracking down on unethical promoters of hot drink vending machines, Judge Albert Ridge in the U. S. District Court here sentenced Clarence V. Roades and Gene R. McCulloch to 18 months in a lederal penitentiary.

The two, along with Roy L. Baker and Lawrence A. Wolfe who were acquitted, were named in a a Kansas City grand jury July 28

In finding Roades and McCulloch guilty, Judge Ridge said the 18-month sentence on each count was to run concurrently. The threecount indictment charged the men with the operation of a yending machine promotion which did business as "Netco Enterprises," and the "Western Manufacturing Com-

#### Fraud Charged

The men were charged with devising a scheme and artifice to defraud purchasers and prospective

## taxes and the possibility of wholesale cigarette price mereases, the Bushnell Cites Growing Interest of Banks, Finance Houses in Vending

est in the vending industry, accord- tually no vending accounts a year difference in terms offered to opabling the operator to vend at the Conditional Sale Condi either 25 and 30 cents or 30 and the Conditional Sales Credit Cor- 7 to 10 per cent of the firm's coin ing. Conditional Sales usually

Bushnell reported that at the a new side and price differential recent convention of the National bar for Models 9-30, 9-30 Special, Automatic Merchandising Associa-9-50, 7-50 and 9-A, will sell for tion, bankers and finance house representatives visited the conven-Nat Hochman, Uneeda presi- tion floor to get a good look at how dent, said recent increases in State the industry was progressing. And, taxes have made it difficult for be added, most of them were im-

NEW YORK, Nov. 26.-The | Conditional, which specializes in as it is in operating shape, it can banking fratemity is showing an discounting equipment loans in the be kept on a location. intense, if somewhat belated inter- coin machine industry, handled vir- This probably accounts for the machine volume is in automatic wants to get paid within eight merchandising.

#### Cigs, Soft Drinks

And, Bushnell pointed out, nearly all of the firms financing in the vending field covers cigarette and oft drink machines. The fastgrowing milk and full-line feeding operations haven't yet been cov-

One of the prime reasons accounting for the interest in banking houses in vending machines is their longevity. While an amusement game may stand up a long time, a newer model could depress the value considerably in a few months.

On music, the life of equipment is considerably longer, but newer models do cause mechanically perfect pieces to decrease in value.

#### Slow Depreciation

However, a vending machine repreciates at a much slower rate than games or music, and as long

## Penny, Nickel Still Have Buying Power

(Continued on page 98)

Continued from page I

#### By MORRIS SCHWARTZ Partner, Shepard, Schwartz & Co., certified public accountants CHICAGO, Nov. 26.-Since the asefulness. Here is how it works:

Sum of Digits Method

For \$100 Asset With 5-Year Life

\*Disregards Salvage Value

**Declining Balance Method** 

For \$100 Asset

Maps Depreciation

For Bulk Operators

advent of high income tax rates, Under the new Internal Revenue allowances for future years.

methods of depreciation permitted the declining-balance method has in the Internal Revenue Code of

\$100.00\*

66.67

40.00

20.00

6.67

Year

1954, the bulk vending machine operator can avail himself of large depreciation allowances on his machines in the early years of their

businesses operating at a profit Code, the depreciation methods have been seeking maximum de- permitted under the old law are ductions allowable for tax pur- continued and, in addition, certain poses. The bulk vending machine other methods are recognized. Of operator is no exception. He, too, these, there are two that have is desirous of taking highest pos- created the most interest among sible tax deductions currently even businessmen. These are the dethe this may leave only reduced clining-balance method at double the straight-line rates and the sum-By selecting one of the new of the digits method. By and large,

\$33,33

26.67

20.00

13.33

6.67

Allowable

Depreciation Under Declining

\$40,00

24.00

14.40

8.64

5.58

## Milk Sales Top Soft Drinks in Vermont Tests

BURLINGTON, Vt., Nov. 26 .-According to a recent report from the Vermont Agricultural Experimental Station, milk sales will outpull those of soft drinks when vending machines for both products are placed side by side on office locations.

James G. Sykes, assistant agricultural economist of the VAES. told of a test which had a cup milk machine placed in an office building near a cup drink unit which had been on the location for some

On one day during the first week chocolate milk outpulled white ward building thriving outlets. milk 1.6 to 1.

110 to 16

when accompanied by youngsters be could have his own business. stop and make a purchase from the vending machine.

#### Pleases Children

Phil Sparacino, a veteran of more than 20 years in the bulk ball gum vending field, has established two of his sons in the business, and operates his own firm with another son.

clean and always in proper workchines because they failed to receive gum because a machine failed

The Sparacinos have more than 1,800 venders on locations, and all are in outlets on the outskirts of cities and towns. This is done to avoid time lost in traffic tie-ups.

An important factor in the Sparacino success lies in friendship of operation, the milk vender with location owners. They send pulled 87 sales as compared with out birthday cards and small gifts here. 24 for the soft drink machine. In with the thought in mind that little the dual-selection milk machine, remembrances go a long way to-

#### Building Up

(Continued on page 101) chines is Eli Soto, who quit his job at a nearby paint shop.

when nearing the machines, and as a quality control engineer so Among his best are a large auto-

mobile agency, an auto parts dealer and freight trucking terminals. In Detroit Carl Hill, head of Hill Vending Service, has met umusual successs by frequently changing

products in his bulk vending machines, and including charmsminiature toys-in his units. The 1-cent coin as well as the He bases his success on "pleasing nickel is here to stay, they contend,

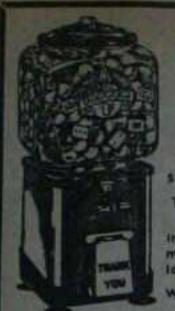
children." He keeps his machines Individually the penny may not mean much, but collectively it is ing order so children won't com- responsible for millions of dollars plain, or keep away from his ma- spent annually for vended products.

#### Operator's Truck Looted of \$5,000

NEWARK, N. J., Nov. 26 .- A vending machine operator's truck vas looted of \$5,000 in coins this week, while scores of people passed by at a busy intersection

While the truck was being looted, the alarm system was screeching away, but nobody stopped to see what was going on. The vehicle, owned by the Federal Rapidly building up a thriving Automatic Company, was left at Four days later, when all the business in tab gum venders along the curb while the driver and his employees were aware of the place- with cashew and jelly bean ma- assistant were making a purchase

Allowable Depreciation Unrecovered Cost For Year \$100,00 \$40.00 60,00 24.00 36.00 14.40 21.60 8.64 12.96 5.58



#### VICTOR'S **TOPPER**

M BALL GUM MACHINE. \$12.55 each. 12:00 100 or more.

TIME PAYMENT in lots of 0 or more. Payments as low se 55 weekly.

rite for details.



VICTOR'S TOPPER

Machines, \$12.50 each, \$12.00—100 or more. VICTOR'S FIVE STAR BABY GRAND \$12.50 each

Write today for FREE Price Lists on other Victor products. Liberal allowance on trade-ins.

GARDNER & LOSE 2611 Hale Ave. Louisville 11, Ky. EM 6-6838



VICTOR Standard OPPER

10 BALL GUM VENDOR \$12.50 Each

\$12.00 Each 100 or More back guarantee if not satisfied.

's deposit on all orders Write for lowest prices on filled capsules. Immediate delivery.

> SPECIAL TRADE-IN OFFER As High As \$6.00 Per Machine On VICTOR TOPPERS Send Us Your List.

2124 Market St., Philadelphia 3, Pa.

Phone: LOcust 7-1448

## NEW IMPROVED PENNY-NICKEL ATLAS MASTER



Write for full information to

EXCLUSIVE NAT'L SALES AGENT

King



Company 2538 Mission St. Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

Send 35c for regular sample kit of charms

SURE LOCK-the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

BULK OP'S THEME

## 'Sparkle'—Wins Kiddies' Pennies

By BILL MASLOWE

CHICAGO, Nov. 26 .- "Sparkle." That virtually describes Sam Schnayer's entire operation in the bulk ball gum and charm vending business, and he's been actively engaged in the field for 21 years.

As the owner of the Circle R Distributors, Schnayer personally services his venders, cleans, repairs he explained. and paints them regularly, and orders his own stock.

products inside the glass ball easily seen and appealing.

So clean are the globes that a youngster from several feet away can spot the many charms as well as the colorful balls of gum. The sparkle, according to Schnayer, usually draws the youngster closer to the machine to inspect the contents more thoroly, and another sales is made.

Efforts Rewarded

"This buy appeal," Schnayer explained, "more than repays the effort I take to keep my machines sparkling at all times."

A penny is important to a child, he asserts. Youngsters have to be sold on a product before they spend that penny. A clean vender with its gleaming glass globe and bright shining base is half the battle in selling children.

"A sparkling machine adds to a child's confidence," Schmayer maintains. "They realize somehow they will not be disappointed when they place that penny in the coin chute, and usually are quite content with their purchase.

Circle R locations include neighberhood department, grocery and fruit stores, 5 and 10-cent chain stores, confectioneries and drug

While he has hundreds of outlets, Schnayer said he has made it a point to become personally acquainted with the owner or manager of each, and knows them all by their first name. On each service call he tries to see each one,



and listen to complaints or sugges-

Service First

"I have informed them I carry property and personal liability insurance, and impressed upon them the fact that I try to service and maintain the vender as I would want it kept if I owned the outlet,'

Schnayer said he always makes it a practice to pay his commissions His venders sparkle from the top with rolls of pennies, saying outlets of the globe to the base, gleaming are always in need of change, and with cleanliness that makes the feels grateful toward an operator who supplies him with pennies.

"Commissions should be kept within reason," he maintains. "Further, I do not believe in jumping a location. I have seen many bulk operators try to move in on another's location by offering a higher commission, but they don't last long. They just can't operate on that small a profit."

In locations where toys are sold, the owner of the Circle R says he places very few charms in his venders, stating:

"In this vay I don't complete with store sales. The parents usually buy the child a toy, and here the colorful ball gums sell themselves as a treat for the child and cost only a penny."

Stairway Spots

In such locations, Schnayer usually spots his machines-usually two-near the exit door. In de-





located at the head of each stair- advises. way, plus the exits.

8 a.m. in the family car loaded than anticipated or does not funcwith spare venders, refilled globes, tion properly. and cartons of gum and charms.

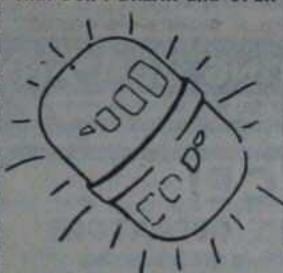
Wednesday he spends in his headquarters at 1212 S. Komensky Avenue where he receives his sales zoom when you move a stock, repairs and paints his venders, plus washing globes and refilling them.

"Never order more ball gum than can use within the next week or two, and keep a close eye on the popularity of certain charms. However, keep a supply of popular





That Don't BREAK and OPEN



YOU WANT & CAPSULE that STAYS CLOSED-you've GOT IT. You WANT a CAPSULE that won't SPLIT-you've GOT IT.

YOU WANT & CAPSULE that's CLEAR -CLEAR and in COLORS, TOO-

Costs a bit more, because we put so much more into it . . .

HEAVY WALLS, HIGH IMPACT PLASTIC POWDER, BETTER MOLDING TECHNIQUE, POSITIVE LOCKING-SNAP.

In 100,000 lots, in bulk. 4.00

In 10,000 to 99,000 lots. \$5.00 Minimum order 10,000

f.o.b. Jamaica, N. Y. Immediate delivery. IF YOU WANT THE BEST . . . You've GOT IT

SAMUEL EPPY

& CO., INC. Jamaica 35, L. J. N. Y.

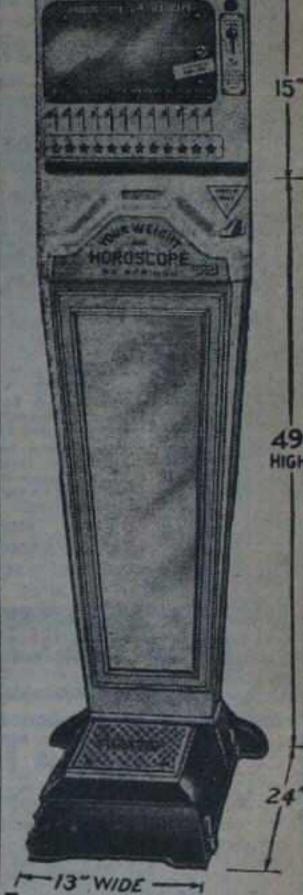
Quality-FIRST, LAST & ALWAYS

partment stores the venders are favorities on hand at all times," he

To assure each location of prop-Schnayer usually spends four er service, Schnayer supplies each days a week servicing his machines. with a postpaid card to be used He leaves his headquarters about when a machine empties faster

> "This occurs more frequently "Why, I don't know. Sometimes

> > (Continued on page 98



TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

BALANCE \$10.00 PER MONTH

4650 W. Fulton St. Chicago 44, III. Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

Uneeda Vending Service is instituting a new policy in this issue of Billboard. Check all information in this ad and future ads for terrific ness benefits on equipment.

CIGARETTE MACHINE CONVERSIONS

on 25c and 30c Coin Mechanism Conversions for:

IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS

Also Available:

• ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MAGAZINES (Containers) for all Rows and National Machines. Will vend King Size & Rog. in all Cols. TERMS ARRANGED-WRITE FOR INFORMATION.

ROWE CIGARETTE VENDORS	5
perial, 8 Cels., 240 Cap	
mader, 8 Cols., 340 Cap., Vends 25e & 30e	150.00
reader, 10 Cals., 400 Cap., Vends 25¢ & 30¢	160,00
Idmat, II Cols., 340 Cap., Vends at 25¢ & 30¢	160,00
sident, & Cols., 340 Cap., Vends 25¢ & 30¢	135.00
eeds Model E, 6 Cols., 180 Cap.	
reds Model A, 8 Cols., 240 Cep	90.00
ends Maded 500 9 Cale 350 Can	100.00

ROWE IMPERIAL 6 Cols., 180 Cap.

CANDY MACHINES 

ALL EQUIPMENT UNCONDI-TIONALLY GUARANTEED, COMPLETELY RECONDITIONED

AND

REFINISHED

We have a tremendous stock of "AS IS" Equipment, In good working condition but not completely rebuilt or refinished.

Check this list of terrific values!

### ROWE CIGARETTE VENDORS

Royal, 6 Cal. ..... 32.50 Royal, & Col. ..... 35.00 Dip Electric, 8 Col. ...... 65.00 Any of above machines resprayed in color of your choice for \$12.00.

For 25c & 30c Dual Vend Mechanism add \$20 to above prices.

Rowe Pastry Vendor (like new), 5c, 10e & 15e Vend-Special \$125.

Rowe Refrigerated Sandwich Vendor-\$300.

Trade prices: 1/2 deposit, balance C.O.D. Quantity buyers, write for special discount prices and terms.

#### Unceda VENDING SERVICE, INC.

The Nation's Leading Distributor of Vending Machines 250 Meserole Street + Bracklyn 6, N. Y. + HEgeman 3-6295

BULK VENDORS

Silver King Sc or Servers & B.

Vi deposit, balance C.O.D.

RAKE

COIN MACHINE EXCHANGE

609-A Spring Garden Street Philadelphia 23, Pa LOmbard 3-2676

ADVANCE

SANITARY

THE PERSON OF THE PARTY.



## HEADQUARTERS

BULK VENDERS CHARMS SUPPLIES



 LOW PRICES LARGE INVENTORY ALL YOUR NEEDS ON HAND

Ball Cum e Bulk Candies e Victor Machine Parts e Stands e Brackets e Largest Selection of Charms e All Orders Shipped Same Day Received.

New you can buy all of your bulk vending needs from Logan. We have a fine staff and large inventory ready to serve you with speed. If you can't come in to see us, please get on our mailing list. Free price lists and namples VICTOR'S COMPLETE LINE OF

MACHINES AND PARTS IN STOCK FOR IMMEDIATE DELIVERY "Logan the Leader in Quantity and Quality"

#### LOGAN DISTRIBUTING COMPANY

916 MILWAUKEE AVE. . CHICAGO 22, ILL. . TAylor 9-6150

## NOTICE!

VENDING MACHINE OPERATORS

Get your orders in now before the prices rise. Effective January 16, 1956, new prices on all Victor Vendors are as follows:

BABY GRAND

Less than 25 cases ......\$53.00 per case of 4 

STANDARD TOPPER

Less than 25 cases .........\$53,00 per case of 4 25 cases or more..... 51.00 per case of 4

TOPPER DELUXE

Globe Style or Topper Deluxe, Half-

Cabinet Style. Less than 25 cases. . \$60.00 per case of 4 25 cases or more...... 57.00 per case of 4

SUPER V

Less than 25 cases......\$74.80 per case of 4 25 cases or more...... 70.80 per case of 4

KING SIZE TOPPER DELUXE

Less than 25 cases ..........\$61.00 per case of 4 25 cases or more ...... 59.00 per case of 4

This year's prices are still \$3.00 per case LESS than the above prices scheduled

for January, 1956. Order NOW!! Full line of Victor's Filled Capsules from \$12,50 per M to \$25,00 per M.

GET YOUR NAME ON OUR FREE MAILING LIST Sample Super V Capsule Machine and 500 Capsules for \$28.00.
All prices F.O.B. Taledo, O., or Chicago.

ARTHUR GRAEFF CO. 3121 STRATHMOOR AVENUE

TOLEDO 14, OHIO

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

### COINMEN YOU KNOW

Twin Cities

By JACK WEINBERG

OP RETURNS TO ACTIVITY. Philip Moses has returned to active coin machine operation again since he bought out the interest of his partner, William Averbeck, in Atlas Sales Company of Minneapolis. Moses formerly operated under the name of Phillips Novelty Company. Illness has kept his interest in the business at a low level for some time, however, until now. . . . Lawrence Balow, of Eau Claire, Wis., former route and serviceman for Emil Sirianni, Eau Claire operator, has bought out Sirianni's 75-piece music and bowlers route and is operating it himself.

A veteran comman died recently when Carl Wiedman, 65, collapsed at the wheel of his automobile in Minneapolis. Wiedman for many years operated in Owatonna, Minn., then sold out and operated in Minneapolis until he had a heart attack several years ago and retired from the business. About two months ago he returned to take over operation of new pool tables for Joe Perkins in Minneapolis. He was stricken while servicing a location. A physician was called and told Wiedman to drive his automobile home. En route he collapsed and died.

Coinmen in this area are extending condolences to Tony Trucano, of Deadwood, S. D., on the death of his mother recently in Los Angeles. Harold Lieberman, of Lieberman Music Company, attended the national vending machine show in Chicago, as did Irving Sandler, of Sandler Distributing Company of Minneapolis and Des Moines. . . . Pete Wilbur, of Duluth, came to the Twin Cities to buy pool tables for his route. So did Frank Phillips, of Winona, Minn. Jack Lourie, of Lake City, Minn., added music and bowlers on his trip to the cities. Leo DeMars, of Ashland, Wis., freshened up his operation by coming to town and stocking up on a quantity of new bowlers. . . . Chester LeDeaux, Virginia, Minn., operator, is convalescing at home following a recent operation which hospitalized him for a period. Martin Kantor, of Harmony Music Company, Minneapolis, played host to many coinmen at the Bar Mitzvah last week of his son in St. Paul.

Dick Henderson, of Willmar, Minn., bought games on a stop-over in this market. Vince Jorgenson, of Mason City, fa., shopped on his trip to the Twin Cities. Mr. and Mrs. Ralph Harvey, of Mitchell, S. D., came to this mart for parts and games. Russell Cherty drove in from Baldwin, Wis., for games and music. Jack Backus, of Jamestown, N. D., came in to buy bingo games and spent several days in the cities. Elgin McDaniel, of Wadena, Minn., bought pool tables, records and parts on his trip to the cities. Elmer Cummings, c. Brookings, S. D., come to buy music. Mr. and Mrs. Cecil Terveer, of Winona, Minn., bought records while in Minneapolis-St. Paul.



I BALL GUM MACHINE 512,50 each \$12.00 100 or more

AMERICA'S FRMEST BALL GUM VENDOR

30-day moneyback guarantee if not satisfied. No boxles anoitzous

Write for FREE 32-page catalog 15 deposit on all orders

PARKWAY MACHINE CORP.

715 Ensor St., Baltimore 2, Md.



. . . insures Billboard readers of a high standard of useful editorial services

## FREE

### HELMCO-LACY DISPENSER

LIST PRICE IS \$109.50 when you sell

CHOCOLATE

OPERATORS—AGENTS—DEALERS DISTRIBUTORS WANTED

The finest quality hat chocolate syrup made. MONEY-BACK GUARANTEE TO DEALERS IF NOT COMPLETELY SATISFIED. Franchises available in certain territories. No equipment to buy.

> Write for complete information and FREE sample of choc.

PALMER HOUSE PRODUCTS, Inc. Plymouth Bidg



Minneapolis 2, Minn. Phone: Filtmore 2141



#### CIGARETTE and CANDY MACHINES

Fully reconditioned, complete with have, ready for location. Machines are factory prayed and look like new. Lowest STONER & COLUMN CANDY.

160 capacity, prewar model STONER & COLUMN CANDY 160 capacity, postwar model STONER 6-COLUMN CANDY, 161 enpacity, postwar mode NATIONAL 5-18, TE3 CAPACITY 75.00 UNEEDA 6-COLUMN CIGARETTE, 56.00 DUGRENIER V.D. CIGARETTE. 

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#### VENDOR The Finest for Vending Here is a durable, rewith the many bol for the best in Accommodates flat packages up to 36" by 2" by 314" has separate cash box . . Advance coin - defector with automatic coin re-furn when machine is empty . . pro-tected against

terrat in. Available for 1g. Sg. 10g or 25g operation.

Factory Distributor of Advance Vending Machines 1645 Bedford Ave., Brooklyn 25, N. Y. PResident 3-2900

Rumba! Mambo.

Sensational item! These miniature plastie maracas work like

the real thing-have pellets that make them rattle in the South American way that's sweeping the country! Young and old will enjoy them. They're designed with loop for attaching key chain. Has many \$10.50 per M

Two-tone plastic in many color combinations. For bulk and capsule vending.

ORDER TODAY-RATTLE AND ROLL WITH PRICE MARACAS!



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HUNDREDS OF MONEY-MAKING **VENDING IDEAS** Cost you a fraction of a cent as New Products place-when you subscribe to Vend-the Industry News magazine of automatic merchandising! Market Place Fill in-tear-out-mail teday!

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Yes-Please sign me up for Vand for 1 year at \$4. 2 years at \$6. 3 years at \$3. (Foreign rate, one year, \$8)

Name ..................

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Candy Gum &

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Pioneer Vending Service 590 Albany Ava., Brooklyn 3, N. Y. 

FOR TOPS IN PROFITS



**VICTOR** Standard **TOPPER** 

CASES OF 4 \$50.00

30-Day Money Back Guarantee II **Hol Salisfled** 

V2 Deposit on All Orders Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

SIDMOR VENDING CO.

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**VENDING MACHINE OPERATORS** 

Get your orders in now before the prices tise.

Effective January 16, 1956, new prices on all Victor Venders are as follows:

5-STAR BABY GRAND

tess than 25 cases, \$53.00 per case of 4. 25 cases or more, \$51.00 per case of 4.

STANDARD TOPPER

ess than 25 cases, \$53,00 per case of 4. 5 cases or mure, \$51,00 per case of 4.

OPPER DELUXE

Globe Style or Topper Deluxe, Half-Cabinet Style. Less than 25 cases, \$60.00 per case of 4. 25 cases or more, \$57.00 per case of 4.

MIDER V Less than 15 cases, \$74.80 per case of 4. 25 cases or more, \$70.60 per case of 4.

KING SIZE TOPPER DELUXE

Less than 15 cases, \$61.00 per case of 4. 25 cases or more, \$59.00 per case of 4.

All prices F.O.S. Chicago.

Expand your routes now! See your nearest Victor distributor

5711 W. Grand Ave. Chicago 19, III.

## **Bulk Op Depreciation Plan**

certain advantages not available clining balance.

asset being depreciated has a useful life of three years or more and digits. was acquired or constructed after December 31, 1953. Assets ac- where a fairly consistent, rate of quired after December 31, 1953, equipment replacement takes place are limited to new items and do over a period of years, eventually not include used items which had the depreciation deductions under been subject to depreciation in the the declining balance method will hands of former owners.

This method works by the appli-cation of a constant rate to the unrecovered cost of the assets. No consideration need be given to salvage value in making the computation. For example, an asset with a five-year life would be depreciated at 20 per cent per year under the straight-line method. Using declining balance at twice the straight-line rate, the taxpayer can take depreciation at the rate of

By the end of the second year allowance for depreciation. 64 per cent of the cost of the compared with 40 per and 60, still be reasonable in the light of respectively, under the straight- exhaustion, wear and tear, and ob-

under the declining-balance meth- in the same manner as before. the assets that qualify merely by the asset to be depreciated is the computing depreciation under the same as it was under the old law. after 1953 in which he acquires this determination. Wear and tear such new depreciable assets.

In addition, the taxpayer using the declining-balance method can change to the straight-line method at any time without permission from the Commissioner of Internal Revenue. This is important, because by the change-over the small balances remaining under declining balance at the end of an asset's useful life, can be eliminated.

A collateral feature of this method is that, while the depreciation write-off is an ordinary deduction, in the event the machines are sold for more than their unrecovered cost, the gain is taxable at capital gain rates.

Technically, the sum-of-thedigits method is applied to the cost of the asset less its estimated salvage value. If salvage value is not taken into account, this method results in slightly higher charge-offs in the earlier years than the use of declining balance. (How strictly the matter of salvage value will be interpreted by the Internal Revenue Service is an open question.)

For an asset costing \$100 and having a five-year life and no allowance for salvage, the sum-ofthe-digits method is as follows: The total of the years I thru 5 is 15. For the first year, 5-15 of the unrecovered cost would be allowable; for the second year 4-15, and so on, as shown by the accompanying table.

The table reveals that depreciation deductions under sum-of-thedigits aggregate slightly more in the first three years than under de-

However, beunder the sum-of-the-digits method because declining balance is not and for that reason this method is complicated with problems of salproving to be the most popular vage value and because under declining balance the change to The declining-balance method straight-line is permitted at any may be used provided that the time, most practitioners have favored this method over sum-of-the-

> It should be pointed out that approximate those permitted under the straight-line method. This results because in the later years of the asset's life the allowable depreciation per year is less than that under the straight-line rate. The lower charges in those years will off-set the higher charges on newly acquired assets.

The taxpayer can use more than one depreciation method provided that they are consistently applied. He can use declining balance for 40 per cent of the unrecovered machinery, straight-line for buildcost each year. On an asset costing ing and any other consistent meth-\$100, the computation would be od for other classes of property so as given on accompanying charts. long as it results in a reasonable

It must be borne in mind that asset would have been charged off the principles of depreciation deas depreciation and by the end of ductions have not been changed. the third year 78.4 per cent; The depreciation allowance must salescence of the equipment being The law does not require the depreciated. The determination of taxpayer to make a formal election | the useful life of the asset is done od. He can apply the method to Similarly, the cost or tax basis of

new method to the assets that Following these principles, it qualify merely by computing de- would appear that bulk vending preciation under the new method machines have relatively short usefor the first taxable year ending ful lives. Several factors enter into

> LOW Factory Prices BUBBLE . CHICLE CHLOROPHYLL and TAB Bubble Ball Gum, 140-170 & Tab (short stick), 100 ct. . . 38¢ box 5-Stick Gum, 100 packs . . . . \$1.90 F.O.B. Factory, 150 Lb. Lots AMERICAN CHEWING PRODUCTS

4th & Mr. Pleasant . Newark 4 N J

## Christmas ree VACUUM PLATED 2 COLOR MIRROR FINISH KIDS DECO-RATE

is rapid because the machines are placed in locations outside of the owner's premises. - Consequently, they do not receive the same protection and maintenance that is usually accorded equipment in a company's own plant. Frequently machines are located outdoors and are subject to deterioration by weather in addition to damage by accident and vandalism.

Also, the obsolescence factor is quite high since there have been and continue to be, frequent model changes and constant developments in outside appearance as well as in the inner mechanisms. The tax books do not reflect any approved rate for depreciating vending machines.

#### MANDELL GUARANTEED USED MACHINES

N.W. D	Luxu te	& Se C	omb	812.	00
4.W. 5	IF Is Por	C		T.	75
1.W. #3	13 le Por	c. B.G.			50
daster	Is Bulk F	orc		6.	50
naster	Se Bulk F	ore		6.	50
Aaster	16 & 5¢ B	ulk Po	rc	6.	95
dmula	us le Bul	k		4.	50
ilver H	ing Is B	.G. or	Mdse	1	45
ilver #	ing 54	*****		7.	45
tidirtx	Post Car	d (Met	ml)	15.	.00
Lilvanc	# D 14 8	I.G		6.	45
Advanc	ETT Md	10.		5.	73

#### MERCHANDISE & SUPPLIES

	77
Pistachio Nuts, Vendor's Mix	n
	55
	61 57
Peanuts, Jumbo	
Spanish	32
Mixed Nuts	55
Tabby-Lats, 520 ct.	20
The state of the s	32
Jelly Beans	н
Licorice Gams	20
Luafiets (similar to M & M), 550 ct.	40
Asserted Fruit Cherms, 100 ct	92

170 ct., 210 ct., 200 prepaid, per pound

100 ct.

Adams Gum, all flavors, 100 ct.

Wrigley's Gum, all flavors, 100 ct.

Beech-Nut, 100 ct.

Hershey's Chocolate, 200 ct.

Minimum Order, 25 Boxes Asserted.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.

STAMP FOLDERS, Lowest Prices .... Write

THERE ARE BIG PROFITS IN

lanthwestern



PACKAGE GUM VENDER

This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns rends a total of 95 standard nickel packs. "Visidome" dis-

play top attracts

SALES AND SERVICE CO.

MOE MANDELL 446 W. Joth St., New York 18, N. Y. LOnguere 4-6467

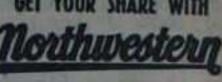
#### Cleveland Coin Machine Exchange, Inc. Northwestern Corporation Distributors

2019 Prospect Ave. Cleveland, Ohio

Write for prices.

THERE ARE BIG PROFITS IN

## GET YOUR SHARE WITH





PACKAGE GUM VEHDER

This amazing vender is a sure bet for big gum profite A rotating merchandise drum with five columns rends a total of 95 standard nickel packs. "Visidome" display top attracts

#### TAB

You'll hit the ackpot with this selective tab vender. Ten lumn. for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" mer chandise drum

in half



#### BALL More profits

with ball gum through the famous Northwestern JET. Vends ball gum, ball gum and charms or capsules-1¢, 5¢ or 10¢ play. Available in chrome for outstanding flash.

### ALSO NORTHWESTERN

49 NUT VENDER Interchangeable SANI-CARRY globe for faster servicing. Displays merchandise to best

advantage. Also available in Hot Nut WIRE, WRITE or

PHONE TODAY for Complete Details

THE NORTHWESTERN CORPORATION 848 East Armstrong Morris, Illinois

GIVE TO DAMON RUNYON CANCER FUND

### New-For Additional Income ADVANCE AMCO® HANDY POCKET COMB Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

#### SPECIFICATIONS

Sturdy all steel construction, fine white synthetic ename! (laish, silk screened in blue lettering; height 3314", width 4%", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection; coin returned when machine is empty. returned when machine is empty, separate cash box can be locked with different key number than key of cabinet; capacity approximately 200 combs; size of comb 4%" long, 1%" wide, 7/84" thick.

Prices quoted are not. F.O.B. Brooklyn. Deposit required with order — balance C.O.D.

PRICE OF MACHINE 10¢ Operation-

PRICE OF COMBS

Immediate Delivery on Machine and Combs. Order Today! Write for information on other types of vending machines & merchandise

J. SCHOENBACH 1645 Bedford Ave., Brooklyn 25, M. Y.



MAKE MORE MONEY IN VENDING

Read The Billboard Every Week For the biggest rending apportunity—for the latest prices on new and used vending equipment—for every bit of significant

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today. Seves you more than 20% on newsstand price,

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(Foreign rate, one year, \$20)

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at your distributor or

THEM

DECEMBER 3, 1955

#### Communications to 188 W. Randolph St., Chicago 1, III.

AMUSEMENT MACHINES

## Expect Big Coin Industry Crowd at '55 NAAPPB Show

CHICAGO, Nov. 26 .- A cross their debut to the trade each year Henry A. Guenther Award for from all parts of the nation are year are Exhibit Supply, Chicago; hams Manufacturing Company, flocking into town this week as the Genco Manufacturing & Sales Chicago, walked off with this annual National Association of Company, Chicago, and Scientific trophy last year for its Select-A-Amusement Parks, Pools & Beaches | Machine Corporation, Long Island, | Train, electric train game exhibit. Show-top amusement game show City, N.Y. of the year-opens here Sunday New equipment displays will chine people exchange news and (27), at the Hotel Sherman.

show this year are among 100 to machines, voice-recorders, and a firms displaying their products. big array of Arcade-type units. Exhibit halls open daily at 10 a.m., Exhibit Supply will unveil a new the meet winding up Wednesday coin-operated racing game and a (30). Attendance was expected to gun game featuring ping pong

machine delegations are the exhib- new .22 rifle gan game which will its of 16 manufacturers of coin be introduced at the show, while machines and related products Scientific has a new roll-down New Shuffles machines and related products Scientific has a new roll-down

A host of new amusement ma- popular "21" card game. chines and Arcade units make At stake again this year is the

U. S. Game, Vender

Aug. Exports Climb

CHICAGO, Nov. 26.-The tables | Total dollar volume shipments

were turned in the August coin of U. S. coin machines to world

\$ Volume Shipments Par With '54;

July-August Juke Exports Drop Off

section of coin machine manufac- at the show. Among the firms "the most meritorious new piece of turers, distributors and operators bowing brand new equipment this coin-operated equipment."

feature coin-operated gun games,

reach between 5,000 and 6,000. balls that are shot at moving Center of attraction for the coin targets. Genco has developed a (see separate listing in this section). game that scores according to the

accompanying chart). All of these

where Canada and West Germany

markets thru the past year.

many, Switzerland and Japan.

Canada, as usual, led the vend-

ing machine markets with a \$88,-

Average price per juke box

TOTALS .... 1,337

shipped during August was \$463;

During their visit here coin maviews at the show and also troop Coin machine exhibitors at the pool games, roll-down games, pho- out to the plants and offices of local manufacturers and distribu-

# Bilotta Offers

Bilotta Distributing Company here has inaugurated a 15-day new game trial offer on Keeney Chal-Jenge Bowlers.

According to Johnny Bilotta head of the distributing firm, any operator can get the 15-day trial game free.

Bilotta's reasoning is that he is sure the operators will order once they see the collections after a

Top markets for U. S. coin ma- and Bob Catlin, at the Albany, chines during August were, in or- N. Y., office, are reported receiving der, Canada, Venezuela, Belgium, a flood of requests for the trial Mexico and West Germany (see offer.

# On Trial Plan

NEWARK, N. Y., Nov. 26 .-

Actually, there is no risk on the

Bilotta, at the Newark office,

#### countries ranked high as export arkets thru the past year. It is interesting to note that Williams Bows were \$100,000 markets for U. S. fuke boxes in August, 1954, they dropped to \$41,000 markets in the New Long-Size same month this year. Venezuela, on the other hand, increased its juke box imports and led all other countries in this category during Bank Pool Game August with a \$163,631 volume.

Canada led amusement game CHICAGO, Nov. 26.-Williams importers with a volume of \$57,- Manufacturing Company shipped 375; consistently a leader in game to distributors this week a new. imports. Canada led the game im- longer model coin-operated pool port markets in August, last year, game, Senior Deluxe Bank Pool. as well. Other big game importers

The game is similar in play to were British Malaya, West Gergame, but is 18 inches longer and which utilizes electricity - Autoplayfield holes are set farther back from the table ends for better bank tributors this week by Chicago shot opportunities.

Like the Williams Deluxe Bank marked off to allow one side to be placed against the wall of a loca-This compares favorably with tion to ease space limitations.

In addition, the new model has

EDITORIAL

## NCMDA's Future

If the live spirit of those attending the recent National Coin Machine Distributors' Association meeting in Chicago proves contagious, there can be little doubt that the group will become a permanent fixture in the coin machine industry and prove a definite asset to the business.

In a report which appears elsewhere in this section, Al Schlesinger, NCMDA's managing director, briefly reviews what has been done by the group since its reactivation in May. More than anything else, it serves to point up the fact that in a comparatively short span, the basis for a worthwhile organization has been established.

What the group may eventually be able to accomplish for the industry as a whole is not yet known. What is known in that it can accomplish much for the industry.

But despite the high caliber of its leadership, it will not get off the ground if it does not get the support it deserves.

As Schlesinger indicates in his report, the two biggest jobs NCMDA currently faces are raising funds for additional member services and increasing membership. Fund-raising procedures are being studied; a membership drive has been launched with each member assigned to get a new member.

How well the association manages to tackle those two jobs will decide whether the group plays a major or minor role in the coin machine business in the months ahead. Every coin machine distributor in the country, whether or not he presently belongs to the association, has a stake in its future. The size of the support NCMDA gets will determine the size of the role it plays and how much it is able to benefit the entire industry and its members. Every distributor would do well to consider that fact carefully in deciding whether or not to join the group.

## NCMDA Dir. Reports On Progress, Aims

By AL SCHLESINGER

Managing Director, NCMDA (Editor's Note: The follow-

ing is a report made at the meeting of the National Coin Machine Distributors' Association in Chicago November 7. An article on the meeting appeared in the November 19 issue of The Billboard).

promise has been kept.

tion. In reviewing those records,

it appeared that this association reached its peak during the years 1948 to 1950. Thereafter, it gradually went down hill, and when I accepted your offer to manage this association it had no office, no program, little funds, and a handful of members.

In checking the years 1948 to 1950, I did find that many important matters were handled with When the Board of Directors skill, and that some very substanappointed me your managing di- tial benefits were accrued to the rector in May of this year, I was membership. The association at promised their wholehearted co- that time had a \$250 initiation fee, operation and a free hand. That and the dues were much higher than they are today. Your treas-Prior to assuming my duties I mry had large bank balances and received from the secretary, the you conducted a very expensive files which contained the records advertising program. In 1950 and of this association from its incep- 1951 my predecessors had great (Continued on page 99)

## New Chi Coin Pool Game Bows Electric Scoring

the Williams Deluxe Bank Pool new coin-operated pool game points. matic Pool - was shipped to dis-Coin Machine Company.

Pool game, the Senior Deluxe with an electrical scoreboard that Two cues and 10 balls are standard model can be played from either registers scores for balls dropped three or four sides, the playfield in any of six holes on the playfield.

The game is played from one end only and measures 3 by 5 feet, requiring approximately 21 square feet of floor space on location. a hinged top and hinged coin box Players take turns shooting, attempting to land balls in playfield

\$983,033

4,474

CHICAGO, Nov. 26.-The first | holes which score from 00 to 500

Scoring Reels

Each player's score is registered separately on four-digit scoring reels on the scoreboard which is The game is a two-player unit attached to the far end of the table.

Players shoot from behind a foul line at the head of the table, placing a ball on one of two tees (one fo reach player) before shooting. A player must shoot to hit one of the other balls on the table-if he fails, he commits a foul and forfeits a shot to his opponent.

If a ball is shot so that it passes back over the foul line, the player also forfeits a turn. Main target in the game is the "500" hole lo-cated behind a single bumper at the center of the playfield. All

(Continued on page 107)

## Columbus Firm Names Gen. Mgr.

COLUMBUS, O., Nov. 26 .- University Coin Machine Exchange here this week appointed Harry Steward general manager of the firm. The distributing company is headed by Sam Solomons.

Steward, 36, attended Aquinas High School and Ohio State University. He will travel the States of Ohio and West Virginia.

#### machine export market, with markets thru the first eight months amusement game and vending ma- of 1955 stand at \$9,824,481. In- part of the operator, according to chine shipments accounting for dications are that coin exports Bilotta. The firm recalls the bowlgains over 1954, while juke box should reach and possibly top \$15 ing game if the operator isn't satisexports, usually climbing, dropped million by year's end. The record, fied after 15 days. off from last year for the second set in 1954, is \$14,941,849. Total dollar volume of \$983,033. however, was on a level with August, 1954's mark of \$997,731.

Amusement game shipments during August (the latest month for which U. S. Department of Commerce figures are available) reached \$228,085-a big hike from a \$143,-517 mark the year before,

Vender shipments shot up from \$80,888 in August, 1954, to \$135,-929 this year.

## 11,336 Games, **Jukes Licensed** For '55 in Chi

CHICAGO, Nov. 26.-The City Collector's Office reported here this 101 volume, compared to her week that licenses for coin-operated \$50,356 vending machine volume amusement games and juke boxes in August, 1954. in the city have totaled 11,336 thus far this year.

The office also reported licens- games averaged \$135; venders, ing 9,189 taverns for the six-month \$94. period from May 1 to October 31. Both games and juke boxes are averages for the first six months

licensed for the full year at \$25 a of 1955 of \$436 for juke boxes, machine. A breakdown of the \$135 for games, and \$88 for yendnumber of games and the number ers. of jukes licensed was not available, but this figure will be available in 1956, according to the office.

## Bank-A-Ball Coin Pool Unit Made in Texas

DALLAS, Nov. 26-Orms Manufacturing & Sales Company here has increased production on its coin-operated pool game, Bank-A-

The game, originated in Belgium, was developed by Clyde R. Orms,

head of the firm.

Similar in play features to the regular type coin-operated pool games on the market, it is a 10ball, 2-ball-a-hole game with bumpers at the center of the playfield. The game has been in production for nine years.

Coin Machine Exports

August, 1955

#### Amusement Games Canada ..... \$187,148 \$ 57,375 \$ 88,101 \$ 41,672 372 178,000 Venezuela ..... 27 8,030 163,631 107,777 Belgium ..... 363 91,915 142 15,862 89,477 62,831 Mexico ..... 85,649 3,828 W. Germany ..... 41,874 76 20,957 115 43,434 Netherlands ..... 13 800 41,934 293 41,171 Br. Malaya ..... 264 30,711 10,460 72 179 37,021 Cuba ..... 1.814 19,989 40 21,269 Switzerland ..... 31 19,799 1,470 Colombia ..... 20,798 16,903 Dominican Rep. ... 20,430 8,950 11,480 200 .... ...... Sweden ...... 12,932 100 4,665 673 18,270 122 18,125 Japan ...... 11,550 122 18,125 5,554 \*\*\*\* 22 France - -----17,104 92 9,088 Italy ..... 7.800 112 16,888 103,290 Other Countries ... 59,760 332 15,449 708 203 28,081

\$228,085

1,685

\$619,019

1,452 \$135,929

## TO OUR OPERATOR READERS

In the next 13 weeks you will find much more advertising from distributors offering good used equipment for use on your locations. To stimulate these offerings The Billboard has set up a special advertising program for these 13 weeks. IF YOU ARE NOT A SUBSCRIBER, make sure that you get these issues by using the coupon below. Subscribe for a full year . . . or take advantage of the SPECIAL OFFER of 13 weeks for only \$2.50. Don't miss these next thirteen value-packed issues.

## TO DISTRIBUTORS

Interested in The Billboard's Special Three-Month HALF-PRICE advertising rates? Despite the fact that five salesmen have been traveling the past few weeks, it's physically impossible to see everyone in such a short time. We have a kit which will completely explain it to you if you're interested. Wire any individual in any office below collect and we'll rush it out to you.

## "SEVEN-TO-ONE" FAVOR FOR THE BILLBOARD

During the past year distributor advertising has been carefully measured in all coin machine publications. It's a matter of "Black and White Facts" that distributors spend \$7 in The Billboard for every \$1 in all other publications!

It must mean that distributors get results in The Billboard which cannot be obtained through any other means.

#### **ADVERTISING OFFICES**

- CHICAGO 1, Illinois, 188 W. Randolph St., Central 6-8761 Jack Sloan, Dick Ford, Dick Wilson and Hilmer Stark
- NEW YORK 36, N. Y., 1564 Broadway, Phone Plaza 7-2800 Marty Toohey
- CINCINNATI 22, Ohio, 2160 Patterson St., Dunbar 1-6450 Lou Schochet
- HOLLYWOOD 28, Calif., 6000 Sunset Blvd., Hollywood 9-5831 George Kelley
- ST. LOUIS 1, Mo., 300 Arcade Bldg., Phone Chestnut 1-0443
  Frank Joerling

WIRE ANY OFFICE by addressing any individual, The Billboard, WUX city (to which directed).

### SUBSCRIPTION ORDER BLANK

The Billboard 2160 Patterson Street Cincinnati 22, Ohio

Yes, I want to be sure to read the forthcoming important issues of The Billboard.

- ☐ Send me The Billboard for 1 yr.—\$10.
- Send it for 13 weeks at only \$2.50.

Name

Address

City, Zone & State

95

## Banner to Run Primer Meet

PHILADELPHIA, Nov. 26.-Al Rodstein, Banner Specialty, says Al Thoelke and Johnny Casola, ings of this type.

COIN MACHINES

United Manufactining Company field engineers, will be present Monday, Tuesday and Wednesday (28-30) to impart operating tips on Top-Notch, Regulation and Starlet pinball games. A good turnout is anticipated because of the valuable tips offered at meet-

BALLY

Exclusive Distributor For

ROCK-OLA

SHUFFLE ALLEYS
Rally Gold Medal Write
Bally Gold Medal Write Bally Jumbo Write
Dun Camina Caracter Control of the C
The state of the s
The state of the s
Chi. Coin Blinker Write
Chi. Coin Bonus Score Write
Bally Jet Bowler\$350.00
Bally Magic Bowler 400.00
Bally Champion 275.00
Chi. Coin Startite 225.00
Cont. Com. Statutes and Cont.
meanel games by a series of the series of th
Keeney Pacemaker 100.00
Keeney Bonus 150.00
United Rainbow 225.00
United Cascade 85.00
United Clover 75.00
United 6 Play Star 65.00
The Address of Control of the Control of the Address of the Control of the Contro
Un. Deluxe Comet Targette 275.00
WHILE THEY LAST—LIKE NEW
5 Chi. Coin Criss Cross Tarnal S175.00
MUSIC

Rock-Ula 1440 nirt, 120 select Write

Rock-Ola 1428 Magi-Glo.... 49.50

Rock-Ola 1446 Hi-Fi, 120

Rock-Ola 1438 Comet, 120

	- 100
New Delivering Baily Pin Pool	Write
Bally Bull's-Eye Kiddy Gun	
Chi. Coin Deluxe Bull's-Eye	
Baseball	299.50
Bally Hot Rod	Write
Exhibit Sportland (Moving	
Target)	199.50
Keeney Sportsmen (Moving	
Target)	199.50
Genco Quarterback	Write
Genco Champion Baseball	Write
Genco Tournament Pool	Write
PINBALLS	

PINBALLS	
Miamt Beach	Write
Gaytime	445.00
Gayefy	345.00
Palm Springs	175.00
Beach Club	125.00
Yacht Club	95.00
Hi-Fi	175.00
Atlantic City	75.00
Surf Clubs	195.00
Ice Frolic	175.00
United Triple Play	325.00
Beauty	125.00
Bright Lights	75.00
Coney Island	85.00
Dude Ranch	175.00
United Manhattan	295.00



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America's foremost exporters of Reconditioned coin-operated equipment

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- · All equipment is guaranteed mechanically and electrically perfect—all has been completely reconditioned.
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- Trimount has a large Service Department completely staffed with highly trained
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### GAME, AMUSEM'T PRODUCT EXHIBITORS AT NAAPPB

CHICAGO, Nov. 26.-A group of 16 coin machine and related product firms are exhibiting at the National Association of Amusement Parks, Pools and Beaches Show at the Hotel Sherman here. The exhibit winds up Wednesday (30),

Following are the firms exhibiting and some of the products they are showing:

A.B.T. Manufacturing Corporation, Chicago, slug rejectors, coin changers.

Auto-Photo Company, Los Angeles, coin-operated photo

Capito! Projector Corporation, New York, coin-operated picture units.

Dodgem Corporation, Exeter, N. H., coin-operated baseball

Exhibit Supply, Chicago, coin-operated gun game, racing game, pool game, record vender, card vender.

Genco Manufacturing & Sales Company, Chicago, coinoperated gun game, pool games.

Harvard Automatic Machine Corporation, Lorain, O., metal typer.

International Mutoscope Corporation, Long Island City, N. Y., coin-operated photo machine:

J. H. Keeney & Company, Chicago, coin-operated pool game, coffee, cookie, and cigarette venders.

Mike Munves Corporation, New York, Areade machines. National Rejectors, Inc., St. Louis, slug rejectors, coin changers.

Philadelphia Toboggan Company, Philadelphia, roll-down

Scientific Machine Corporation, Brooklyn, coin-operated roll-down games. Selmix Dispenser Corporation, Long Island City, N. Y., soft

drink unit. Standard Metal Typer, Inc., Chicago, metal typer.

Williams Manufacturing Company, Chicago, coin-operated roll-down games, bulldozer games

## Gun Games on Rebound? Mfrs. Prep New Models

CHICAGO, Nov. 26. - Gun Big Top, from both Arcade and games, which hit their production regular route operators. Demand peak in 1954 and the early part of for guns is coming back." this year, may be returning as a standard new piece of equipment on manufacturers' production lines.

Indications are:

summer.

rifle units-have held up unusually today.

3. Two manufacturers, Exhibit Supply and Genco Manufacturing & Sales Company, have new gun games being readied to hit the market in the near future.

Get Good Play

Gun games, previously considered strictly an Arcade item, last year proved that they could more than earn their keep at regular locations such as taverns and bowling alleys. More than 20 different models of the new .22 rifle units were produced during the time when gun game output was at its

With the recent lapse in gun game output (no new rifle games have been introduced since last June), operator demand for new guns has resumed.

Exhibit Supply is readying for production a new gun game, Circus Target, which features shooting ping pong balls at moving targets. Details on the new game were not available, but Exhibit is showing a model at the National Association of Parks, Pools and Beaches Show here at the Hotel Sherman, beginning Sunday (27).

New Rifle Unit

Genco Manufacturing & Sales Company has developed a new .22 rifle unit, Super Big Top. The game has moving targets, a new match play feature, and similar play appeal of its predecessor, Big Top, produced last year. This game also will be displayed at the park show.

Said Ralph Sheffield, Genco director of sales, "Demand from our distributors for guns has been so great that we had to build another new model.

Every day we get inquiries for

PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC" IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS

#### Takes Hold

Sheffield said operators report takes on the older guns on locations still coming in good. As a result, 1. A demand exists again for prices on used guns have held up new gun games, which have not well. The Genco Big Top, for exappeared on the market since late ample, originally listed at \$675, when the game was introduced in 2. Prices of used gur. games- October, 1954, and is selling for an especially on the later model .22 average of over \$375 on the market

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STARDUST	25.00
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EX. SPORTLAND GUN	5195.00
UN. SUPER SHUFFLE ALLE	¥ 45.00

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Bally Beauty 93.00
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Bally Atlantic City 65.00
Bally Bright Light 50.00
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Exhibit Gun Patrol 69.58
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Williams Army & Navy 45.00
Exhibit Shooting Gallery (New) 225.06
Evans Baf-e-Score
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w/ cloth & holes ..... Ez. \$35.00 NOVO-PLY PANELS W/ PUbber humpers & cups ... Ez. 42:50

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A CHICAGO BULK operator, Sam Schnayer, and his wife, Lillian, are the parents of three healthy youngsters, Robert, 12 1/2; Ronald Harold, 10, and Joann Lynn, 21/2.

## Anti-Pinball Ordinance Scrapped by Mo. Judge

games was unconstitutional.

be appealed and, if necessary, taken to the State Supreme Court. The ordinance, which referred

particularly to the type of mahines offering free game awards,

BANK-A-BALL

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KANSAS CITY, Mo., Nov. 26 .- | was passed December 10, 1954. Circuit Judge Joe W. McQueen Twelve days later, a declaratory ruled this week that the city's ordi- judgement suit was filed in behalf nance banning bingo-type pinball of John Masters, operator of the Missouri Valley Amusement Com-Pinball game operators were pany, 2554 Cherry Street. The ubilant. However, attorneys for petition stated it was brought in the city indicated the ruling would behalf of Masters and several other coin machine operators.

Coin machine operators have complied with the city law during the 11-month litigation. Judge Mc-Queen took the case under advisement in October.

The judge held that pinball machines were not in themselves a nuisance and that the city did not have the authority to declare them a nuisance.

It is therefore ordered, adjudged and decreed," said Judge McQueen, "that the ordinance be declared null and void and unenforceable."

The ordinance affected only machines on which a player could increase the probability of winning free plays by putting in more coins. Many operators had their machines modified to meet the requirements of the law.

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Occupation ........ 

Intl. Slates **Bally School** 

PHILADELPHIA, Nov. 26 .-Abe Witsen, new International Amusement head, says Paul Calamari, Bally representative, will be present at the company showrooms to conduct a Bally service school on Tuesday and Wednesday (29-30). Coin machine mechanics and operators are invited to attend. Refreshments will be served.

YOUR TICKET TO THE ADVERTISING COLUMNS OF Kentucky, Indiana, Southern Ohio Operators!

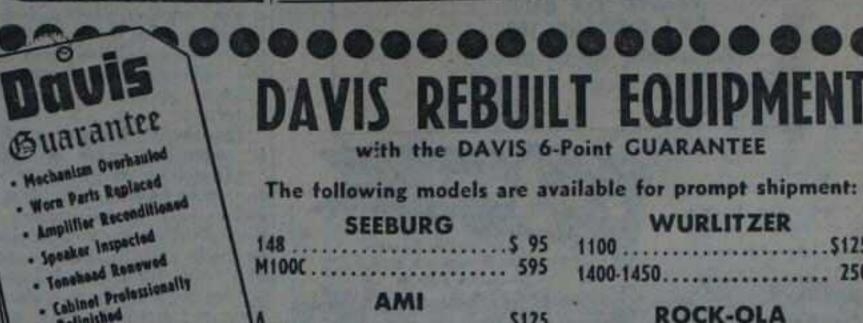
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Joe Kline & Wolly Finks Dickens 2:0500 **Finance Interest** 

the banks and re-loans it at a profit, this margin is reduced.

With banks going in for direct loans to operators, there is a good possibility that more coinmen will finance their equipment at the lower bank rates.

In many cases, said Bushnell, a bank is the best bet for an operator. But he doesn't think the banks will put any serious dent in the volume currently being transacted by finance houses.

For one thing, he points out, banks don't know the coin machine and vending business as well as finance firms that specialize in these

For another, he added, this knowledge on the part of the finance houses allows them to give the operator better service and process equipment loans a lot faster.

Discounting loans on equipment is somewhat more efficient on ending than on games or music, according to Bushnell. Most game and music manufacturers work thru distributors, and deals must be made with each distributor, individually, for operator loans.

Vending machine manufacturers, however, generally have a direct sales organization, and the finance house usually deals with one party, the manufacturer.

Delinquencies, said Bushnell, are lower than they ever have been, and the repossession rate, he added. is negligible.

#### Coke Bottlers

· Continued from page 90

had the field pretty much to them-

Now they have their eyes on bigger things-mostly the fat indusals that have been monopolized by full-line operators. Many bottlers feel the pre-mix machine will allow them to compete with the cup drink unit. Also, pre-mix sales are currently being limited to Coke

In the third quarter of this year, Coke sold more gallonage than in any quarter in its 69-year history, 13.4 per cent above the comparable 1954 quarter.

Third quarter profits climbed to \$10,470,255, or \$2.46 a share, as

compared with \$9,196,206 or \$2.15 a share for the chird quarter of

Nine month earnings were \$22,-989,062, or \$5.39 a share of common stock as against \$21,212,638 o- \$4.96 a share for the first nine months of 1954. A \$1 a share dividend, plus a year-end dividend of \$1 on common stock has been declared, payable December 15.

Foreign sales also set a record for the first nine months of 1955, with 16 new plants opening, bringing the total of foreign bottling plants to 418 in 92 nations.

## Bulk Op's Theme

vender, and then 'evel out. But when you move it back to its previous location, sales jump again, and a few weeks later become steady. It's just one of those

Schnaver entered the bulk vending field about 1934 shortly after he quit high school to help support his family.

After selling song sheets, fruit, iewelry and an assortment of other articles he went to work for Ben Segal, founder of Confection Specialties, where he remained for 13 years, the last six as manager.

About 1937, after helping Segal establish routes in Philadelphia, he returned to Chicago when Segal sold his Pennsylvania interests. This same year Schnayer went into partnership with his brother and brother-in-law, and in 1952, a year after his marriage, he founded

his own business. Until his daughter, Joann Lynn, was born over two years ago, n wife. Lillian, was active in the Circle R business, but now has her hands full with the three children. In addition to Joann, the Schnayers have two sons, Robert, 12, and

Ronald Harold, 10.



INTRODUCING A FREE 15-DAY TRIAL ON THE BRAND NEW KEENEY "CHALLENGE BOWLER"

> Because we believe that the new KEENEY CHALLENGE BOWLER incorporates the best features of all bowlers on the market today, we will ship, AT NO RISK ON THE PART OF THE OPERATOR, a KEENEY CHALLENGE BOWLER to be used on location during a 15-day FREE TRIAL. The operator need not pay for the "Challenge Bowler" until he is thoroughly satisfied. (nignod)

Johnny Bilotta WE"CHALLENGE" YOU TO MAKE MONEY!

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## NCMDA PROGRESS AND AIMS

· Continued from page 94

difficulty in trying to keep the tributors, were unable to include to expand our services so that slipping away until you had only

#### Membership Drive

Since my appointment five months ago, I have tried to analyze the reasons that made our former members relinquish their membership in this association.

The only reason I dwelt upon this was to find out, if possible, force it should have been in this puzzled me.

organization?

have the basic knowledge of conditions within the coin machine in-

3 Did our members resign beuse of high cost of dues?

#### NCMDA Returns

It was with these questions in mind, that I proceeded to open an office on May I of this year, for handling the business of this association. Offices were set up at 30 North LaSalle Street, Chicago, and all the necessary steps were taken, to publicize thru all the trade publications notice of the reactivation of this association.

I need not tell you that this announcement was not hailed in certain circles with any great enthusiasm.

The stories that got back to me were "Why are the distributors reactivating?" "What benefits do they expect from this association?" Some manufacturers and trade publications wanted to know the real reason for our banding tomuer again.

#### Strong Group

upon our announcement with great latter, who hoped that this associa-

operation. They have carried the tion. news items, articles, statement of industry. Hundreds of letters were cations. mailed weekly to every distributor explaining the plans for the new reactivated association. Approximately 15 of the original members answered our first call to be placed on the rolls again. This was our nucleus to start with.

#### 74 Inquiries

cluded in all our mailings. Many tary for your managing director. small distributors signed memberbelonging, but, being small dis- sufficient funds should be available

ontinued from page 88

applications for membership. Ten affects his business. of these were dropped immediately because of the dues. I am recompresent membership is 43.

#### A New Look

I felt a great disappointment in why we were losing our members, that some of our original members why my predecessors failed to in 1948 showed such a lack of inmake this association the potent terest in my invitation to rejoin our new reactivated group. It is very industry. These were the questions possible they wanted to be certain the problem of the operators and 1. Did the members understand just a continuation of the old one. the complete functions of a trade I feel quite certain that these for- prices, better legislation, and better mer members will at some time in public opinion. 2 Did the managing directors the near future recognize the new look that this association will put upon the face of this industry.

While I have concentrated my bers, I have not been remiss in my letins from operator associations who are desirous of creating an atmosphere of good relations.

#### Mfr. Contacts

I have also visited all the officials and sales managers of all the factories in the Chicago area. Wherever I have gone, whomever I have spoken to, I have consistently spread the gospel about our new reactivated association and our hopes of cementing good relations for the betterment of our entire industry.

One of the innovations of our association has been our semimonthly bulletin, Distrib's Digest. I have tried to bring to the attention of our members thru our editorials, highly constructive thoughts and approaches to the WRITE OR CABLE problems of the day. The bulletin has conveyed to you the great potential this association has. It has also carried stories of new There were many who looked products, parts items, premium items, new manufacturers, and our satisfaction and hope. It was the Buy & Sell section is of great value to our members. This section of tion would be a strong dynamic our bulletin is the only service of orgup, who would be able to put this kind available to distributors. forth a program that would be Here, your ad only reaches a disable to not only help distributors, tributors' market. As time goes on but be able to produce the leader- this service will be of tremendous ship which this industry has long value to our members. Our bulletin has created a great deal of interest. However, all the trade publica- It has great potential value and it tions have given us their co- is an important part of this associa-

Another new project undertaken policy, and all have contributed in behalf of our members is what their share of space in explaining appears to me the inequality of our story to the entire coin machine advertising rates in our trade publi-

For the past five months I have made an earnest effort to bring your association to the attention on the entire coin machine industry. With but little funds I have to some extent reactivated your association to the point where sufficient funds are now needed to add Thru our vigorous membership additional services for our memcampaign, we received a total of bers' benefit. No funds are now 14 inquiries from distributors all available for travel, public relations, For the nation and from foreign legal services, legislative reporting, countries. Applications were in- clipping services, nor even a secre-

This situation requires your ship applications immediately only utmost consideration. Steps should to express their regrets later when be taken at this meeting to find they learned what the dues were. ways and means of raising additionvre, of course, canceled their ap- al revenue. If this association is to plications. They felt the need for take its place among the leaders,

COINMEN YOU KNOW

York, is in the hospital. . . . Al Miniaci, Paramount Music, and Ray Knoss, Arrow Music, returned from vacations. . . . Tenth Avenue

commen at the recent National Automatic Merchandising Associa-

tion meeting in Chicago used the exhibition suite of American

Hand Dryer Corporation at the Hilton as unofficial headquarters. Bill Kane was host. Among the coinmen there were Harry stem, Williams; Johnny Billotta, Newark, N. J., Wurlitzer distributor; Sleyer Parkoff, Atlantic-New York, and Max Shapiro, Montreal operator.

Joe Young and Abe Lipsky, Young Distributing Company, move

nto new quarters at 575 11th Avenue December 1. The new set-up

on 5,000 square feet of floor space which the Wurlitzer distributorship it needs for expanding business. Dave Simon, Simon Sales, takes

over the old Young headquarters on 10th Avenue. Simon is not ready

#### members on the rolls. They were this cost in their operating budgets, every member can have the latest We received a total of 55 signed information on every subject that

Despite the rosy stories that appear in some of our trade publimending that the Board of Direc- cations, there are some in this intors expel two additional members dustry who view the future with for non payment of dues. Our pessimism and gloom. The members of this association will play an important role in the future welfare of this industry.

As a united group we have the responsibility of correcting any abuses that may now exist and direct our combined efforts toward that this new association was not manufacturers by using this association to get better machines, better

In concluding this report, I realize and I am certain that you also realize, that there has been some progress made in the past efforts on trying to get new mem- five months. While the building of this association is being done 4. Did changing city, State and duty in contacting operators and slowly, it is being done safely and federal laws reduce a sales, making the leaders of operator associations. surely. With a good solid foundamembership dues a hardship to We now receive reports and bul- tion under us, I feel that this association can go on to a long range program with a feeling of certainty.

I would further add that our groundwork to a large extent has been completed. With the nucleus that we now have, representing a majority of the distributors of the nation, we can ultimately create a strong united force that will shape the policies of this industry

#### MR. IMPORTER

BEFORE YOU ORDER PHONOGRAPHS & GAMES

FOR OUR

## CIF PRICES

WE ACCEPT PAYMENT IN FOREIGN CURRENCY

Badger Sales Co., Inc. Distr. AMI, Gotflieb, Genco, etc. . 2251 W. PICO BLVD. LOS ANGELES 6, CALIF. Cable: Bagersal-Los Angeles

Los compradores en el extranero encontraran esto aparatos libres de contratiempos a los mas bajos precios de aqui.

> Exportamos juegos de bolas (pin games) y velloneras (music machines) nuevas a reconstruidas listas para operacion.



Ash says..

Joe

When you compare quality with price, Active is never under-

EXCLUSIVE DISTRIBUTORS FOR WURLITZER and D. GOTTLIEB & CO. in S. Jersny, E. Pennsylvania and Delaware.

AMUSEMENT MACHINES CO. 666 N. Broad St.

FRemont 7-4495 Phila. 30, Pa.

YOU CAN ALWAYS DEPEND ON ACTIVE-ALL WAYS

## 0 - P00

Marvel's Sensational Bumper Pool Games-2 Sizes . . .

Especially Designed and Built for Choice Locations CHECK THESE EXCLUSIVE FEATURES:

- · 3 or 4-sided play
- Pockets set in from and permit rebound action
- Dimensions:

Distributors,

Write

- Deluxe Model, 72 x36 x32 Regular Model, 52 x36 x32
- Regulation Size Cues
- Table Top on Hinges With Lock
- · Cash Bax Inside, also with Lock Attractively Finished Cabinets
- ABT Double 10¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth Immediate Delivery

2845 W. FULLERTON CHICAGO 47, ILLINOIS

Tel.: Dickens 2-2424

OFFICIAL BOWLING

For bigger bowler profits...get Bally ABC-BOWLER on location now . . . or CONGRESS-BOWLER for added attraction of match-score features.



ABC bowler

BALLY MANUFACTURING COMPANY 2640 Belmont Ave., Chicago 18, Illinois

NEW YORK, Nov 26.-Pepsi-Cola Company this week declared a regular quarterly dividend of 25 cents a share, and an extra cividend . Co trinued fro of 15 cents a share. Both are payable to stockholders of record as of December 15.

COIN MACHINES

### COINMEN YOU KNOW

age 99

to announce plans for the building. . . . Al Kerner, Lindenhurst, L. L., was a 10th Avenue visitor last week. Other visitors on the street were Carl Pavesi, White Plains; George Marra, Derby, Conn., and Mrs.

## SATIONAL SALE—PRICES SI

ALL MUST GO IMMEDIATELY!-WRITE-WIRE-CALL COLLECT!

#### KIDDIE RIDES

- 8 BALLY HORSES
- 17 MOON RIDES
- 6 Miss America BOATS
- 12 BALLY SPACE SHIPS
- 6 DECO RANGERS
- 2 NYLON ROCKETS
- 2 SEE-SAWS 5 DRIVEMOBILES
- 100% Guaranteed
- America's Largest Stock
- Easy Trades—Liberal Terms

#### BINGOS

- 25 MIAMI BEACH ..... NEW 5 TROPICANAS .....\$185 5 SINGAPORES ..... 185
- 2 NEVADAS ...... 2 MEXICOS ..... 2 HAVANAS .....
- 5 TAHITIS ..... 3 TROPICS ..... 50

2 RIOS .....

#### MUSIC

- 10 WURLITZER 1700's, Like New 5 WURLITZER 1500 A's
- 5 WURLITZER 1500's 2 SEEBURG BL 5 AMI E-120's
- TOPHOTCH SPECIAL
- CAPITAL DELUXE SUPER BONUS CLIPPER DELUXE

2 EXHIBIT CARD MACHINES—New

DISTRIBUTORS: Trade us your DEAD SHUFFLE ALLEYS, GAMES and MUSIC

## WRITE—WIRE—CALL COLLECT!

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040

Exclusive distributors for

URLITZER - BALLY - UNITED



EXPERTLY RECONDITIONED

EMPIRE GUARANTEED

E120 ..... 5545 D40 ..... 275 D80 ..... 375 Model C ... 175

SEEBURG

M100R ... \$845 M100HFG ... 735 M100C ... 615

SIDEWALK ENGINEER

HYDRO DUCK GUN

HARVARD METAL TYPER

EXH. VACUUMATIC CARD VENDOR

Voice-o-Graph 495.00
Williams Super Jet 295.00
Genco 2-Player Basketball 225.00

Genco 3-Player Basketball 225.00
3D Theatre
Chi 4-Player Berby 195.00
Chicoin Super Home Rum 225.00
Wms Deluxe Baseball 175.00
Wms Super World Series 99.50
Wms Star Series 79.50
Ev. Bat-a-Score 175.00
Muto Drivernobile 165.00
Telequiz and Film 100.00
Muto Flying Saucer 145.50
Goalse 99.30

Mercury 13-Way Athletic Scale .. 79.50

Flash Hockey ..... 75.00 Wms. Quarterback ...... 75.00 Exh. Hi-Ball ..... 75.00

Anti-Aircraft ...... 99,50 Mute, Drop Kick Football ..... 295.00 Standard Metal Typer .......... 195.00

Dece Space Ranger...... 325.00

Royal Mustang Horse ........ 375.00 Exh. Big Brunco ......... 375.00

Est. Date Our.

AUTO PHOTO

## Empire has the POOL • 3 OR 4-SIDED PLAY . HINGED TOP

Genco DeLuxe Tournament Williams DeLuxe Bank Pool

WMS. SNAFU WMS. JOLLY JOKER

GOTTLIES

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Grand Slam \$119.00 5kill Pool .. 110.00 Chinatown . 85.00 Quartet .... 110.00

IMMEDIATE DELIVERY

WILLIAMS

Big Ben	185.00	Palisades
Dealer	125,00	Fairway
Lary Q	125,00	Hayburner I
Struggle		Twenty Gr 1
Buggy	125.00	Disk Jockey
Grand		Jaiopy
Champ	125,00	Four Corners
C.O.D	115.00	Lucky Inning

### SHUFFLE GAMES :

UNITED TOP NOTCH UNITED REGULATION

Chicoin Benus Scare Bowler	\$425.00
United Lightning, High Score	345.00
United Banner, Match Score	215.00
United Speedy	295.00
United Comet, Match Score	335.80
United Lightning, Metch Score	375.00
United Clipper, High Score	375.00
United Mars, High Score	295.0
United Venus, High Score	375.0
United Ace, Match Score	265.0
United Rainbow, High Score	
United Leader, Match Score	225.0
United Chief, High Score	193.0
United Team, Match Score	225.0
United League, High Score	195.0
United Imperial, Match Score	
United Royal, High Score	
United Classic, Match Score	
United Olympic, High Score	
United Clover, Mtch Score	
United Cascade, High Score	
United Super	
Chicain Hollywood	
Chicain Holiday	410.0
Chicain Criss Cross Bowler	
Chicoin Startife	
Chicoin Super Frame Bowler	. 313.0

Genco Match Pool ...... 99.50

Gence Shuffle Pool ...... 99.50

Bally Victory . ...... 295.00

#### LET'S SWAP

5......

BINGOS & Late Shuffles for Seeburg M100HFG, Seeburg M100R and Late Gottlieb 5-Balls.

### BINGOS

UNITED STARLET

BALLY BEACH BEAUTY

Bigtime \$485	Tahiti
Variety 375	Nevada Y
Triple Play 465	Beauty T
Gayely 375	Frulics 1
Bally Hi Fi 175	Yacht Club '
Surf Club 173	Palm Beach 1
Ice Frolics 165	Atlantic City
Palm Springs, 145	
Mexico 165	Bright Light
Dude Ranch 150	Bright Spot
Beach Club 150	Golden Nugget
Rio 150	Gence 400
Начана 150	1 celles des

ı			
	Gence Sky Rocket		\$445.0
	Keeney Sportsman		295.0
	Genca Sky Gunner		
	Shoot the Bear		
	United Carnival	80	275.0
	Genco Rifle Gallery		
	Williams Super Jet		
	Seeburg Coon Hunt		

BRAND NEW CLOSEOUTS-

United Derby Roll ........... Write Mighty Mike Sparring Partner 785.00 Denco Silver Chest............ 125.00

COIN-COUNTER

NEW STANDARD-RAPID

1/2 depotit, balance Sight Draft or C.O.D.

COIN MACHINE

1012-14 MILWAUKEE AVE., CHICAGO 27, ILL Phone: EVERGLADE 4-2600

CHANGEMAKER 3 Different Models Dispenses 2 dimes, 1 nickel for Counts and wraps Pennies to Malves. Dispenses 2 dimes, 1 nickel for Russed, Light, Accurate, Portable. Try 25c; 5 nickels for 25c; 5 pennies One on Money-Back S189.50 for nickel ...........\$89,50

Certrude Browne, Paramount Vending, Beacon, N. Y. . . Adria Madoff, receptionist at Runyon Sales, is sporting a rock the size of a small egg. It's from Mel Mackeever. A May wedding planned. . . Lou Wolberg, Runyon Sales, recently gave a party for hidaughter, Harriet, in honor of her third birthday. Al Simon says sales of the Bowling Team and Genco Pool are going strong. Harry and Hymie Koeppel report business is going strong. . . . A

Ferber, A&A Operating Company, and Hyman Bramson, Coinomati Amusements, are new members of the Associated Amusement Machine Operators of New York. . . . Norman Jacobson and Leonard Milgraus have formed M&J Amusements and S. Antonoff S&S Amusement . . Solomon Dansky also began a route with locations purchase from Doll. . . . Pete Stefano, W. Slater and A. Scaffidi have formed the P. J. Woodridge Vending Company with locations purchased from I

Lebanar. . . . Ralph Madoff's Zee Amusement Corporation has pur chased Bernie Berman's B&B Route. Claire Marono, of the Associated Amusement Machine Operator

of New York, reports that the December 3 affair at the Waldorf-Astoria is now near sellout. The pre-dinner cocktail hour is set to get under wa at 7:30. . . . Eli Kasper, of AAMONY, recently celebrated his 36th wee ding anniversary. Daughter, Mrs. Janice Maslow, and her two childre flew in from North Hollywood, Calif., to help Eli and Mrs. Kasper cel brate. . . . Mac Pollay, local juke box operator, has been spending week ends at the Peekskill Dude Ranch, where he rides his favorite horse Coquette.

#### Pittsburgh

By LEON M. LEFFINGWELL

AUTOMATION MEANS MORE LEISURE. Automation can cit new opportunities for promoting labor and give our country more an

## **Tourney Plan** Offered Ops

CHICAGO, Nov. 26.-Williams Manufacturing Company is making available to coin pool game operators thru the firm's distributors, printed tourney sheets which enable any number of players to engage in and score tournament play.

Providing for regular climination play, the tourney sheets, in chart form, can be posted near the coin pool table at the location.

The Williams tournament play begins with eight players listed vertically on the left hand side of the chart. They are paired off into four contests of two opposing players. Each group competes for the best two out of three games in the first frame, to eliminate four of the original starters.

The four winning players are then paired off on the next margin of the chart to shoot for the best three out of five games in four semi-finals. The two winners of the semi-finals then match their skill in the final margin to score the best four out of seven games.

Each of the tourney play charts requires that a total of 36 separate contests must be played in order to determine the ultimate winner of the tournament. As each tournament ends and a champion is acclaimed, another sheet is posted and the next tournament starts

### Genco Names Ore. Distrib

PORTLAND, Ore., Nov. 26 .-The R. F. Jones Company here was appointed this week as distributor for Genco Manufacturing & Sales Company, Chicago, for the State

The Portland office is headed by Dean McMurdie, with three salesmen working out of the office.

## WE WILL TRADE

FOR LATE BINGO GAMES

FRANK SWARTZ SALES CO.

Send your list in today or call us.

515-A Fourth Ave., 5. Nashville 10, Tenn. Phone: 4-8571

Guaranteed Equipment

CHICAGO COIN

1 HOLLYWOOD WITH 2 THUNDERBOLT. Ea. .... 390.00 2 9' GOLD CUP WITH REPLAY, Ea. ..... 130.00 1 8' GOLD CUP WITH REPLAY ..... 110.00-1 STAR LITE WITH REPLAY 185.00 2 KINGS. Ea......... 155.00

SCORE ..... 75.00

1 10TH FRAME ......

1 10TH FRAME DOUBLE

UNITED 1 CLOVER ..... 5 70.00 1 IMPERIAL ..... 175.00 1 FIREBALL (Flash. Features) ..... 225.00 1 CASCADE ..... 2 LEAGUE. Ea. ......... 160.00

#### T & L Distributing Co. 1663 Central Parkway

1 DELUXE TEAM ..... 215.00

Cincinnati 14, Ohio Phone: MA 1-8751

## MECHANIC WANTED

To repair Bingo Games. Good salary. Must be sober, must have references. Phone Fulton 5702 or write

MORT SCHWARTZ

224 E. 3rd St.

Dayton, Ohio

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SPEC	H 24 / A	4	-8-5-
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			BEGIA

ROCK-OLA 

All Machines Guaranteed . . . Reconditioned Like New WRITE FOR COMPLETE LIST AND QUANTITY PRICES Terms: Vi down, balance C.O.D.

5 & K DISTRIBUTING CO.

Exclusive ROCK-OLA Dist. in E. Pennsylvania and S. Jersey

SOR N. BROAD STREET, PHILADELPHIA 30, PENNSYLVANIA PO. 5-6354 tetter goods and workers more leisure time, R. C. Siciliano, Assistant Automatic Company keeps its candy bar vending machine spic and U. S. Secretary of Labor, reported at a dinner meeting here. . . . span in one of the best-kept-up buildings in Pittsburgh, Schenley Park's Syria Mosque.

On Veterans' Day Sidney Weinstein, of Sidmor Vending Comnany, feeling much better after his hospital sojourn, was busy with pusiness correspondence. . . . Harry Wyner, proprietor Automatic Vending Machine Exchange, reports the sale of vender conversion kits has been heavy. . . . Glen Mowry, of Cem Vending Company, visited Rolling Rock recently. . . . Al Rosenzweig, of Automatic Food and Refreshment Company, will have finished converting the firm's eigarette machines in a couple weeks. He says it takes 10 minutes to convert the new ones and up to three hours to convert the older machines.

#### Washington

#### By DELORES NEWCOMB

ELECTED TO SHOWBIZ POST. Hirsh de La Viez was recently elected second assistant to the chief barker of the Washington Variety Club. He has been a board member of the club for many years, and was chairman of the entertainment committee which lined up talent for the recent fete in honor of Steve Allen. The latter was voted the "Personality of the Year" by the Variety Club here, and the dinner at the Statler to horor him was a sellout and a great success, Hirsh says. Business at Hersh Machines continues good.



### COMPANY 237 WASHINGTON ST. (At Newton Corners) NEWTON 58, MASS.

## 1c A.B.T.

CHALLENGERS Working condition ..... \$4.00

Not working ... \$2.00 Ship C.O.D.

Orms Mfg. & Sales Co.

2814 Main Street Dallas, Texas Phone: PRospect 7453

## LIQUIDATING

All Late Shuffle Alleys Write or call-will sacrifice

Clippers Capitals Hollywoods Holidays Blinkers

**Venus** Comets **Targettes** Aces Leaders

18 Frolics ......\$110.00 10 Beach Clubs ...... 135.00 5 Spot Lights...... 55.00

Call (ASCME)

ALL STATE COIN MACHINE EXCHANGE

2317 North Western Ave. Chicago 47, Illinois BE 5-6770

FOR A STEADY INCOME

**OPERATE** 100% LEGAL STANDARD METAL TYPERS NEW & USED

High quality. straight discs, sacked 100 to a roll. Complete

fine of parts. WRITE FOR PRICES



## Seeks Op Aid

ing machines at the NAMA convention in Chicago recently that sanitation will not pose a paramount problem.

"With a little good housekeeping effort vending operators should be able to keep their automatic machines within the health requirements of any State."

Liddy disclosed he had conferred with John T. Pierson, Kansas City, newly elected president of NAMA and head of Vendo Company, and Attorney Herbert Beitel, NAMA's legislative counsel, at the Chicago conclave regarding Iowa's proposed move.

The meeting, according to Liddy, was held after he had consulted with food and beverage manufacturers' representatives and operators attending the meeting.

#### Plan 1957 Passage

"It is our plan to present the pro-posed legislation governing these machines to the next session of the Iowa State Legislature, which convenes January 1, 1957," Liddy stated.

In his remarks with a Billboard reporter, Liddy declared there had been a great influx of coffee and milk machines in Iowa recently,

"Food dispensing venders are becoming more and more popular, as are fruit machines, and the industry should thrive in our State."

Iowa, he explained, currently governs only the health regulations oc coffee, bottle milk and cup beverage vending machines, which require a \$3 license fee.

Restaurants, he continued, must pay a license fee of \$18 for the first year and \$3 thereafter. However, should the restaurant be sold or move to a new location, the owners must again pay the initial license fee of \$18.

This law, he explained, could be applied in all probability to food and beverage machine operators. However, Liddy thought the fee to be somewhat high, and unfair to vending operators.

The new statute, which the Iowa Department of Agriculture will present to the Legislature, will regulate the operation and fees of all food and beverage machines, including candy, cookies and bulk operations of nuts and gum.

While it was not mentioned, the action may bring about the opening or the operation of cigarette machines in the State, Iowa is the only State which does permit the sale of cigarettes thru vending machines.

## Milk Tops Pop

ment of the milk vender, 110 milk sales were racked up against only 16 soft drink sales.

Of the milk sales, chocolate milk outsold white milk by two to one. Sykes pointed out that the figures are probably weighted in favor of milk because of the novelty of the machine at the location. He added that more tests will be made in factories, schools and offices.

The milk machine used in the test is made by the Food Engineering Corporation, Manobester, N. H.

#### Vending Fraud

· Continued from page 90

purchasers of certain vending machines, persons looking for employment or profits in connection with the operation of vending machines.

J. C. Melton, post office inspec-tor, Kansas City, testified Netco took in more than \$43,000 during the short period it operated. It sold 50 machines, 41 of which were paid in full, but shipped only nine.

Baker told federal inspectors he operated and was sole owner of Netco. It was formed after National Distributing Company, operated by Roades and McCulloch, discontinued because of its repu-

Wolfe, according to federal au-

#### Cleveland Coin Machine Exchange, Inc.

Valley Manufacturing Distributors 2019 Prospect Ave. Cleveland, Ohio Write for prices.

thorities, said that Roades wanted him to set up Western Manufacturing Company in Los Angeles and operate the business as his own because of complaints by the Better Business Bureau, which was instrumental in bringing the case before the Federal Court,

Realigned and Resurfaced, 75c each. Compare them with new cartridges. Cartridges returned within 10 days ELECTRONIC INDUSTRIES P. O. Bex 2008 Mess, Arizona

## Let's Make

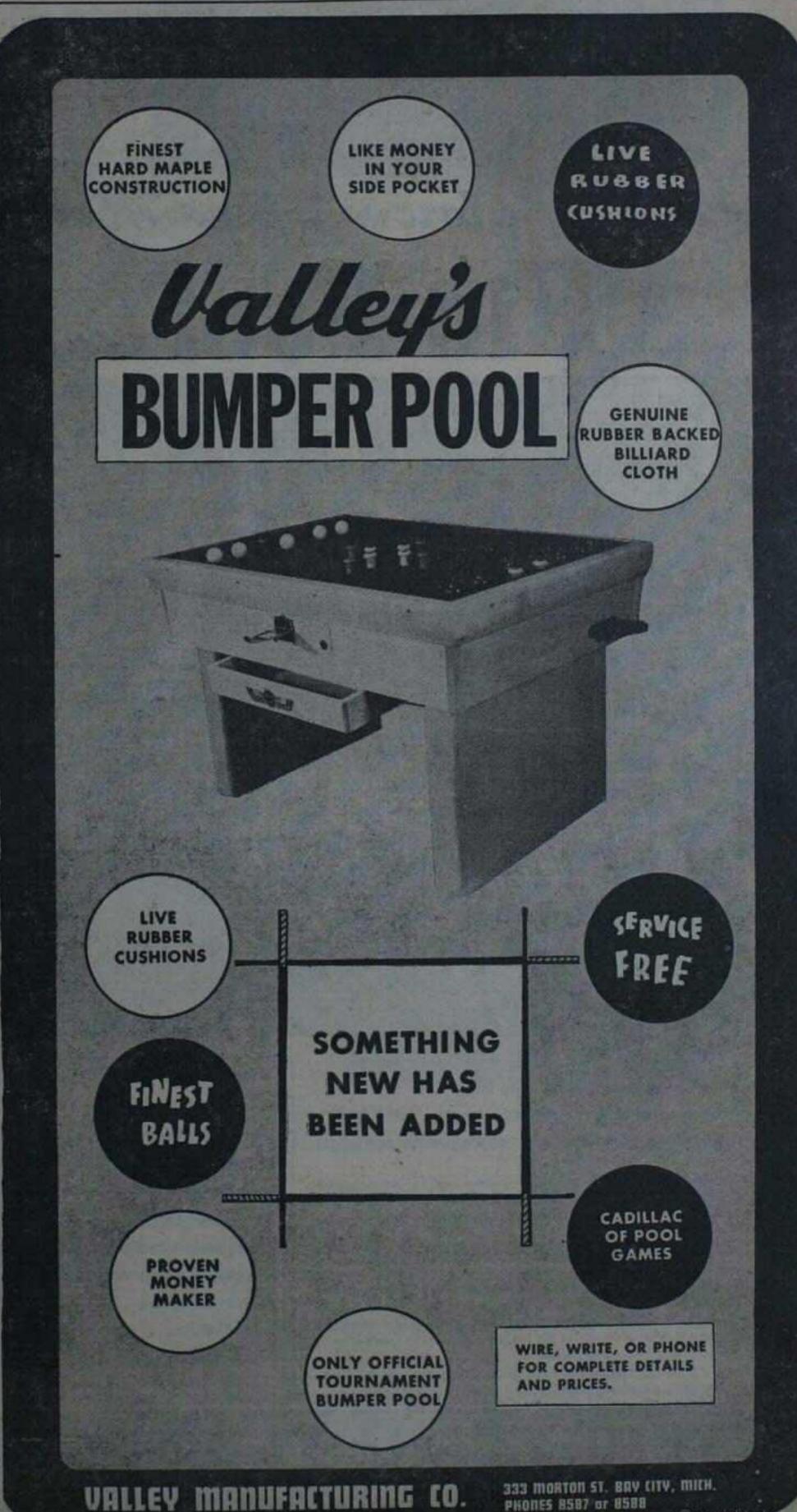
We have a lot to offer tell us what you need and we will work it out.

Wire Phone Write

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa. 155 N. BROAD STREET PHILADELPHIA, 23, PA PHONE: STEVENSON 2-2903

GIVE TO DAMON RUNYON CANCER FUND



PHONES 8587 or 8588

#### FROM ED RAVREBY,

Thanks a million for the wonderful reception you gave the announcement of our new Rock-Ola Mfg. Co. and Keeney Mfg. Co. franchises. We intend to continue to serve you to the best of our ability. We hope your friendship will remain with us for the years to come.

### ASSOCIATED

AMUSEMENTS INC.

188 BRIGHTON AVE.

ALLSTON, MASS,

EXCLUSIVE DISTRIBUTORS FOR ROCK-OLA MFG. CO. AND KEENEY MFG. CO.

DISTRIBUTORS OF GAMES OF LEADING MANUFACTURERS

SAY YOU SAW IT IN THE BILLBOARD!

#### DIG THOSE IVY-COVERED PINBALLS

BOULDER, Colo., Nov. 26. -What's new on the campus? At the University of Colorado bere, it's pinballs.

In the lower level game rooms of the beautiful student union hall, social center for the university, Diness Music Company has installed 12 pinball games, which are available to students for entertainment, along with the customary ping pong tables and bowling alleys.

The games have proved popular with the 3,000 students who pass thru the union

hall daily.

## OPERATORS!

Line up your PIN-POOL spots in a hurry! Show locations that PIN-POOL not only earns big cash-box money but steps up sales of beverage, smokes and snacks by creating a friendly club atmosphere. Locations are looking for an attraction to keep drop in trade from drifting away. Tear out advertisement on dotted lines and show locations the strongest steady-customer attraction they ever saw-Bally PIN-POOL, priced for blanket coverage of your territory.

CUSTOMERS Play More and Spend More



- 1. More steady-customer patronage
  - 2. More free-spending double-date trade
    - 3. Increased cash-box profits
      - 4. Increased sales of beverage, smokes and snacks

PIN-POOL...newest coin-operated amusement sensation... offers your customers all the fascination of billiards with exciting bank-shots from rail-cushions, plus tricky maneuvers of balls around live-rubber bumper-pins in center of table.

#### 20 CENTS PER GAME EARNS UP TO \$2 PER HOUR

PIN-POOL... played by 2 players or 2 pairs of players, playing partners, creates a cozy clubroom atmosphere in your place that keeps drop-in trade from drifting away. Because friendly competition at the PIN-POOL table keeps customers happy, they stay longer, spend more at the bar, eigar-counter or snack-shop... come back oftener and bring their friends.

Cash in on growing popularity of PIN-POOL...the 100 per cent skill-game with 0 per cent grief. Get PIN-POOt busy for you now.

Welcome in every territory Deluxe table harmonizes with finest fixtures

No electrical hook-ups

No service-calls, no warry

Accurately balanced cues"

Genuine sneeker-pool bolls"

Table precision-squared to please experts

Toble uphalitered with genuine billiard-dath

Chest-proof coin-mechanism

Gog-proof half-release

52 in. by 36 in., 32 in. high

"Sanderbrad by the Branchik Selle-Colonier Company

BALLY MANUFACTURING COMPANY . 2640 BELMONT AVENUE, CHICAGO IS, ILLINOIS

## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

November 27-30-National Association of Amusement Parks, Pools and Beaches, annual convention, Hotel Sherman, Chicago.

December 1-California Music Merchants' Association, Sacramento division, monthly meeting, Sacramento Hotel, Sacramento.

December 3-4-Nebraska Automatic Phonograph Operators' Association, Inc., quarterly convention, Freemont,

December 5-United Music Operators' Association of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

December 5-Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

December 6-Washington Music Merchants Association,

monthly meeting. Seattle. December 6-Automatic Phonograph Owners' Association,

monthly meeting, Hotel Sheraton Gibson, Cincinnati. December 6-Summit County Music Operators' Association,

monthly meeting, Mayflower Hotel, Akron. December 7-Music Operators' Association of St. Joseph

Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

December 7-Retail Amusement Association of Canton, O., monthly meeting, Massillon.

December 9-Massachusetts Music Operators Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.

December 9-Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

December 19-Worchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

December 21-Automatic Equipment & Owners' Association of Indiana, monthly meeting, Association headquarters, Gary. January 28-29-Kansas Music Association, monthly meeting.

January 30-Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

DALLAS, Nov. 26.-A \$2,000,-000 advertising program for 1956 was announced by the Dr. Pepper Company this week. Leonard Green, president, disclosed the budget is more than twice as large as the 1955 campaign. The campaign will be highlighted by a new, co-operative ad plan for independent bottlers. Four basic mediatelevision, newspaper, outdoor and radio-will be used for consumer advertising. Trade publications are scheduled for institutional advertising.

Salina, Kan.

#### BINGO MECHANIC WANTED

For route work. Regular hours-good pay and vacation. No drifters. Write to

**BOX 831** 

The Billboard, Chicago, III,

#### CHERRENESSES. BEST RECONDITIONED GAMES READY FOR LOCATION

RIGHT SPOT ..... 5 75.00 BRIGHT LITE ...... ATLANTIC CITY ...... PALM BEACH ..... NEW UNITED DIE SLUGGER

> CLOSE OUT NEW EXHIBIT DIE SKILL POOL

HEW-UNITED STARLET UNITED TOP HOTCH (Sou. Calif., Ariz. only)

2303 W. Pice Bivd. Los Angeles 6, Calif. DUnkirk 3-1810

#### SOMEWHERE IN THE WORLD

There's a buyer for your talents - services - or

merchandise. Chancer are you'll find him among the 67,000 who read THE SILLBOARD classified columns every work. And find-ing him this quick, easy may can cost as fittle as \$3 - 1

#### FOR SALE—LIKE NEW COMPLETELY RECONDITIONED

MIAMI BEACH	Write
GAY TIME	425.00
BIG TIME	400.00
HI-FI	150.00
PALM SPRINGS	135.00
RIO	100.00
WALTE WIRE OR DU	ONE

912 POYDRAS MAgnolic 6386 or 7459

#### GOOD BUYS

NEW ORLEANS 12, LR.

MIAMI BEACH	Write
GAYETY	\$245.00
VARIETY	270.00
SURF CLUB	
PALM SPRINGS	125.00
HI-FI	145.00
DATES DERBY	The second second

CENERAL DISTRIBUTING COMPANY 1609 GRIERRS AVE. HEW BRLEARS, LA. TULARE 6771

DAFFY DERBY ..... 125.00

For Complete

Mike Munves Corp. Outstanding Reliable Coverage Single Machines

A Complete Arcade Parts-Supplies-Sundries

to Machines and Voice R. letic, Movies, Fortune, aters, Coin Weighing a, Soldering Irons, at Wax, Coin Wrass

Machines Equal to New

Williams Deluxe Baseball, & Play 300 Illus, Catalog on Request

577 Tenth Ave. let 42nd St.1 New York 16, N.Y. Skyant 9-6677 43 YEARS SERVICE - EST. 1912

IF IT'S NOT AN "EXHIBIT" FEATURE

IS BREAKING PROFIT RECORDS EVERYWHERE

IT JUST HASN'T BEEN DESIGNED YET!

## COINMEN YOU KNOW

#### Detroit

#### By HAL REVES

COINMEN OFF HUNTING. Early reports from the coin machine trade indicate that not too many are having any luck tracking down their deer this season. Dale Sauve, of Sauve and Son Distributing, has just returned from a week up at Drummond Island without a deer. Accompanying Dale was Jake Dumler, of D and P Service, who also returned empty handed.

Sam Willens, owner of Willens Music Systems, who specializes in installations in drugstores, is convalescing from a severe head cold. . . . Sonny Sears, office secretary for the United Music Operators, on volunteer duty for the USO Monday evening, enjoyed jitterbugging at the Selfridge Air Force base. . . . Sam Sapienza, head of Eagle Music Company, was on special courier duty for the UMO this week, making a visit to the local office of The Billboard.

## SHAFFER EXTRA SPECIALS

On Fully Reconditioned Trade-Ins

VELVIIN	C	C	c	D	ш	n	c
JELDURU	ು	С	Е	D	u	к	ט

M100-B		 	 495.00
M100-A	***	 	 295.00
148ML		 	 95.00

#### WURLITZER

			100
1800		 	WRITE
1700		 	.\$595.00
1650			. 395.00
1500			. 300.00
1400	1	Acces 1	. 195.00

#### AMI

F-11	20		ı	ı		Ų			Ų	. \$6	95.00
D-4	0										95.00
Mo	del	"C"			10		×	e.		. 1	65.00

#### ROCK-OLA

1448	(120 Sel.) WRITE
1442	(50 Sel.) WRITE
Part September 1	(Comet)\$525.00
	(50 Sel.) 195.00
1456	(120 Sel. Wall Box) 45.00

Send for Illustrated Catalog Showing Complete List

## Shaffer Music Co.

In the Coin Machine Business Over 25 Years

COLUMBUS, OHIO 849 W. High St. AXminster 4-4614 CINCINNATI, OHIO 1200 Walnut St. MAin 1-6310 INDIANAPOLIS, IND. 1327 Capitol Ave. MElrose 4-3571

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN-AMI-GENCO-EXHIBIT

#### MUSIC

The second second	_
AMI Model A	\$110.00
AMI Model B	175.00
AMI Model C	195.00
AMI Model D-80	375.00
AMI Model E-120	525.00
AMI Model F-80	675.00
AMI Model F-120	750.00
Seeburg 147M	65.00
Seeburg M100A	245.00
Seeburg M100B	495.00
Seeburg M100BL	525.00
Wurlitzer 1015	65.00
Rock-Ola 1438 Comet.	475.00
Rock-Ola 1434 Fireball	195.00

#### BINGOS

- Innova	
Bright Spot	. \$ 85.00
Frolics	100.00
Beach Club	150.00
Dude Ranch	195.00
Yacht Club	100.00
Palm Springs	210.00
Variety	395.00
Big Time	495.00

#### ARCADES

Chicago Coin Home Run.	\$200.00
Chicago Coin Super	
Home Run	225.00
Wms. Deluxe Baseball.	150.00
<b>Exhibit Shooting Gallery</b>	165.00
Genco Wild West	395.00
United Carnival Gun	225.00

#### CHICAGO COIN BOWLERS

Score-a-Line	Write
Flash	250.00
Gold Cup	110.00
Triple Score	90.00
Double Score	75.00
Name	60.00
Super Match	55.00
10th Frame	50.00
Match	45.00
Criss Cross Target	195.00

#### UNITED BOWLERS

League\$	210.00
Olympic	
Cascade	75.00
10th Frame	50.00
Stars	45.00

VI DEPOSIT WITH ORBER, BALANCE C.O.D. OR SIGHT DRAFT



The House of Quality

MONROE

2422 Payer Art. - Cleveland 14, Ohle - Plane Shader 1-4600

12' x 7' or 84 sq. ft.

\* Requires only

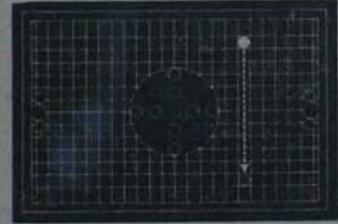


Sunk into the playfield for fast, reliable, easier leveling of table. Insures that playfield is level for true play!



Now, out-of-the-way LICHTING FIXTURE does not interfere with play!

LIGHTING FIXTURE



### HINGED TOP

For easy, speedy servicing! Lifts



#### LINED PLAY FIELDS

Allows accurate placing of "outof-bounds" ball for 3-side play.



#### 3-SIDED PLAY

Allows table to be placed against wall without interfering with play



- 6 NEW- "STA-KLEEN" CHEAT PROOF, SILENT BALL RUNS!
- 7 NEW- LARGER "10 BALLS GUARANTEED EVERY TIME" BALL TROUGH!
- 8 NEW OPERATOR SERVICE CARD FRAME-built in! Always handy.
  Never out of place!
- 9 NEW- DECORATED CABINET-The best looking in the business!
- 10 NEW-I CIGARETTE HOLDERS ON THE TABLE-protects rails and playing field!
- 11 NEW- EXCLUSIVE PLASTIC BUMPER PROTECTORS-colorful, attractive.

Separate Instruction Sheets for Regular Play and 3-Sided Play!

## EXHIBIT SUPPLY COMPANY

Established 1901

4218 W. LAKE ST. CHICAGO

PHONE: VA 6-3100

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CUE STICKS

Exclusive Chicago Distributor for the BEST in POOL GAMES! CUE-STAR by FISCHER -- \$209

BRAND NEW COIN POOL

IMMEDIATE DELIVERY!

POOL GAME PARTS AND ACCESSORIES

IMMEDIATE DELIVERY CUE STICKS

CUE TIPS, Blk. Leather Pkg. of 25 .75

TIP CLAMPS ... Ea. .25

CHALK Per Gross 3.00

PHENOLIC RESIN BALLS ... Ea. 2.50

NOVO-PLY PANELS, complete w/ Cloth and Holes NOVO-PLY PANELS W/ Rubber Bumpers and Cups

CHARLEY PIERI Gel Our List, New-Used Games, All Types

Monarch Coin Machine, Inc. Lincoln 9-3996-7 2257 N. Lincoln, Chicago 14, Ill.

POOL GAMES=

#### IMMEDIATE DELIVERY AT LOW PRICES

#### WRITE FOR POOL GAME SUPPLIES

SHUFFLE GAMES  Un. Mars  Un. Leader  Un. Leader  Un. League  Un. Chief  Un. Royal  Un. Glympic  Un. Classic  Un. Cascade	### 125   Keeney Carmival 95  ### 285   Keeney 10 Player 75  ### 195   Keeney 6 Player 75  ### 275   C.C. Advance 185  ### 275   C.C. Advance 185  ### 275   C.C. Triple Score 115  ### 200   C.C. Double Score 115  ### 200   SUPPLIES  ### 25   Shuffleboard Game   ### 25    ### 25   Shuffleboard Game   ### 25    ### 25   Wax, Case (12)   \$ 2.50  ### 26   Pucks (Set of 8)   18.00	BINGOS  Nevada \$175  Beach Club 135  Spot Light 70  Surf Club 175
Un. Cascade	Wax, Case (12) \$ 3.50  Pucks (Set of 8) 18.00  Fast Wax, Case (12) 4.50  Score Sheets, 10 Pads 7.50  Fluorescent Lights.  Pr. 22.50  Adjusters	Dude Ranch       140         Yacht Club       75         Beauty       125         Frolics       110

Better



DISTRIBUTING CO

SEE IT AT YOUR

DISTRIBUTOR NOW!

18 FT. ROCK-OLA SHUFFLEBOARDS . \$125.00

> **GUNS** Reeney Sportsman 5245 Keeney Ranger 345 Gence Rifle Gallery 200

Palm Beach..... 60

Atlantic City ..... 80

Stars ..... 65

Hi-Fi ..... 165

4322-24 N. WESTERN AVE CHICAGO, ILLINOIS

JUMIPER B-1814

## CMDA Names ) New Firms To Trade Group

CHICAGO, Nov. 26.-The National Coin Machine Distributors Association boosted its membership this week with the addition of six new firms to the distributor group.

The board of directors of NCMDA unanimously approved the following distributors for membership in the association

Mickey Anderson Amusement Company, Erie, Pa.; Calderon Distributing Company Indianapolis; Shaffer Music Company. Colum-bus, O.; Allan Sales, Inc., Wheeling, W Va.; Uni-Con Distributing Company, Kansas City, Mo.; Coin Machine Exchange, Chicago.

## United Holds Eastern Area Op Schools

CHICAGO, Nov. 26. - United Manufacturing Company conducted an operator service school at Baltimore during the week and scheduled another at Philadelphia Monday thru Wednesday (28-30).

Double U Sales Corporation, Baltimore, was host for the school conducted there by United field representatives John Casola and Al Thoelke, Harry Rosenberg and Sam-Weisman were on hand to greet operators and servicemen.

Banner Specialty Company, Philadelphia, was slated for the United school Monday thru Wednesday. Casola and Thoelke were to con-duct this school also, with Al Rodstein of the Banner organization acting as host.

#### Theodore Lee Dies After Long Illness

LOS ANCELES, Nov. 26,-Theodore Lee, 45, a veteran of 20. years in the vending and refrigeration industries and West Coast sales representative of the Lennox Lee, who is survived by his widow, Manufacturing Company of Chi- Inge, died October 25.

cago, died here after a lingering illness.

A native of Brooklyn, Lee served with the Armed Forces in Europe during World War II. Following the war he was associated with the Drink-O-Mat Industries Corporation. He joined Lennox September 1, 1954, and became West Coast representative last January 1. Mr.

#### WORLD'S BEST BUYS

MUSIC AS LOW AS \$60 SHUFFLES AS LOW AS \$50 BALLY BINGOS AS LOW AS \$60 KIDDIE RIDES AS LOW AS \$150

All equipment reconditioned, cabinets refinished, export crated or packed, delivered free aboard sleamer.

#### For Immediate Delivery

SHUFFLE ALLEYS

MUSIC MACHINES | Donald Duck Carousel 1015 Wurlitzers Tank 1100 Wurlitzers 1250 Wurlitzers CC Criss Cross 1500 Wurlitzers 1700 Wurlitzers 1800 Wurlitzers M100A Seeburgs M100B Seeburgs M100BL Seeburgs M100C Seeburgs Rock-Ole Fireball Rock-Ola 1422 Rock-Ola 1438 Comet Rock-Ola 1446

KIDDIE RIDES

Bally Champion Horse Bally Space Ship Bally Hot Rod Bally Moon Ride Aqua Jet Rockel Ship Elsie the Cow

CC Feature CC Holiday CC Flash Keeney Carnival Keeney Domino Keeney Paremaker Keeney Mainliner Keeney Bonus Keeney Diamond United Super United 10th Frame Super United Star United Cascade United Royal United Shuffle Targette Bally Victory Bally Champion Bally Jet

BALLY BINGOS Bally Atlantic City Bally Beach Beauty, New

Bally Beach Club Bally Beauty Bally Big Time Bally Bright Lights Bally Bright Spot

Bally Coney Island Bally Dude Ranch Bally Frolics Tan Bally Gayety Bally Gay Time Bally Hi-Fi

Bally Ice Frolics Bally Palm Beach Bally Palm Springs Bally Miami Beach Bally Spot Lite Bally Surf Club Bally Variety

Bally Yacht Club

CHICAGO 51, ILLINOIS

Write for Complete Details and Most Current Price List European Distributors (not including West Germany) for Bally, Genco, Exhibit, Williams.

Bally Rocket

## INTERNATIONAL

AMUSEMENT CO

1423 SPRING GARDEN STREET

SCOTT-CROSSE Biltenhouse 5-7712 - PHILADELPHIA 30 PA



#### Alluvot Vs. Miler

· Continued from page 84

supporting Frank's Music Company to set a precedent-a test case to determine the legality of practices to which the association objects. Significantly, Small pointed out to The Billboard that the UMO set up a fund when first formed to maintain high standards of operation and that the action in the Alluvot-Miller injunction case followed the association's policy.

General agreement with the court's position insofar as it upholds the enforceability of a written contract was voiced by both William L. Miller, head of Miller-Newark, and his counsel. Ben Rosenthal.

However, Rosenthal ordered a transcript of the record and is planning an appeal to the Michigan Supreme Court.

The validity of the three location contracts upon which the court acion was based was not considered in any detail nor decided by the court action, Rosenthal pointed out.

Rosenthal declared that all three specific contracts were invalid for various reasons, primarily because two of the contracts were not signed by the present location lowners.

Rosenthal pointed out that a new location owner is not bound by a contract signed by a predecessor if he entered the sale without knowledge or assumption of such a con-

AMI, Inc., was originally named in Alluvot's suit, but was subsequently exempted from the provisions of the injunction, having filed a separate stipulation setting forth that the firm does not operate.

### Zither Still Boss

his sales are Wurlitzer Model 1550's and 1800's, the latter selling for about \$2,000 in Austrian currency. Wall boxes, he declared,

Machines are mostly located in Austria's modern coffee bars, where modern phonograph styling is not out of place. Merrill pointed out operated thruout Austria are owned by location owners rather than operators.

He reported that after phonograph installations, location owners claim business picks up about 40 per cent. Phonographs are relativey new in this country, appearing on the scene for the first time about two years ago.

Are juke boxes going to replace the traditional zither in Austria?

"Never," says Merrill. "First, the Austrians in the taverns-where the zithers are played-want folk songs and there's very few recorded. Second, they want a musician who comes around and plays music at their table and drinks with them."

## RECONDITIONED

#### READY TO OPERATE

Atlantic City	60.00
Beach Club	125.00
Bright Lights	65.00
Coney Island	45.00
Dude Ranch	145.00
Big Time	445.00
Palm Springs	165.00
Variety	275.00
Seeburg Shoot the Bear	95.00
Exhibit Dale Gun	30.00
Walling Guesser Scales	65.00
Exhibit Vitalizers	30.00

WANT TO BUY-ROCK-OLA 1544 120 Sel. Wall Boxes

#### ROSENFELD CO.

4701 Washington Blvd. St. Louis 2, Mo. FO 7:6730

SAVE MORE MONEY-MAKE MORE MONEY

CHARLESTON, W. Va., Nov. NEW YORK, Nov. 26.-Thomas 26.-Kwik Kafe of West Virginia, C. Fogarty has been elected presi-Inc., capitalized at \$10,000, was dent of the Continental Can Comissued a corporate charter by the pany effective January 1 to fill secretary of state. Incorporators the vacancy that will be created by were Mary C. Matheny, of Dunbar, the retirement of Hans A. Eggerse, and John D. Smallridge and Carole Gen. Lucius D. Clay, board chair-Lee Staats, both of Charleston.

man, announced.

BEACH CLUBS\$125.00	HI FI\$165.00
PALM SPRINGS 135.00	ICE FROLICS 170.00
DUDE RANCH 140.00	SURF CLUBS 175.00
VARIETY	\$295.00

Cleanest games you've ever seen! 1/2 Dawn, the rest "Sight Draft" All Types of Wall Boxes Available . . . WRITE

Ask for Ben Mackie or Harold Hoffman - Phone: MOntana 1-5004

3726 Kessen Avenue, Cheviot 11, Ohio

## **ROCK-OLA 1438 COMET**

350 125

(WR-L56--20 Sel.) RECONDITIONED-REFINISHED LIKE NEW!



A Quarter Century 2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005



IT'S SIMPLE AS A-B-C

. . that the circulation of this business paper is PAID circulation and that the totals have been audited and certified by the

AUDIT BUREAU OF CIRCULATIONS.

## You asked for it ... HERE IT IS!





Remember GENCO'S BIG TOP?

Operators everywhere acclaimed it the finest Gun Game ever made!

NOW we bow to the POPULAR and SUSTAINED DEMAND ...

and proudly present this brand-new, better-than-ever advanced model ...

> SUPER BIG TOP

SAME SMASH FEATURES AS THE ORIG-INAL-PLUS NEW, EXCITING ADDITIONS!

SEE OFFICIAL AND DELUXE TOURNAMENT POOL GAMES AT YOUR GENCO DISTRIBUTOR TODAY!

• FAST—only 50 seconds Playing Time!

. CONVERTIBLE-NOVELTY OF MATCH!

• 29" wide-FITS THRU ANY DOOR!

#### SPECIAL PRICES BINGO GAMES QUANTITY BUYERS! SURF CLUB SURF CLUB 195 ICE FROLICS 210 PALM SPRINGS 185 DUDE RANCH 150 BEAUTY 125 BEACH CLUB 135 YACHT CLUB 85 CONEY ISLAND 65 FROLICS 125 PALM BEACH 65 SRITE SPOT 95 SPOTLITE 45 5-BALL GAMES JOCKEY CLUB PIN WHEEL LADY LUCK FOUR BELLES MARBLE QUEEN SOUTHERN BELLE SWEET ADD-A-LINE THREE DEUCES PITFIRE THUNDERBIRD ..... BIG BEN CYCLONE HOME RUN WISHING WELL EXCLUSIVE NATIONAL DISTRIBUTORS BRUNSWICK-BALKE-COLLENDER GREEN PASTURES POOL GAME REPLACEMENT ACCESSORIES World's Finest-Best Known! SHUFFLE DISTRIBUTOR TERRITORY OPEN! GAMES ALL TYPES HOLLYWOOD HOLIDAY 350 KING PIN WRITE GOLD MEDAL 395 DELUXE CAPITOL 425 DELUXE CLIPPER 395 DELUXE LIGHTNING 375 DELUXE COMET 315 DELUXE TARGETTE 250 POOL GAMES Immediate Delivery LOWEST PRICES! CALL NOW! Terms: 1/3 Deposit Balance Sight Draft Chicago 47 Phone: EVerglade 4-2300 2330 N. Western Ave.

COIN MACHINES

when answering ads . . .

公

SAY YOU SAW IT IN THE BILLBOARD!

#### Winners Named

Continued from page 84

ed October 31 were announced this week. The winners and their wives are to make the trip in February.

Making the trip will be Joseph Ash, Active Amusement Machine Company, Philadelphia; F. A. Blalock, F.A.B. Distributing Company, Inc., New Orleans; C. B. Brady, Brady Distributing Company, Charlotte, N.G.; P. O. Brandt, Brandt Distributing Company, Inc., St. Louis; T. T. Bush, Bush Distributing Company, Miami, and W. E. Copeland, Sierra Distributors, Los Angeles.

W. T. Cruze, Cruze Distributing Company, Inc., Charleston, N.C.; C. A. Culp, Culp Distributing Company, Oklahoma City; J. R. Steele, Steele Distributing Company, Inc., Houston; G. A. White, Music Distributing Company, Pittsburgh; R. B. Williams, Commercial Music Company, Inc., Dallas, and C. W. Winters, the Winters Distributing Company, Baltimore.

Accompanying the group will be Arthur W. Daddis, Wurlitzer district sales manager for Southeastern United States, and his wife. Daddis was the winner in the field sales organization. Wurlitzer factory executives and their wives will act as hosts.

The contest, according to the company, was supervised by Cappel, MacDonald & Company, Dayton, O., nationally known sales incentive organization. All of the Wurlitzer 36 distributorships participated in the contest.

#### FOR SALE

PHONOGRAPHS	BINGOS
Rock-Ola 1432\$200.00	lce Fralics \$200.00
Rock-Ola 1434 300,00	Beauty 190,00
Rock-Ola 1436 325.00	Palm Beach
Wurlitzer 1450 265.00	Beach Club
BOW	LERS
Bally Jet Bowler \$345.00	Keeney Contain Houses 5775 no.

NOW DELIVERING BALLY BEACH BEAUTY, WILLIAMS SNAFU AND JOLLY JOKER

#### UNI-CON DISTRIBUTING COMPANY

Bally Magic Bowler ...... 385.00 C.C. Crown Bowler ..... 85.00

3410 Main Street Phone: JEfferson 1-1205 Kansas City 11, Mo.

#### NATIONAL Serves You Better!

#### ATTENTION

lowa and No. Illinois Operators! We Have Gottlieb's FABULOUS

#### FRONTIERSMAN

for IMMEDIATE DELIVERY!

#### Reconditioned 5-BALL GAMES

SOUTHERN BELLE					ı	ı	ų		ı		g	23
CYPSY QUEEN		g	В		B	H	н	ę	9	ij	n	22
SLUGGIN' CHAMP	9		8	4	я	в	×	н	я		п	215
TWIN BILL	2		3	9	8	8	8	ā	3	9	a	20
DIAMOND LILL	æ	9	0	93	8	8	в	8	8	9	d	12
LADY LUCK	8		в	2	٠	٠	В	в	н	н	٠	19
STAGE COACH												
DRAGONETTE	8	2	2	9	×	B	9	8	ø	8	9	942
PINWHEEL	н		а	* >	я	٠	н	н	×	н	٠	217

## Reconditioned

	Selling the Control of the Control o
UNITED	DELUXE CAPITOL 5425
UNITED	CLIPPER 365
UNITED	DELUXE MARS 350
UNITED	DELUXE STH INNING 295
UNITED	TEAM SHUFFLE ALLEY .225
UNITED	LEAGUE 210
UNITED	ROYAL 165

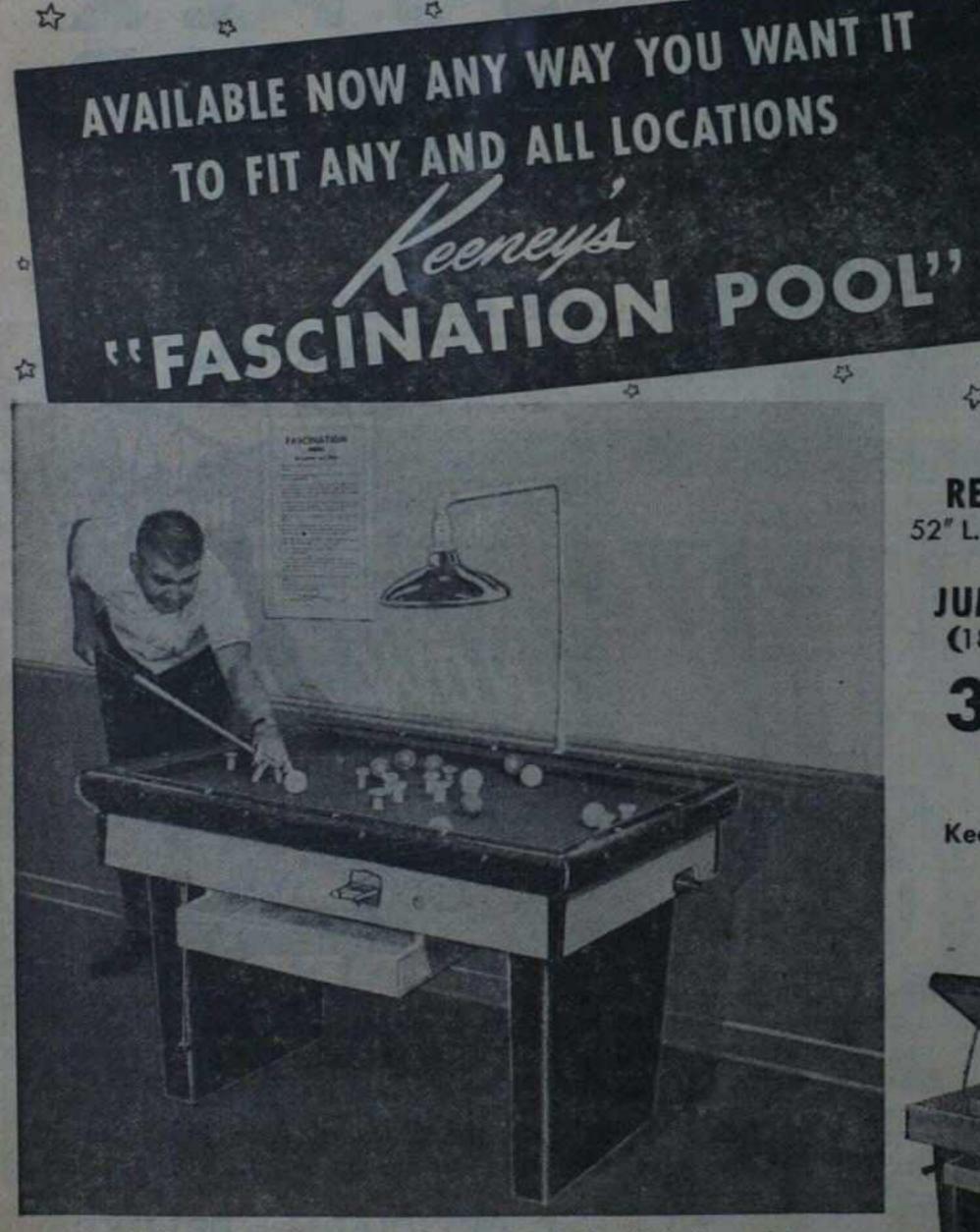
ALL KINDS OF NEW

## POOL TABLES

IMMEDIATE DELIVERY ATTRACTIVE PRICES! WRITE!

#### NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Blvd., Chicago 14, Ill. Phone Buckingham 1-6466



Mahogany Grained Moulding—Cork Finish Body and Legs

- Perfect operating Ball Release can't be cheated
- Perfectly squared to entice the professionals
- Green, rubber-backed felt
- Simple coin mechanism
- Levels on 2 Side Rails
- Leg Levelers
- Piano finish Mahogany Moulding
- Formica Side Rails
- White Diamonds on Side Rails

B LOOK FEATURES! 口 公

REGULAR SIZE 52" L. x 36" W. x 32" H.

JUMBO DELUXE

(18 inches longer) 3-Sided

Play!

Keeney's Original HINGED TOP!



Celeste Ravel MISS ILLINOIS 1954-55 Recording artist

likes to play Keeney's

FASCINATION

2600 WEST FIFTIETH STR

CHICAGO 32, ILLINOIS

#### Chi Coin Pool

· Continued from page 94

balls sunk by a player in one shot many operators to get by with a are registered on the scoreboard.

To determine which player shoots a cue ball from the foul line, banking it against the back cushion and the player whose one ball returns nearest to foul line shoots first. If more than one game is played, player with lowest score shoots

To start game, first player shoots que ball from his tee, hitting "spot" ball first and attempting to sink either or both balls into scoring holes. If both balls are pocketed so that no balls remain on table, the second player places one ball n tray at front end of table on pot" and another on his tee and continues to play.

Play continues to alternate between players until all cue balls are used from ball tray; then the ball nearest to foul line is used until thoulast ball remains.

The last ball must be shot from tee as usual, but banked against rear or side cushions to complete

A player forfeits the game if he deliberately attempts to score cue ball into pocket without first hitting another ball, or if he fails to bank the last ball.

The game is provided with an instruction card to be displayed near the player's end of the table,

and table leg levelers. Automatic Pool is equipped with twin dime coin chutes. According to Chicago Coin, the game's playing time is shorter than other coin oool games.

## Uneeda Begins

25-cent vend.

the New York area are getting only on location are single-price man- | Trade sources now feel that an 25 cents for filters and not making uals set at 25 cents. He added that increase in the wholesale price of a profit. Or, he added, they fail while they may be in good oper- cigarettes in imminent. They point to stock enough selection on filters ating shape, the straight 25-cent to recent talks by cigarette industry and lose out on gross volume.

He added that most operators in overwhelming majority of machines his locations.

vend prevents the operator from leaders calling for "more realistic Hochman pointed out that the realizing the maximum profit from pricing." This they interpret as

preparation for the boost.

TWO SETS OF

RULES

EXTRA

**CUE HOOKS** 

IN ADDITION

TO

FOR 3 OR 4

SIDED PLAY

PERFECT BANK SHOTS EASY TO GAUGE WITH

ON FOUR SIDE RAILS!



NATIONAL SHUFFLEBOARD COMPANY Orange, New Jersey

LITE IS

OPTIONAL

EQUIPMENT

**OPERATE** 

Williams

WINNERS!

all Locations LARGE or SMALL invite you to install Williams DE LUXE 3-SIDED PLAY!

NOW AVAILABLE The Deluxe SENIOR Model 18 Inches Longer Same Width More Exciting Than Ever!

2-INCH SQUARE BALK-LINES COVER PLAYFIELD!

CIRCLED MUSHROOMS!

CAN'I BE BEAT

2-3-or 4 PLAYERS

FOOL-PROOF MECHANISM!

Anti - Cheat Ball Release

2 COIN OPERATION!

Designed for or 4 SIDED PLAY! **BUILT-IN** HOLDER

OPERATE. Williams

NEW 2-BALL SCORE BUILD-UP!

HIGH SCORES!

OPERATE Williams

CIRCUS WAGON

LUXURY 2 PLAYER WITH NUMBER MATCH

BONUS POCKET Buildup! & Bonus Scaring! Multi-Tife!

**OPERATE** Williams JUREK

HIGHEST **EARNINGS!** 

LOWEST PRICE!

PROTECTED CASH BOX

HINGED TOP!

See YOUR WILLIAMS DISTRIBUTOR NOW!

CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL

Williams MANUFACTURING COMPANY

SILENT

BALL-DROP

The "FORWARD LOOK" in 5-BALL CABINETS!

## HERETHEY ARE

The Profit Leading Bowlers of the Year...

Designed For Every Location!

BOWLING TEAM With Automatic Tally Sheets 2 Teams With Up to 10 Players On Each Team Can Play! Available In MATCH Model as ALL STAR TEAM Bowler

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## Appellate Court Backs Silco on Injunction

JERSEY CITY, N. J., Nov. 26.- Therefore, if the Supreme Courthe Silco Cigarette Service has hears the rule on the exemption won an important round in its legal the 20 locations, it might well give battle with the Abeo Vending Serv- a ruling that would obviate furthice. The decision was given re- litigation. cently in the Superior Court of New Jersey Appellate Division, where an interlocutory injunction against Apeo was upheld.

The case involves contract rights between a cigarette operator and his locations. Briefly, Abco has been operating in the Hudson County area for about two years. I s rate of growth has been mainly at the expense of Silco.

Silco charges that Aboo expansion has been due to the pirating of locations which were under cont. ict to Sileo. Named as defendants were Abco and its officers as individuals, and the owners of 50 locations. Silco is seeking damages o' \$25,000 each against the defendants and the right to get its locations back.

#### Silco Contention

Backbone of Silco's case is the contention that Abco induced locations to break contracts by promising to back them in any legal diffirulties which might arise from the contract breach.

In September, Silco was granted an ad interim injunction and later was granted an interlocutory injunction which provides that Abco remove its machines from the locations involved until the case is re-

Abco then asked for a stay of the injunction, which was denied. Then, Aboo appealed the case, and the appeal was also denied. As things stand now/ Abco must remove its equipment from the locations involved until a decision is rendered.

#### Not Complete

However, the Appellate Court decision was not a complete victory for Silco. In the case of Abeo and the majority of the locations involved, the court upheld the interlocutory injunction.

But in the case of 20 others the injunction was denied. Reason given was that Apco had taken prior action against these 20 in a trial court. The court ruled that a defendant could not be sued in two courts for the same alleged breach.

However, the failure to sustain the injunction in the case of the 20 is academic. As long as the injunction against Abco holds up, Abco is prohibited from operating equiprent in all the locations involved, and the net result is unchanged.

#### Supreme Court

Meanwhile, Silco has filed a move for leave to appeal the exemption of the 20-stops before the Supreme Court of New Jersey. Reason for this legal maneuver is this: When the Supreme Court rules on a minor issue in a case, it often decides to review the entire case, particularly if it feels the case is apt to come before the court again.

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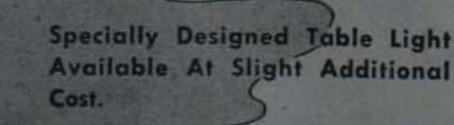
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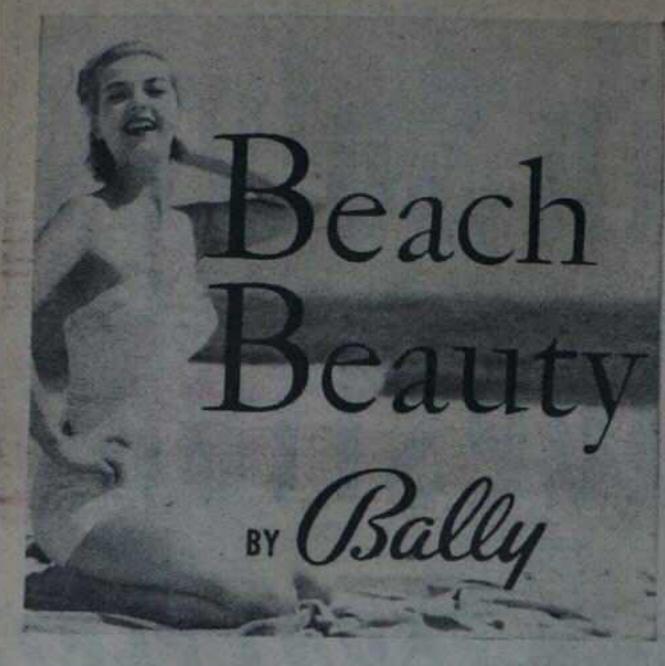
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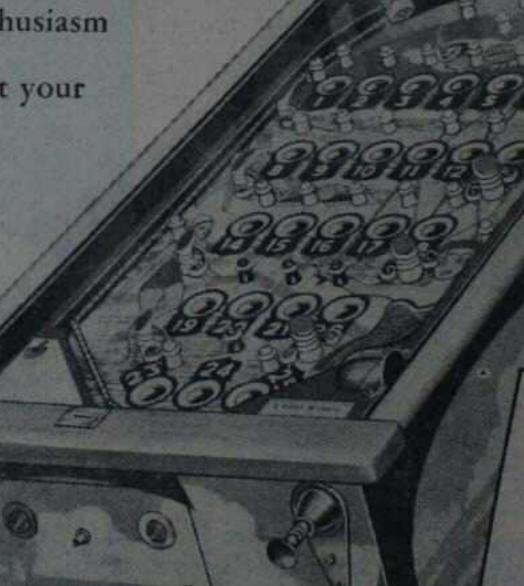
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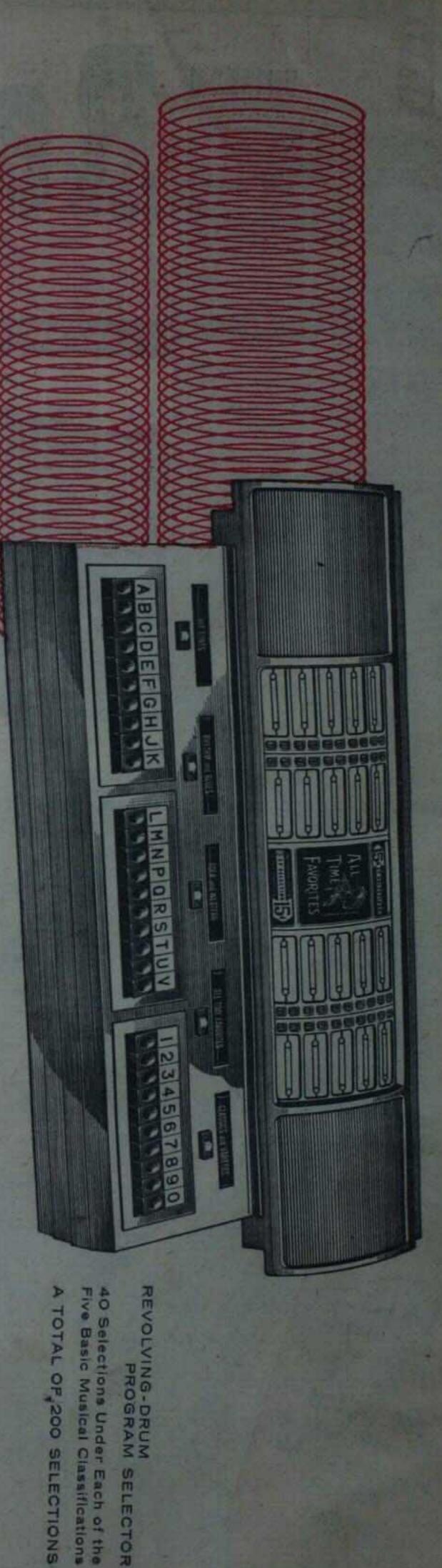
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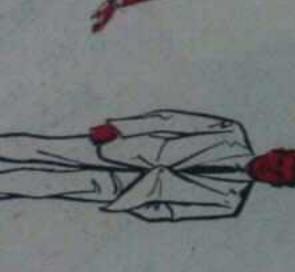
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